

## Title of the challenge:

**To train and empower rural communities in LatAm and Caribbean to generate new incomes through technological tools**

## The company:

**ISA Interconexión Eléctrica S.A. E.S.P.** is a multi-Latin company with more than 56 years of experience. ISA operates the businesses of Electrical Energy, Roads and Telecommunications and ICT, to connect millions of people in Colombia, Brazil, Chile, Peru, Bolivia, Argentina and Central America, through more than 4,700 team members.

ISA is committed to mitigating and adapting to climate change, the rational use of resources, the development of programmes that generate a positive impact on the environment, the integral development of the communities where ISA operates and the quality, reliability and availability of the services provided by the company. After more than five decades of leadership in the region, ISA has transcended the physical act of connecting one point to another to connect people, making each connection an inspiring act.

See more at: <https://www.isa.co/>

## Full description\*

Within ISA's initiative to give connectivity to the low-income rural areas in LatAm and Caribbean, assuming that those are already trained and equipped with the necessary devices and skills, one of the main challenges to be addressed is how to enable people in these communities to earn additional income based on the available resources (natural, environmental, etc.) in their region. It is important to keep in mind that some of these areas are almost impossible to be accessed by land.

These resources may include for example coffee and cocoa crops, vegetables, tropical fruits, livestock, or fishing zones, among others. The people in these areas have a wide knowledge about what they have available, therefore, creating a technology-based mechanism that allows them to share their resources, knowledge, and generate additional incomes could be an amazing and significant opportunity for economic and social development in that region.

ISA is looking forward business ideas, platforms, applications, or any other technology-based mechanism that can create the suitable environment for rural communities in LatAm and Caribbean to generate additional incomes.

## What are we looking for?

The ally should have a technology-based business idea that can be tested in rural areas of LatAm and Caribbean. This idea should include the necessary training and the required conditions for its implementation. Examples in the world around this idea are: AgroTech community hub/platform or digital marketplaces, virtual training and knowledge exchange platforms, payment and logistics integration platforms and interface that might help people with communications limitations like proficiency in English or even in Spanish, community networking platforms, OFFLINE access and local support platforms, etc.

## What are we offering?

ISA would provide:

- Rural areas with connectivity.
- General description of the localities, including population size, productive vocation, and overall social and economic conditions of the environment.
- The necessary economic resources in order to test the solution.

If successful, depending on the type of proposed solution, a strategic provider relationship or investment opportunity can be pursued.

### **Opportunity area**

Smart production.

### **Looking for partners from the following regions**

Europe.

### **Specific areas**

Others.

### **Technologies**

Cybersecurity; Blockchain; Big Data Analytics; IoT; Cloud services; Modelling & Digital Twin; Artificial Intelligence; Machine Learning; Virtual Reality; Robotics; Augmented Reality; Others.