

GiveDirect-Novissi COVID-19 Aid

an AI-based digital model to fight poverty in crisis situations



"For Africa to get out of poverty, it will take innovation. This can be revolutionary, because it's Africans doing things for Africa on their own," Cina Lawson, Togo's minister of digital economy and transformation.

GiveDirect–Novissi is a 100% digital social cash transfer model which leverages mobile technologies (USSD and call data records) & machine learning to target vulnerable people and send them instant payment.

- In times of crisis, sending cash directly to poor people is one of the most efficient ways to keep them from falling further into poverty. During COVID-19, many countries found it difficult to target, enroll, and pay millions in need due to restrictive lockdown measures. The Government of Togo in West Africa managed to distribute \$34M to 920,000 vulnerable people (¼ of its adult population).
- GiveDirect-Novissi is innovative for two reasons:
 - 1) It's a cash transfer platform that does not require an Internet connection to function. It was designed to enable people to register via a text message form and directly receive cash in their mobile wallet within one to two minutes.
 - 2) It used artificial intelligence (AI) to improve targeting of beneficiaries of these cash transfers, a potential game-changer for the delivery of social protection programs in countries that have limited social registries.
- In the near future, the Government of Togo, in cooperation with GiveDirectly and international organizations, [aims to scale up](#) this type of platform and model across Africa to enable rapid, transparent, and cost-efficient cash transfers via mobile money to the most vulnerable in times of crises

GiveDirect-Novissi is the only African nominee at SXSW 2022 and the first African nominee in Innovation ever

Nominated for an award in Innovation: AI & Machine Learning, this program from Togo, Africa is the first Innovation award nominee ever from Africa and the only African nominee in all of SXSW 2022.

The nomination is shared by Togo's Ministry of Digital Economy and Digital Transformation, GiveDirectly, the Center for Effective Global Action (CEGA), and Innovations for Poverty Action (IPA)

Their showcase is March 12th from 12p-6p at Table 5 in the [JW Marriott Austin Griffin Hall](#) with an award ceremony March 14th at 6p at the [Austin Convention Center Ballroom D](#)

Available for interview at SXSW - press@givedirectly.org to arrange or text 912.308.8719

- [Kafui Ekouhoho](#) - Managing Director, Togo's Digital Agency
- [Michael Kayemba](#) - Director of Innovation, GiveDirectly
- [Alex Nawar](#) - Regional Director: US & Humanitarian, GiveDirectly



Try "enrolling" as if you were in rural Togo by texting 'hello' to 903.600.TOGO (8646)