

The International Telecommunication Union (ITU) has awarded Rwanda for its Digital Ambassadors Program (DAP), an initiative that has significantly advanced digital literacy and access to technology across the country.

Launched by the government in September 2017, the program began with 50 youth ambassadors and has since expanded to more than 2,000, supported by over 60 supervisors nationwide.

Between 2017 and 2024, the ambassadors have trained more than 3.2 million Rwandans in digital skills, reaching communities in all corners of the country.

According to the Ministry of ICT and Innovation (MINICT), the program has helped boost the national digital literacy rate from 10% to 75.2% in just seven years.



Rwanda received the award during the 20th edition of the World Summit on the Information Society (WSIS), held in Geneva, Switzerland. Urujeni Bakuramutsa, Rwanda's permanent representative to the United Nations Office in Geneva accepted the award on the country's behalf.

The Rwanda Information Society Authority (RISA) praised Ambassador Bakuramutsa for receiving the honor, calling it a testament to the country's commitment to digital transformation.

Citizens Praise the Program's Impact

Rwandans who have benefited from DAP say the program has opened doors for personal and professional growth by equipping them with essential digital skills.

"Young people enlightened me in ICT," said Gihozo Morah, one of the beneficiaries. "Now I'm good at Excel, even though I studied law. Long live the Unity Government that thought of us."

Another beneficiary, Rwagasore, added: "Digital Ambassadors are a solution for Rwandans. Let's take charge ourselves."

DAP targets young people eager to drive change and entrepreneurship by teaching digital literacy in their communities. Selected from innovative youth, the ambassadors are deployed across the country to train citizens on how to access

government e-services through platforms like Irembo, and to promote the use of mobile and online tools.

The initiative has also helped small businesses, farmers and service providers adopt technology in sectors such as public administration, commerce, agriculture, finance and health care.