PRIVATE SECTOR ENGAGEMENT ON STRENGTHENING COLLABORATION

Presented by CAWIL . AI
ABOUT US

- **Cherry Murillon** - Founder, Lead Innovator of CAWIL. AI

Our **mission** is to help humanities understand artificial intelligence. Our **vision** is to provide AI solutions to preserve biodiversity, livelihood, and environment; reliable and unbiased data analytics on demand.
A smart software system for seafood traceability

seamless dashboard, marketplace and logistics for an end-to-end traceability for local and export market

Registered brokers and buyers registers fishermen via the TrACE.AI web app

HIGH INCOME FOR FISHERS

Seafood Catch Origin Monitoring and Traceability
MARKET FEEDBACK

DEMOGRAPHICS

Majority of the test users were fishermen who had to understand how the mobile app works for their electronic documentation as part of their compliance for legal fishing.

100%

All of the 70 respondents has said that Trace.AI is the first electronic catch documentation they have tried.
Access to database system for research & development

Improved data system and management will help increase the AI’s accuracy

Simplify hardware and software

Interoperability is the key to make AI cheaper and provide value to the less capable region and community

Research integration and Funding

Highly funded research and capacity building with MSME supported by government & big industry partners to eliminate silos
COMMUNITY COLLABORATION

Data to provide financial support for fishers and fisherfolks association through credit scoring.

Access to hardware and software for better understanding of data management.

Incentivise fishers to gather and share data to improve AI and machine learning for the digital blue planet.
LESSONS LEARNED FOR EFFECTIVE COLLABORATION

The TrACE.AI implementation has shown that partnership is better cultivated if;

- regular consultation between public and private entities to **better map out** the sectorial need and not target just a local/micro need
- quick testing **to immediately capture target user feedback**
- working with a **small test group with preliminary ask for referral support** can help further spread awareness about a project/initiative.
- partnerships are **better forged under an environment of transparency**
Digital Directory

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