National Workshop on

the 'Academy of ICT Essentials for Government Leaders'
&
the 'Primer Series on ICTD for Youth'

20-23 August, 2013
Romit, Tajikistan

- AIDE MEMOIRE -

Organized by the Open Society Institute Assistance Foundation (OSI-AF),

Association of Internet Service Providers (AISP),

*United Nations Asian and Pacific Training Centre for Information and Communication Technology
for Development (UN-APCICT/ESCAP)*

BACKGROUND

The United Nations – Asian and Pacific Training Centre for ICT for Development (UN-APCICT/ESCAP) was established in June 2006 as a regional institute of the Economic and Social Commission for Asia and the Pacific (ESCAP) in Incheon, Republic of Korea. The mission of APCICT is to build the human and institutional capacity of the 62 ESCAP member and associate member States to use ICTs for socio-economic development and attainment of the Millennium Development Goals. To achieve its mission, APCICT develops and implements its programmes and activities around 4 distinct yet inter-related pillars of its work, namely training, research and knowledge sharing, advisory services, and serving as a multilateral cooperation mechanism.

Since its inception, APCICT has designed and executed many impactful ICT for development (ICTD) capacity building programmes to bridge the digital divide. The Centre's flagship training programme is the *Academy of ICT Essentials for Government Leaders* ('Academy'), which aims to impart training using an 11-module curriculum to policymakers and government officials for leveraging the potential of ICTs for achieving national development goals. Since its launch in 2008, the Academy has been rolled-out out in 26 countries in the region and is available in 12 languages.

Recognizing the importance of turning today's youth into tomorrow's leader, APCICT has initiated the project, 'Strengthening ICT for Development Education in Institutions of Higher Learning'. This project aims to create a cadre of future leaders equipped with the capacity to use ICTs for achieving development goals through enhanced coverage of ICT for Development (ICTD) in undergraduate and graduate programmes at universities in the Asia-Pacific region. Under this project the 'Primer Series on ICTD for Youth' (Primer Series) was created.

The Primer Series aims to serve as a tool to help educators fill the gap in ICTD coverage in universities by promoting the addition of ICTD topics to existing university curricula while offering quality ICTD content for students in the form of learning modules. The series is composed of multiple issues addressing a range of topics in ICTD. It is intended for students from both technical and non-technical backgrounds and is flexible enough for use in different national contexts. The Primer Series was officially launched in February 2012 in Baku, Azerbaijan. Thus far the Primer Series has been rolled-out in 13 countries/ sub-regions.

The national Training of Trainers (TOT) Workshop on ICT for Development in Tajikistan marks an important step in strengthening the knowledge of both government officials and university faculty on how ICTs can be harnessed to achieve development goals. This event follows a number of ICTD capacity building initiatives in the country.

The first national workshop was held in 2009 in Dushabe to mark the translation of the Academy programme into Russian. Following this, OSI-AF completed localization of the first eight Academy modules into Tajik language in 2011 and the launch of the Tajik version Academy was held in Dushanbe on 13 September 2011. Following the launch, the second Academy workshop was co-organized from 14-18 September 2011 with APCICT and OSI-AF at Khoja-Obigarm, Tajikistan for Academy modules 3, 7 and 8. Following this training, OSI-AF has carried out three additional Academy workshops at the provincial level.

In addition, the Institute of Entrepreneurship and Service has also held classes utilizing the Academy and Primer Series resources. OSI-AF has also completed localization of the Primer Series into Tajik language. Following finalization, the official launch of the localized version was held in 5 major cities of Tajikistan starting from 28 January 2013.

TRAINING OF TRAINERS WORKSHOP ON ACADEMY MODULES 9, 10, 11 AND PRIMER SERIES ISSUE 1

The TOT workshop will be divided into the following three parallel tracks:

> ➤ Track I: Primer Series Issue 1, 'An Introduction to ICT for Development'
> ➤ Track II: Academy Module 9, 'ICT for Disaster Risk Management' and Module 10, 'ICT, Climate Change and Green Growth'
> ➤ Track III: Academy Module 11, 'Social Media for Development'

Track I: Primer Series Issue 1, 'An Introduction to ICT for Development' – This track will focus on the first issue of the Primer Series, titled, '*An Introduction to ICT for Development*'. This issue seeks to provide an introduction to and preliminary understanding of the linkages between ICTs and the achievement of human development goals in society. It is designed to provide background information that students in undergraduate and graduate programmes can use as a starting point in the exploration of the various dimensions of the above-mentioned linkages through case

studies of ICT applications in key sectors of development in Asia-Pacific countries.

Track II: Academy Module 9, 'ICT for Disaster Risk Management' and Module 10, 'ICT, Climate Change and Green Growth' – Modules 9 and 10 respond to the call from member states for capacity development in the area of DRM and CC. Module 9, '*ICT for Disaster Risk Management*', provides government officials and policymakers with an overview of DRM, presents an approach for identifying information needs in DRM, and provides examples of the applications of ICTs for DRM. The module also discusses benefits and barriers for utilizing ICT in DRM.

Module 10, '*ICT, Climate Change and Green Growth*', provides policymakers with an understanding of the role that ICTs play in observing and monitoring the environment, sharing information about the environment, mobilizing action, facilitating and enhancing environmental decision making, promoting environmental sustainability and abating climate change. The module also explores the potential of ICTs to transform the economy into an engine for sustainable "green" growth, and considers how to integrate ICTs into such an economy.

Track III: Academy Module 11, 'Social Media for Development'– The emergence of social media as a powerful and widespread communication platform for exchanging ideas and information among citizens, institutions and communities has presented enormous opportunities in utilizing them for socio-economic development. Module 11, '*Social Media for* Development' provides the core concepts of social media from a development-oriented perspective and describes innovative ways for governments and development stakeholders to leverage them in national development strategies and programmes.

OBJECTIVES

The National TOT Workshop aims to fulfill the following objectives:

- ➢ Deliver training on the content and pedagogical methodology of the Academy / Primer Series to future resource persons;
- ➢ Strengthen the pool of resource persons who can advocate and deliver training on Academy / Primer Series in Tajikistan;
- ➢ Discuss future strategies for the national level roll-out of the Academy / Primer

Series with the relevant stakeholders;

➢ Strengthen existing partnerships and build new ones in order to extend the reach and impact of the Academy / Primer Series;

➢ Provide an invaluable opportunity for the exchange of experiences and knowledge among trainers from different institutions/agencies; and

➢ Establish a strong network of national trainers and training institutions committed to promoting ICTD capacity building of government officials and youth.

EXPECTED OUTCOMES

At the end of the meeting, the following outcomes are expected to be achieved:

➢ Participants attain an understanding of the Academy / Primer Series and the importance of ICTD capacity building among government official, students and youth;

➢ Participants will be able to serve as a resource person and champion for adoption and uptake of the Academy / Primer Series; and

➢ Participants' knowledge of ICTD is strengthened.

ORGANIZERS

OSI-AF, AISP and APCICT are co-organizing this event.

PARTICIPANTS

In total, 45 participants will attend the workshop. Track I will be composed of 15 university teachers and postgraduate students; Track II will be composed of representatives from the Committees on Emergency Situations, Geology and Projection of the Environment as well as university teachers; Track III will be composed of teachers and students from the Faculties of Journalism and ICT as well as civil servants from the Department of State Service and administrators of state agency websites.

VENUE

The Workshop will be held at Royal Yavroz in Romit, Tajikistan.

PROVISIONAL AGENDA

DAY 1: PARALLEL TRACK III

ACADEMY OF ICT ESSENTIALS FOR GOVERNMENT LEADERS
Module 11: Social Media for Development

20 August 2013 (Tuesday), Royal Yavroz, Romit, Tajikistan

TIME	DESCRIPTION
08:30 – 09:00	**REGISTRATION**
JOINT OPENING SESSION	
09:00 – 09:30	• **Welcome speech** *Ms. Zuhra Halimova, OSI-AF* • **Welcome speech** *Dr. Hyeun-Suk Rhee, Director, UN-APCICT/ESCAP* • **Welcome speech** *Mr. Asomiddin Atoev, AISP*
09:30 – 10:00	**Introduction to APCICT's ICT for development capacity building programmes**
10:00 – 10:30	• **Introduction of participants** • **Group photo**
10:30 – 11:00	*Coffee Break*
PARALLEL TRACK III: 'ACADEMY OF ICT ESSENTIALS FOR GOVERNMENT LEADERS' **Module 11: Social Media for Development** **International Resource Person:** *Mr. Emmanuel Lallana, PhD, Chief Executive, IdeaCorp (Philippines)* **National Resource Person:** *Mr. Niyozov Suhrob Jumaevich, Manager of ICT4D Online Journal at Public Fund Civil Internet Policy Initiative, Open Society Institute Assistance Foundation* *Mr. Muhammadi Ibodulloev, TV-Exchange Project Manager, Internews Tajikistan*	
11:00 – 12:30	**SESSION 1: Exercise 1 - My Social Media** Participants will be asked to present what social media types they are using and how/why they are using it.
12:30 – 14:00	*Lunch*
14:00 – 15:30	**SESSION 2: Introduction to Social Media** Various definitions of social media and different types of social media will be discussed.

15:30 – 16:00	*Coffee Break*
16 :00 – 17:30	**SESSION 3: Social Media and Society** Session 3 will discuss the transformational effect of social media on society, including the downside of social media. It will also discuss the effect on the digital divide in the spread of social media in the developing world.
17:30 – 18:00	Q&A
18:00	**Dinner hosted by APCICT**

DAY 2: PARALLEL TRACK III

**ACADEMY OF ICT ESSENTIALS FOR GOVERNMENT LEADERS
Module 11: Social Media for Development**

21 August 2013 (Wednesday), Royal Yavroz, Romit, Tajikistan

TIME	DESCRIPTION
08:30 – 09:00	**Registration**
09:00 – 09:10	**Introduction to Day 2 Agenda**
09:10 – 10:30	**SESSION 4: Social Media as a Development Tool** This session will explain how social media is a tool for development and will discuss examples of best uses of social media for development
10:30 – 11:00	*Coffee Break*
11:00 – 12:30	**SESSION 5: Exercise 2 – Using Social Media for Development in Tajikistan** Participant will discuss how social media can be used in specific development issues or concerns in Tajikistan
12:30 – 14:00	*Lunch*
14:00 – 15:30	**SESSION** 6: **Exercise 2 – Continued** Participant Presentations
15:30 – 16:00	*Coffee Break*
16 :00 – 17:30	**SESSION 7: Social Media and Governance** Session 7 will describe how social media enables participatory and collaborative governance. It will also discuss examples of best practices on how governments use social media
17:30 – 18:00	**Q&A**
18:00 –	*Dinner*

DAY 3: PARALLEL TRACK III

ACADEMY OF ICT ESSENTIALS FOR GOVERNMENT LEADERS
Module 11: Social Media for Development

22 August 2013 (Thursday), Royal Yavro, Romit, Tajikistan

TIME	DESCRIPTION
08:30 – 09:00	**Registration**
09:00 – 09:10	**Introduction to Day 2 Agenda**
09:10 – 10:30	**SESSION 8: Exercise 3 - Using Social Media in Governance in Tajikistan** Participants will discuss and present recommendation on how social media can be used in governance
10:30 – 11:00	*Coffee Break*
11:00 – 12:30	**SESSION 9: Social Media and Public Communications** This session will discuss how social media is changing public communications.
12:30 – 14:00	*Lunch*
14:00 – 15:30	**SESSION 10: Developing a SM4D (Social Media for Development) Policy** This session will provide participants with a guide on creating a social media for development policy. It will also provide examples/cases of good practices in addressing specific issues related to SM4D policy development
15:30 – 16:00	*Coffee Break*
16 :00 – 17:30	**SESSION 11: Developing a SM4D Policy (continued)**
17:30 – 18:00	**Q&A**
18:00 –	*Dinner*

DAY 4: PARALLEL TRACK III

ACADEMY OF ICT ESSENTIALS FOR GOVERNMENT LEADERS
Module 11: Social Media for Development

23 August 2013 (Friday), Royal Yavroz, Romit, Tajikistan

TIME	DESCRIPTION
08:30 – 09:00	**Registration**
09:00 – 09:10	**Introduction to Day 2 Agenda**
09:10 – 10:30	**SESSION 12: Exercise 4 - Developing Social Media Policy for Tajikistan** Participants will develop a Social Media Policy for Tajikistan.
10:30 – 11:00	*Coffee Break*
11:00 – 12:30	**SESSION 13 Exercise 4 – continued** Participant presentations
12:30 – 14:00	*Lunch*
14:00 – 15:30	**SESSION 14: Wrap Up** Session 14 will review main points discussed in Module 11 and would tackle how Module 11 could be improved.
15:30 – 16:00	*Coffee Break*
16:00 – 17:00	**Round Table Discussion** **Topics for discussion:** *The Academy Programme* • What topics/areas would you like to see covered by new Academy Modules in the future? • How can the Academy programme be effectively marketed to expand the stakeholder base? • What kind of outreach strategy is necessary? • How can the reach and usage of online tools (e.g. APCICT Virtual Academy, e-Collaborative Hub) be improved? • Any other relevant discussion points
17:00 – 17:30	**CLOSING SESSION**

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