

Regional Workshop on Community-based ICT Integration: Lessons and Possibilities

A. Rationale

AsiaDHRRA is a regional NGO network committed to building partnerships to develop leaders and communities in rural Asia. It recognizes the strategic importance of developing the capacity of its NGO members and the grassroots organizations they work with towards maximizing the benefits of ICT in the context of their various development initiatives at the community level.

Intel Technology is a leading global computer hardware company, who sees itself as always looking for the next leap ahead—in technology, education, culture, manufacturing, and social responsibility. One of their global initiative is called “World Ahead Program” which aims to contribute to quality education, enlarging access and connectivity by communities, and the development of content for knowledge building. For Intel, a farther and broader demand for connectivity at the grassroots level means business opportunity.

Intel has approached AsiaDHRRA to look into the possibility of working together on the content development component of the World Ahead Program. Ideas were shared to find a fit in the agenda of both organizations. A possible concrete starting point is the new project that AsiaDHRRA will launch in January 2008 - the “Linking Small Farmers to Markets”, a regional marketing project with in-country piloting in three Southeast Asian countries.

It was agreed that the prudent way to start the cooperation is to have full understanding of the past and current initiatives by CSOs in bridging the digital divide. This is especially important since there had been many efforts in the past to set up knowledge portals among CSOs which largely have not been sustained or have not been as effective in responding to community needs. There are also new initiatives or on-going ICT projects in the Asian region where lessons and insights could be drawn from which should serve as inputs in developing the design of a prospective AsiaDHRRA-Intel ICT cooperation and in exploring broader Intel-CSO cooperation in the near future.

Hence the idea of an ICT Regional Workshop in early 2008.

Proposed Objectives

1. To understand the different CSO initiatives on integrating ICT in community-based work, in particular along developing content on health, education, small and medium enterprises, and agriculture.
2. To identify factors that facilitate and hinder ICT application to respond to specific community needs.

3. To understand the context of successful ICT integration and identify lessons for sustainability and upscaling.
4. To come-up with action points and identify areas for possible cooperation

B. Expected Outputs

1. Compilation of cases or experiences
2. List of workable areas for cooperation
3. Strategies and methodologies
4. Specific Action Plans
5. References on possible providers and users, and ICT initiatives

C. Date : March 13-14, 2008 (arrivals on 12th, departures 15th);

D. Venue : The Legend Villas, Mandaluyong City, Metro-Manila

E. Program Design

Day 0, March 12 – Arrivals		
Day 1, March 13		
8:30 - 9:00 am	Registration	
9:00 - 9:35	Opening Program	
	<i>Welcome Messages</i>	
	AsiaDHRRA	Ms. Marlene D. Ramirez <i>Secretary General, AsiaDHRRA</i>
	Intel Technology Phils, Inc.	Mr. Ricky Banaag <i>Country Manager, Intel</i>
	<i>Conference Rationale and Objectives, Program</i>	Ms. Lany Rebagay <i>Program Officer, AsiaDHRRA</i>
	<i>Introduction of Participants</i>	Mr. Garrie David / Facilitator
9:35 -10:15	Input: ICT	
	ICT for Development	Dr. Emmanuel Lallana, <i>Chief Executive, Idea Corp</i>
	ICT trends, opportunities and challenges in Asia	Mr. Leighton Philips <i>Manager-Asia-Pacific</i> World Ahead Program Officer Intel Asia-Pacific

10:15 - 10:30	Coffee/Tea Break	
10:30 - 11:30	Panel 1: Good Practices on ICT focusing on connectivity and accessibility <i>Intro by Panel 1 Moderator:</i>	Case presentors:
	Empowering Cooperatives through ICT	Mr. Cresente Paez CEO, NATCCO Philippines
	Farmer's Agro-product, E-commerce and government support	Mr. Junghoon Moon Assistant Professor, School of IT Business South Korea
11:30 – 11:45	Synthesis of Panel 1	Panel 1 Moderator
11:45 – 12:00	Group picture / Photo opportunity	
12:00 - 1:30 pm	Lunch Break	
1:30 - 3:05	Panel 2: Good practices on ICT focusing on Capacity building <i>Intro by Panel 2 Moderator</i>	Case presentors:
	Capacity building on IT@Coop Project	Ms. Kruewan Chonlanai Project Manager, Credit Union League of Thailand Thailand
	Empowering the community with ICT	Ms. Yohannes Baptista Agusnugroho IT Coordinator, FORMASI Indonesia
	ICT for Rural Development	Mr. Rolando Abando Regional Coordinator, PhilDHRRA Philippines
3:05 - 3:10	Synthesis of Panel 2	Panel 2 Moderator
3:10 - 3:30	Coffee/Tea Break	
3:30 - 5:00	Panel 3: Good practices on ICT focusing on content and application development <i>Intro by Panel 3 Moderator</i>	Case presentors:
	e-Sagu: The next generation IT-based Query-less, Cost effective and personalized agro-advisory system	Dr. P Krishna Reddy Chief investigator of e-Sagu Media lab Asia and IIIT India

	e-complaint: National Consumer Complaints Center (NCCC)	Ms.Siew Hui <i>Manager, Communications and Resource Mobilization</i> ERA Consumer Malaysia
	Social Development Portal	Mr. Al Alegre <i>Executive Director, Foundation for Media Alternatives</i> Philippines
5:00 - 5:05	Synthesis of Panel 3	Panel 3 Moderator
5:05 - 5:15	Over-all Synthesis of Day One	Facilitator
	Administrative announcements	
5:15 - 6:30	Free time Steering Committee Meeting	
6:30 - up	<i>Dinner and Socials</i>	
Day 2, March 14		
9:00 - 9:15 am	Recap/Review Day 2 Program	Facilitator
9:15 - 10:15	Regional Initiatives on ICT	
	<i>Intro by Moderator on regional initiatives</i>	Ms. Marlene D. Ramirez
	<u>AWCF : “it@coops: Information Technology for Asian Co-operatives”</u>	Ms. Sally Ganibe, <i>Regional Coordinator, AWCF</i>
	Intel Technology Phils : World Ahead Program	Mr. Carlo Subido, <i>Business Solutions Manager, Intel Phils</i>
10:15 - 10:30	Coffee/Tea Break	
10:30 - 10:35	Synthesis: Regional Initiatives	Ms. Marlene D. Ramirez
10:35 - 11:30	Workshop 1: Identifying Lessons and Effective Strategies	Facilitator
	Intro/instruction to workshop 1	
11:30 - 12:00	Plenary Reporting	
12:00 - 1:30 pm	Lunch Break	
1:30 - 1:35	Synthesis of Workshop 1	Facilitator

1:35 - 2:30	Workshop 2: Areas for Cooperation	Facilitator
	Intro/ instruction to workshop 2	
2:30 - 3:10	Plenary Reporting	
3:10 - 3:25	Coffee/ Tea Break	
3:25 - 3:45	Synthesis: Workshop 2	
	Over-all Synthesis	Facilitator
3:45 - 3:50	Evaluation	Facilitator
3:50 - 4:30	Closing Program	Facilitator
	Messages from organizers:	
	Intel Technology Phils., Inc.	Ms. Yvonne Garcia-Flores, <i>CSR Manager</i> , Intel Phils
	AsiaDHRRA	Ms. Marlene D. Ramirez, Secretary General
	Reflections from participants	
4:30 - 7:00	Free time	
	Meeting between AsiaDHRRA and Intel Technology Phil, Inc. on Next Steps and Evaluation	Facilitator
7:00 pm	Dinner	
Day 3, March 15 - Departures		