

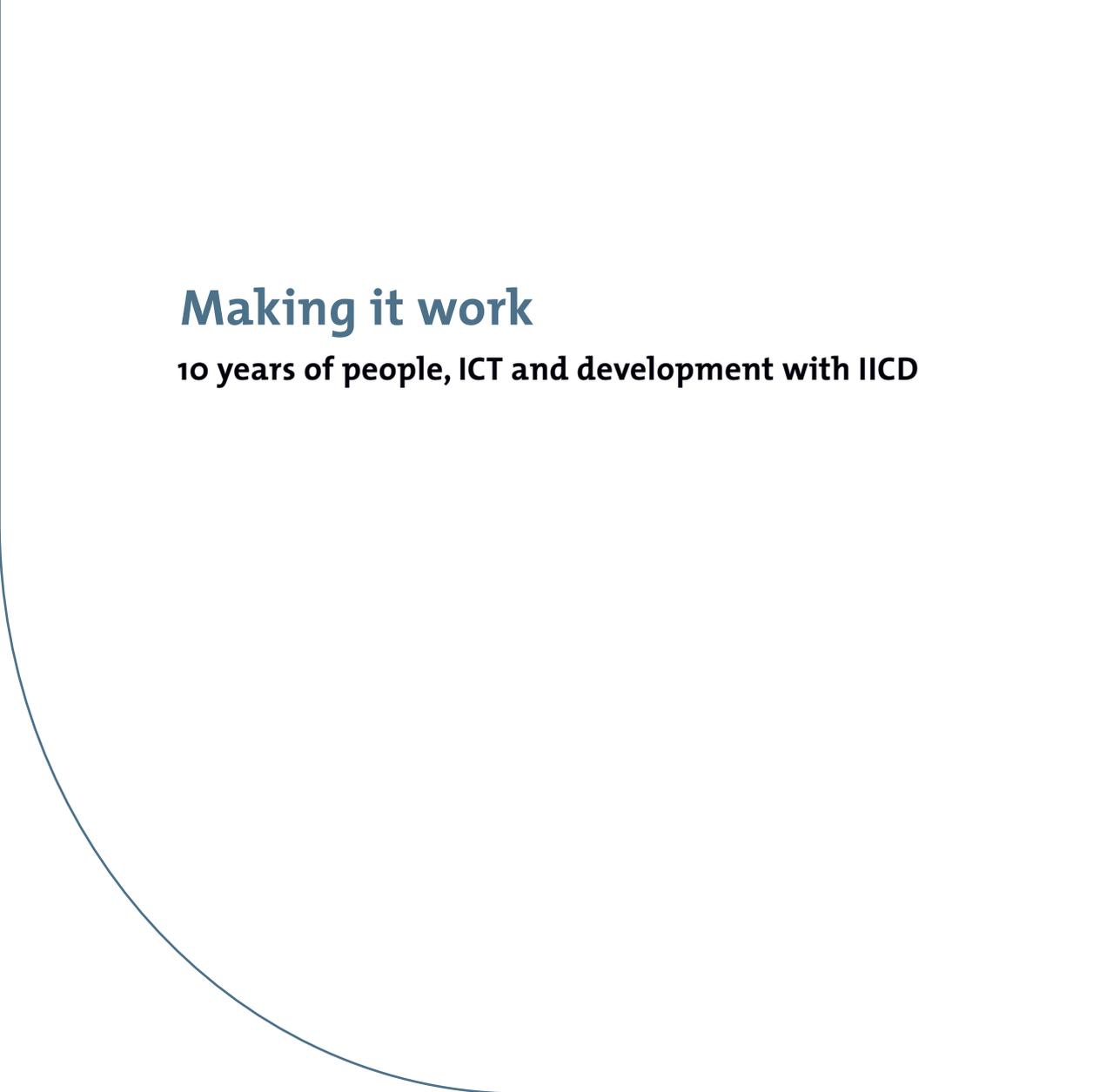


Making it work

10 years of people, ICT and development with IICD

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Foreword

In 2006 IICD celebrates its 10th anniversary of working with Information and Communications Technologies (ICT) for development: ten very full years of working on people, ICT and development. And if one thing has become clear, it is that while ICT for development forms the central theme in our work, the people are the key to our successes. Ultimately, our work is really all about people: their motivations, interests, capacities, achievements and difficulties. This booklet will demonstrate what ICT can mean for our end-users, and celebrates how, over its first ten years, IICD has evolved to meet the challenges and take advantage of the opportunities in this field.

We hope it will spark new ideas and interest you even more in using ICT for development in your work.

Hella Voûte-Droste
Chairperson of the Board of Trustees

Making it work: 10 years of people, ICT and development

‘We can now offer better lessons because we have digital support materials, thanks to help from IICD. And as a result, our students have become much more motivated about their education.’ – School Director, Burkina Faso

Over the last decade, Information and Communication Technology (ICT) has assumed an increasingly important role in international development efforts, especially in critical areas like health, education and livelihoods. Yet these development successes are not well-known, and many people do not realize the importance of using Information and Communication Technology for improving the livelihoods and quality of life for people in developing nations. But, as the quotation opening this section illustrates, students in Burkina Faso are more committed to their education because their teachers have access to better pedagogical materials – and a better-educated populace will help the country to pull itself out of poverty. This is just one of the many different examples you will discover in the following pages. An imaginative combination of traditional and modern communication technology – from printed materials to radio and television to the Internet - can offer people a means to communicate and share information, helping to alleviate poverty and to improve the

lives of farmers, teachers and students, nurses and doctors, and government officials, particularly in rural areas. That is why we at the International Institute for Communication and Development (IICD) believe it is so important to create practical and sustainable solutions that connect people and enable them to benefit from ICT.

Overcoming the digital divide

It all started with an idea by Jan Pronk, then Minister of Development Cooperation for the Netherlands. In response to the need of developing countries for assistance in overcoming the digital divide he founded a new expertise organisation on development and telematica; a common term at that time for telecommunication and information technology. The International Institute for Communication and Development (IICD) was the new name chosen for this independent, not-for-profit foundation and, in order to ensure that IICD got off to a good start, the former Minister of Economic Affairs and Dutch champion of ICT, Koos Andriessen, was invited to serve as the first

chairman of the Board of Trustees. Pronk set IICD the task of initiating, stimulating and supporting collaborations with partners in developing countries, and then linking demands from these partners in the South to the knowledge and finance resources that could be provided by institutions in the North. However, over the years, our mission has changed in order to address new needs as and when they arose. Today, IICD works with partners in public, private, and not-for-profit sectors to establish and nurture development programmes with thematic knowledge-sharing networks, capacity development initiatives and seed funds, all of which help to ensure that these programmes remain sustainable even after the initial support period is completed. In addition to this, lessons learned from these programmes are gathered and exchanged with other partners interested in ICT for development.

From knowledge broker to facilitating implementation and knowledge sharing: IICD’s first ten years

When IICD began establishing connections with institutions in developing countries, its initial objective was to identify the needs of these regions and link development institutions there to knowledge and financial resources in the North. To ensure that IICD employed a truly needs-based approach, the Interim Director and first Programme Director, Rutger Engelhard,

established the Roundtable workshops. These multi-stakeholder workshops gathered representatives from civil society and government to determine how to enhance social and economic strengths in key sectors such as agriculture, education, health and governance. Once the needs were identified, IICD then assisted by linking the partners in host countries with institutions offering expertise and finance.

The innovative Roundtables taught us that farmers needed production and price information to improve their productivity, negotiate more effectively with intermediaries, and find better direct market outlets. They taught us that health workers needed information about outbreaks of infectious diseases, about new treatments and drugs, and about the status of patients, clinics and hospitals. Teachers needed better teaching materials to make lessons more attractive for their students, whereas students needed to be proficient with ICT in order to compete in the job market and to communicate with their peers elsewhere. In addition, local and national governments wanted to enhance their administration and provide better services to their citizens, while civic institutions sought to improve transparency and democratic participation.

IICD addressed these demands by using ICT, often developing innovative and sustainable combi-

nations of traditional or modern technology to allow access to and exchange of information. Our activities helped to build knowledge about the potential of ICT while at the same time gaining international support for ICT as a development tool. Initiatives such as the Global Knowledge Partnership, led by Managing Director Mart van der Guchte, and his team made IICD an internationally recognised, practical knowledge broker and an expert in ICT for development (ICT4D). The Global Teenager Project, which supports online cultural exchanges, proved immensely successful and today involves students from thirty-five countries around the world.

However, we soon learned that to make ICT into a truly valuable tool for development, we needed to develop clear methodologies to help partners proactively demonstrate ICT's direct value to end-users. To achieve this goal, we developed coaching and training programmes for practitioners and then created networks so that they could share experiences. It was also recognised that the combination of knowledge exchange on the basis of experiences in ICT for development in the respective countries could enhance both local partners and the ICT for development sector. The resulting dynamic national information exchange networks brought together representatives of civil society, the private sector and government organisations to discuss common concerns and to

learn from one another. IICD was transforming from an international knowledge broker to an adviser and facilitator of ICT for national development programmes.

This transformation was furthered in 2001, when, under the new direction of Jac Stienen and his teams, IICD launched an initiative providing seed funds for ICT programmes, in collaboration with like-minded partners such as the Dutch Directorate-General for International Cooperation (DGIS), the Canadian International Development Agency (CIDA), the United Kingdom's Department for International Development (DFID), the Swiss International Development Agency (SDC), and the Danish International Development Agency (DANIDA). Later, IICD established partnerships with the Association for Personnel Services Overseas (PSO), the Catholic Organisation for Relief and Development Aid (CORDAID) and the Humanistic Institute for Development Cooperation (HIVOS) to use ICT to strengthen the development programmes of our partner organisations in the South. The private sector also participated, helping to provide expertise on innovative technology. But programmes must be sustained after the seed funding period ends, so we needed strategies to ensure programme viability over the longer term. With our partners, we began to collaborate with sector ministries and national governments to integrate ICT into

national development plans, advocating for coherent and far-sighted ICT policies.

As you can see, we have experienced a lively and fruitful first ten years. IICD has developed programmes in Africa, Latin America and the Caribbean, and today links local, national and international organisations while formulating and implementing ICT-supported development policies and projects. Our integrated approach to ICT for development has enabled us to learn from our partners and to adjust our programmes to benefit end-users of which knowledge exchange on a national and international level forms an integral part. As the Netherlands' Ministry of Foreign Affairs confirmed in 2005, 'IICD has been able to show how ICT can support poverty alleviation.'

IICD today – and towards our 20th anniversary

In 2006, IICD was helping local partners to run nearly 130 project and policy programmes in agriculture, education, health and governance in nine countries which reach a total of 250,000 users and 2,500,000 beneficiaries, the majority of whom live in rural areas. Not all projects have been successful: 10% of the projects started during our first decade could not be sustained. But we continue to learn from these efforts as well. Out of all the programmes we have initiated 30% are currently being sustained and further expanded by our partners.

We have established channels for communication and the exchange of knowledge, through iConnect, Dgroups, Cross-Country Learning Events and ITrainOnline.

To ensure that our programmes are fulfilling their objectives, we have established a unique approach to monitoring and evaluation. Over the years, the majority of beneficiaries have identified a clear and positive impact as we move towards our specific agriculture, education and health goals. Equally importantly, the feedback from end-users enables us to work with our partners to improve and adjust activities regularly. For example, measures to include more beneficiaries from rural areas resulted in an increase from 40% to 70% participation of rural users in recent years. At the same time, we know that the participation of women in the programmes is still unsatisfactory and requires increased attention.

Ultimately, no one can explain the value of ICT better than those who have directly benefited from our projects. As one farmer in Bolivia put it, 'Through the project I can take better decisions on where and when to buy my product'. A school director in Burkina Faso stated 'We can now offer better lessons because we have digital support materials, thanks to help from IICD. And as a result, our students have become much more motivated about their education.'

As mentioned previously, students from thirty-five countries across the world are participating in the Global Teenager Project, thus igniting curiosity and stimulating learning on a global scale. Rural doctors in Burkina Faso say that they can make better diagnoses through online consultations with specialists in the capital, Bamako. And the Minister of Trade in Uganda explains that 'With the implementation of the ICT trade policy, my Ministry can now link up the various operators in the tourism sector, thereby joining forces to provide a more attractive tourist options in Uganda.' These observations underline the most important lesson we have learned during the course of the past ten years: in order to have a sustainable impact on development we must learn from our experiences and from those of the decision-makers, project partners, and end-users with whom we work.

IICD has initiated a process to explore the future of development cooperation and the role of ICT over the next ten years, and we already have a new challenge. A growing number of partners are asking us to provide expertise at the national scale, which would enable us to contribute more to poverty alleviation goals as set out by grass-root organisations and governments, and as presented in the Millennium Development Goals. To do this, IICD must grow into a flexible expertise organisation able to advise upon and

facilitate large-scale ICT-for-poverty-alleviation programmes. We must also form new innovative partnerships with Northern organisations operating in this complex and exciting field, as well as with development partners, practitioners and decision-makers in the South. We hope you are – or will become – one of our partners.

*On behalf of IICD
Jac Stienen,
Managing Director*

**ICT and development is all about people.
People's motivation, capacities,
challenges and achievements.**

**What can ICT mean for improving
people's livelihoods?
What did IICD and its partners experience
to stimulate sustainable development?**

10 YEARS OF WORKING IN DEVELOPMENT

Advocating policies

For long term sustainability of ICT within development sectors, governments must assume responsibility for programmes and draw on their experiences to create national policies. IICD and its partners are assisting the national governments of several countries to develop and implement ICT policy strategies – and this assistance is not limited to governments from countries where IICD is already involved. Indeed, by becoming involved outside of its focal countries, IICD can widen the impact of ICT for development. By making the development of governmental ICT policies a strategic aim, IICD has become one of the few NGOs working to bridge the gap between projects and policies - and between practitioners and policy-makers.

Working with practitioners and policy-makers, IICD and its partners share first-hand knowledge of how ICT can help countries achieve their development objectives.





▲ The election of Juan Evo Morales Ayma as President of Bolivia, here visiting Edgar Artega, president of the CIDOB, an indigenous organisation of East Bolivia, increased the influence of national knowledge-sharing network TICBolivia. The network now includes CONAMAQ (with its solid indigenous base), the federation of local governments, and ADSIB (the government agency developing the National ICT Strategy). The network will advocate for the strategic use of ICT within the National Development Plan.



▲ The Ugandan Ministry of Tourism, Trade & Industry, supported by IICD, is developing a sector ICT policy. As part of this process, the ministry launched an intranet and redesigned its website (www.mtti.go.ug). As a result, information will be easily accessible – so travel agencies will be aware of accommodations available in tourist resorts, and co-operatives and farmers will have access to critical information about trade and exports.

Learning for life

Monitoring and evaluation form an essential part of development work and also provide a powerful tool for learning, as they help both project owners and development organisations to reflect on processes and learn how to overcome obstacles in order to implement ICT initiatives more successfully. To learn how ICT development initiatives touch people's lives, IICD collects input from direct end-users of projects, such as farmers and teachers. To date, more than 10,000 questionnaires have been collected, providing useful information for strengthening our existing ICT development initiatives and developing new ones.

Input is collected through questionnaires that can be filled out online or on paper, depending on the facilities available.





▲ Results of end-user surveys are discussed in a focus group meeting of project partners here in Ecuador. This is a very strong aspect of IICD's system. Financial accountability is covered in a separate process using quarterly progress reports. This separation allows for free speech and trust amongst the local project partners that stimulates the exchange of knowledge and learning.



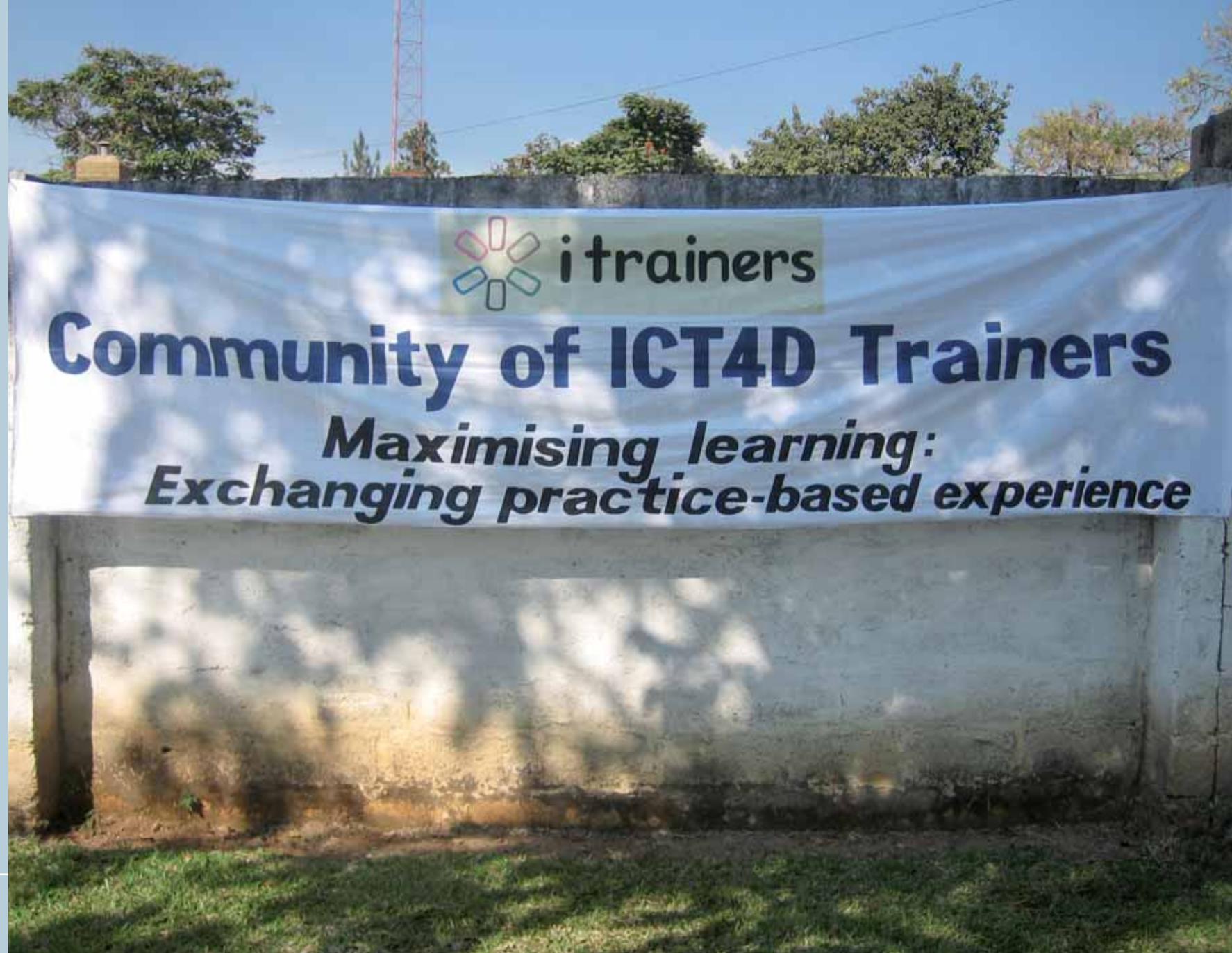
▲ Questionnaires are collected by monitoring & evaluation partners in the countries itself. But even for them local circumstances can sometimes prove challenging. Here in the village of Kofeba, Mali, a local monitoring and evaluation partner helps an end-user to fill out a survey, as the person cannot read or write.

From training to knowledge sharing

Through its Train-the-Trainer approach, IICD has enabled its partners to teach other project partners how to enhance organisational capacities and individual skills. IICD's institutional support and the continuous execution of ICT4D training have combined to help the training partners to become experienced practitioners.

People around the world – and not just in IICD's focus countries - are learning to apply ICT effectively. Can a trainer in Ghana and another in Zambia share ideas and help each other even while on other sides of the African continent? To foster such peer-to-peer learning processes, IICD supports a community of ICT4D trainers. Both online and in face-to-face workshops, members of this community exchange their knowledge and experience, thus building the capacity of their peers.

Through training, IICD project partners enhance their abilities to develop projects and policies that advance the economic and social impact of the IICD-supported project on end-users.





◀ *The Community of Trainers workshop, held in Zambia in 2006, brought together ICT4D practitioners who shared insights on developing and adapting ICT4D training materials and began to develop a Train-the-Trainer module based on their shared expertise.*

▲ *As a participant of the 2006 gathering explains, 'Through the workshop, we [trainers] changed attitudes. We have become life-long learners. Knowledge is not only in our heads - we can get it from others' heads as well.'*

Ensuring healthy communities

Health is at the heart of the Millennium Development Goals - a recognition of the fact that health care is central to global poverty reduction. ICT can make a world of difference in the health sector, particularly in countries such as Burkina Faso, where there are fewer than 800 qualified physicians and health expenditure accounts for around 5% of the GDP. Health management systems can help tackle the problems of poor quality data, inefficient use of information, and duplicated efforts among parallel health institutions. At the same time, the continuing medical education of rural health workers can be provided by the imaginative use of multimedia. All of IICD's projects in the health sector address basic health care problems in rural regions beyond the reach of urban-based specialised staff – thus helping make adequate services accessible to all.

*The hospital in Sikasso, Mali
provides medical care for
people in the wider region* ▶





◀ Like many physicians, Dr. Touré, of Bamako, Mali, finds practising medicine more rewarding with ICT. So far, the IICD-supported IKON project has connected three rural hospitals to Bamako's main city hospital, using ICT to help medical staff in rural areas to diagnose and treat local patients swiftly and cheaply.

▲ The Uganda Catholic Medical Bureau (UCMB), representing about 35% of Uganda's national health sector, has launched a Health Management Information System to strengthen information and data management for Continuous Medical Education at their affiliated institutions. Godfrey Begumisa, UMCB's technical officer, stands before the rural hospital in Kkenjoyo, one of Uganda's 250-plus hospitals and health units.

Bringing people together

Projects are more likely to be sustainable when all stakeholders are participating fully. IICD Roundtable processes encourage full participation from all stakeholders, including non-governmental organisations, local authorities, indigenous peoples, youth, women, trade unions, business and industry, science and technology, and farmers. These Roundtable processes start with a workshop where local stakeholders discuss their needs, hopes and concerns, and all groups participate in making decisions concerning which ICT projects and policies are formulated and implemented. Multi-stakeholder participation has proven to increase the local ownership of an implementation effort, thereby increasing the effort's potential for success.

Stakeholders gather to discuss challenges and successes at a Roundtable workshop on agriculture,





▲ The Ugandan Minister of State for Tourism, Trade and Industry (MTI), Honourable Nathan Nabeta opened the 3-day Roundtable workshop for the ICT policy process for the respective sectors. An ICT policy was formulated and the start was made with the implementation plan focussing on the identified needs.

► During the Roundtable workshop on Good Governance in Ecuador ten project ideas emerged, ranging from training materials for local governance bodies to providing information on the external debt of Ecuador.



Accessing communications

Many remote villages have been connected to the electricity grid only within the last few years, and experience highly unreliable power levels with frequent disruptions. The same story holds true for telephone services, and a simple phone call is often very expensive, despite poor connections. People in rural areas need – and are willing to pay for – reliable telephone and Internet services.

In evaluation questionnaires, end-users of IICD-supported projects identified direct economic and social benefits from having access to communication, information and knowledge. Improved access to reliable telephone and Internet connections – and at affordable prices – will surely advance effective and sustainable implementation of ICT for development.

*Connectivity solutions
in the rural village
Sélingué in Mali.* ▶





▲ *In Bolivia, IICD partner organisations have found sustainable ways to implement connectivity in rural areas, greatly enhancing the access policies sought by governments. Connectivity is not a goal in itself: it is about creating social and economic development and new opportunities for people in rural areas.*



▲ *Ghana, one of the first countries in sub-Saharan Africa to implement Internet access, has seen this process slow since 2000 due to the poor telecommunication infrastructure in parts of the country. IICD and its project partners in Ghana have created innovative solutions, including wireless connections, to enable people to access the Internet and its resources.*

Enabling the poor

According to a UN Rural Poverty Report , 75% of the world's poor live in remote rural areas and make their living through agriculture. Fighting poverty among agricultural workers is therefore one of the main goals of development organisations, and one strategy involves setting up efficient food production systems that enable the poor to feed themselves and generate income that they can use to acquire education and healthcare. ICT can give farmers access to information concerning market opportunities, prices and better production methods. It also enables them to promote their produce to a wider public via the web. Evaluation learned that farmers using telephony and Internet services usually experience direct benefits.

Women benefiting from an IICD-supported livelihoods project, called SEND, that gives them access to market price information in Kpandai, Ghana.





▲ The Songtaab-Yalgré Association in Ouagadougou, Burkina Faso, recently created two small shea butter centres in the villages of Bousse and Sapone. Run entirely by women such as Ursule Zounfrana, these centres create jobs, earn income and increase the women's community standing. IICD helped equip the centres with computers and internet connections, and supported basic computer training.



▲ Farmers from the CAMARI-FEPP cooperation in Ecuador sell their products to a large local and a smaller international market. To address problems in marketing and distribution, a database has been developed for their warehouse 'Magallanes', for which Wilfrido Vásconez is responsible, to organise and predict offers from related organisations and to control the existing and ad-hoc demand. As the farmers had no internet access, connectivity was arranged for eight different locations. The farmer cooperations are now able to directly upload price data and access the database at the information centres. 4.463 families in total benefit from this project.

Today's learners are tomorrow's leaders

The world has 125 million children who receive no formal education. Improving education access and quality in developing countries is imperative, and ICT can help – both by making available the internet's vast resources and through basic training in IT skills. The IT industry is expanding globally, and today's learners must be able to grasp the long term opportunities that this expansion affords them. Teachers and students participating in IICD-supported projects have indicated that the use of e-mail and the Internet, even more than telephone services, has directly enhanced the quality of education in rural areas. The Internet not only provides access to better teaching materials, but also enhances cultural awareness by enabling communication with peers in other parts of the country and around the world.

Students in Uganda can study at one of five Ugandan Technical Colleges. With 25 computers and two trainers, Elgon College prepares students for a future in which computers will be indispensable.



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◀ *The IICD-supported TanEdu (www.tanedu.org) is a Tanzanian educational portal that provides, among other things, information on schools and scholarship opportunities.*

▲ *IICD's Global Teenager Project, established in 1999, is currently active in 35 countries. Each year, around 10,000 teachers and students from 300 classes use ICT to learn about cultures through Learning Circles. Here, students at the John Tallach School in Zimbabwe connect with schools globally to discuss selected topics.*

Building on information

In every country where IICD is active, it strengthens local partners by facilitating information exchange networks at national and regional levels. Information exchange networks bring people together to exchange knowledge and experiences; they are a means to document and disseminate lessons. The networks also aim to set a wider ICT-enabled development agenda through tools such as workshops, seminars, meetings and newsletters. In addition, every network has its own ICT4D website to raise awareness and promote knowledge-sharing about ICT for development. Finally, in regions across participating countries, organized activities enable people to share experiences, thus strengthening local information exchange networks.

▶ *At a workshop on new internet technologies organised by Burkina NTIC, the national information exchange networks in Burkina Faso.*





▲ *The ICT4D Jamaica network collaborated with the International Education Collaborative Foundation to spearhead the Jamaica Collaborative for Universal Technology Education (J-CUTE). The Public-Private Partnership, currently supported by 38 partners, aims to equip the Jamaican workforce and students with the skills to effectively participate in the international knowledge economy. This initiative was launched in February 2006 by former Jamaican Prime Minister, Hon. P.J. Patterson.*



▲ *Women form over one third of the world's labour force and are key drivers behind social reform and development processes. However, they remain disadvantaged in terms of decision-taking power, access to education and equal livelihood opportunities. IICD supports women with ICT training sessions and capacity development workshops such as this one in Bamako, Mali.*

Ensuring good governance

Good governance depends upon transparent processes and effective interactions between local and national governments. The private sector and civil society must also play a central role in ensuring participatory public debate that stimulates equitable, efficient and accountable public affairs management. ICT supports open public debate and plays a vital role in improving the quality and efficiency of public services delivery, particularly in decentralisation processes. IICD's governance initiatives, especially in Bolivia, Burkina Faso, Ghana, Uganda, Tanzania and Zambia include helping local communities to voice their needs, learn about public services and pressure policy makers to be responsive. But IICD is also involved in facilitating political efficiency through improved data- and work-flows, and improving decentralisation processes by enhancing information flows between and within local communities and districts.

*Bustling market scene in Bolivia
where local people use the
market to sell their produce
which is grown locally.* ▶





◀ Many governments still manage most administrative work by paper, as here in Dar es Salaam, Tanzania. Since implementing ICT to improve governance and communication, the Kinondoni Municipal Council in Tanzania has found that better information management has increased tax revenues. Next to that, computerised land register has improved the efficiency and transparency of land transactions in the city.

▲ For over three centuries, Bolivia's indigenous groups have fought for the legalisation of original indigenous territories, and in 2001 CIDOB developed an information system to track the process of land-right claims. Local indigenous groups are informed about the status of land right claims and thus can lobby for action more effectively. Between 2002 and 2005, 925 indigenous leaders in rural areas received training in the use of ICT.

About IICD

With the right tools, people in developing countries can considerably improve their livelihoods and quality of life. Better access to information and communication technologies (ICT) is particularly vital in enabling them to achieve their goals. That is why the International Institute for Communication and Development (IICD) creates practical and sustainable solutions that connect people and enable them to benefit from ICT. As an independent not-for-profit foundation, we put knowledge, innovation and finance to work with partners from the public, private and not-for profit sectors. Together, we can make a world of difference.

IICD is active in Africa, Latin America and the Caribbean, where we create and enhance development opportunities in education, livelihood, good governance, health and the environment. Our approach includes linking local, national and international organisations as well as formulating and implementing ICT-supported development policies and projects.

IICD was established by the Netherlands Ministry for Development Cooperation in 1996. Our core funders include the Dutch Directorate-General for Development Cooperation (DGIS), the UK Department for International Development (DFID) and the Swiss Agency for Development and Cooperation (SDC).

For more information, please visit www.iicd.org

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