



THE BRUSSELS-EU CHAPTER
THE CLUB OF ROME



UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL
ORGANIZATION

WORLD CONFERENCE

Project

Harnessing the Potential of ICTs including Satellites to Build Inclusive Knowledge Societies

TOWARDS THE 2nd PHASE OF WSIS IN TUNIS, 2005



Conference Date : April 20-22, 2005

Venue : UNESCO in Paris, France

EXECUTIVE SUMMARY

The Club of Rome and UNESCO are co-organizing a three-day World Conference on the use of information and communication technologies (ICT), including satellites, for development, in particular, capacity-building through education. These are key strategies for achieving the UN Millennium Development Goals (MDGs). There will be a strong emphasis on non-formal education, such as skills development programs and the special needs of marginalized groups who are not being reached by classical education methods. Particular attention will be paid to those groups in rural and remote areas who are accessible by satellite technologies.

The purpose of the Conference is to: i) identify prerequisites and success factors for capacity-building using ICT, ii) collect and disseminate testimonies and case studies from around the world on how to make quantum leap in development by using ICT, and iii) hear from ICT companies to on how they can ensure the technology is appropriate to the development environment and their solutions to meet the needs in emerging markets.

The conclusions and recommendations issued by the World Conference will be an input to the World Summit on the Information Society (WSIS) in Tunis in November 2005.

The use of the Global Development Learning Network (GDLN) of the World Bank Institute provides a unique opportunity to establish a discussion platform to share experience worldwide via satellite broadcasting and web-casting. The GDLN, operating as a technology facilitator, makes it possible to present this Conference and disseminate it worldwide. Through the technology and the significant role of satellite, the scope of the Conference is not constrained by geographical and financial barriers, thereby enabling experts and a diverse global audience to share experiences and to dialogue.

The patronage of the World Conference will comprise leaders and decision-makers from governments, international organizations, companies and civil society.

1. Purpose of the World Conference

The first phase of the World Summit on the Information Society (WSIS, Geneva 2003) resulted in a "call to action" by world leaders to use information and communication technologies (ICT) in the service of development. This was a response to the "digital divide", which can be characterized as the "knowledge divide", between those who have access to the capacity-building tools of the 21st century and those who do not. There is a critical need to alleviate poverty and address the growing disparity between the knowledge "haves" and "have-nots" that is, between those who have access to the requisite knowledge, expertise and technologies to accelerate their social and economical development, and those who are excluded.

Therefore, The Club of Rome and UNESCO are organizing a World Conference to address the key challenge of how to develop the human capacities necessary for building inclusive knowledge societies that empower people -especially women and youth, facilitate their development as well as local entrepreneurship and enable their social inclusion and participation. In today's world, the use of ICT is integral to this process.

Through this World Conference, The Club of Rome and UNESCO will provide a platform for a global dialogue on the theme: *Harnessing the potential of ICT including Satellite to build inclusive knowledge societies.*

The Club of Rome emphasizes that narrowing the digital divide and reducing illiteracy are necessary steps to poverty alleviation, and therefore are an integral part of reaching sustainable societies. This interrelationship is expressed in its Statements to the World Summits of Johannesburg and Geneva: "education for all is an imperative for sustainable societies".

The effort to build human capacities relies on education. This is reflected in UNESCO's drive for *Education For All*. The focus on capacity-building through education and on the use of ICT for development, are key strategies for achieving the UN Millennium Development Goals (MDGs).

The Conference will explore examples from around the globe on the role that ICT, particularly satellite, can play in reaching the MDGs. There will be a strong emphasis on non-formal education, such as skills development programs and the special needs of marginalized groups who have not been reached by classical education methods. Particular attention will be paid to those groups in rural and remote areas and accessible with satellite technologies.

2. Scope of the World Conference

The three-day Conference will have a global scope bringing together local leaders and community educators as well as experts in education, from all continents with the help of the Global Development Learning Network (GDLN) of the World Bank Institute. This will facilitate participants to communicate "live" learning experiences, testimonies, success stories and lessons in the use of ICT by "grass roots" individuals and local communities. The Conference will be designed to reach three categories of

participants and beneficiaries, corresponding to three different means of communication and dissemination:

- **'Focal-point level'**: experts and leaders in education, of intergovernmental organizations, NGOS, private sector, academia and governments will discuss and participate in a series of plenary and thematic discussions, at UNESCO Headquarters
- **'Interactive level'**: people and communities from Africa, Arab States, Asia, and Latin America and the Caribbean will share their experience and practices, success stories and lessons in the use of ICT in education and capacity building, through interactive sessions operated by the GDLN
- **'Dissemination level'**: the Conference will be recorded at UNESCO and broadcast through the GDLN studio in Paris, using satellite and web technology. The proceedings will be made available for the WSIS in Tunis.

The GDLN, operating as a technology facilitator, makes it possible to present this three level Conference and disseminate it worldwide. Through the technology and the significant role of satellite, the scope of the Conference is not constrained by geographical and financial barriers, thereby enabling experts and a diverse and global audience to share experiences and to dialogue.

3. Expected results of the World Conference

The first phase of the WSIS identified what needs to be done to address the challenges and build inclusive knowledge societies - resulting in the WSIS Action Plan. The second phase, which will take place in Tunis in November 2005, should identify, mobilize and co-ordinate potential partners for action, exchange experiences and know-how on how to implement the Action Plan, and set-up processes for future monitoring and evaluation of progress.

The outcomes of the World Conference are intended to be an input to the second phase of the WSIS. They will illustrate how ICT, including satellite, can be used to deliver on the WSIS Action Plan and contribute to achieving the MDGs, in particular:

- Identification and mobilization of potential partners for action, based on the evidence of the capability of local people to use ICT effectively, including satellite, for and in education and to accelerate economic and social development;
- Identification of preconditions for successful capacity-building projects and policy design through formal and non-formal education, including success and risk factors, indicators, and the setting of realistic time-frames;
- According to proposed activities and projects, the identification of requisite resources, in particular financial resources and expertise, and corresponding calls of interest to partners and stakeholders to contribute;
- Increasing know-how among stakeholders on how to implement successful capacity-building projects utilizing ICT, through broadcasting lessons from the Conference, case studies and disseminating the Conference conclusions.

4. Stakeholders and Partners of the World Conference

The World Conference is intended to bring together important stakeholders that are currently active on bridging the knowledge divide, especially those involved in the WSIS and its implementation, monitoring and evaluation, such as:

- NGOs, including international professional organizations, and civil society are major actors for transforming human capacity-building objectives into specific action programs and processes, and for providing corresponding workforce;
- National and local authorities and leaders who are in a position to design education and capacity-building policies and then advocate them to citizens with an employment and job creation dimension;
- Education actors who provide and deliver education content, specifications for the use of ICT and non-formal education services, such as quality assurance;
- Enterprises providing infrastructure, technology, services and know-how for ICT, including satellite, for use in development;
- International organizations such as Intergovernmental Organizations, Regional Development Banks, that have been involved in educational and capacity-building programs and projects for many decades.

5. Patronage of the World Conference

This joint initiative of The Club of Rome and UNESCO carries the patronage of the Presidents and Directors-Generals of major Intergovernmental Organizations as well as eminent persons in this field, such as HRH Prince El Hassan bin Talal of Jordan, HRH Prince Philip of Belgium, President and Honorary Member of the Club of Rome, the leaders of the major UN-Agencies and the Breton Woods Institutions, as well as personalities from civil society, are in the process of being asked to give their patronage and participate in the World Conference.

6. Appendix

I. Planned Connections to GDLN

II. Planned Conference Program Content

APPENDIX I : PLANNED CONNECTIONS TO GDLN

During the three-day conference, four 2- to 3-hour interactive sessions are scheduled. At each session, the local participants of a continent or region contribute to the conference and are 'live' in dialogue with a panel as well as the 'focal-point' gathered at UNESCO. The following structure will be set up:

Latin-America:

- Brazil in Brasilia
- Mexico in Guadalajara
- Costa Rica in San José

Africa:

- Ghana in Accra
- South Africa in Pretoria
- Senegal in Dakar
- Nairobi in Kenya

Asia:

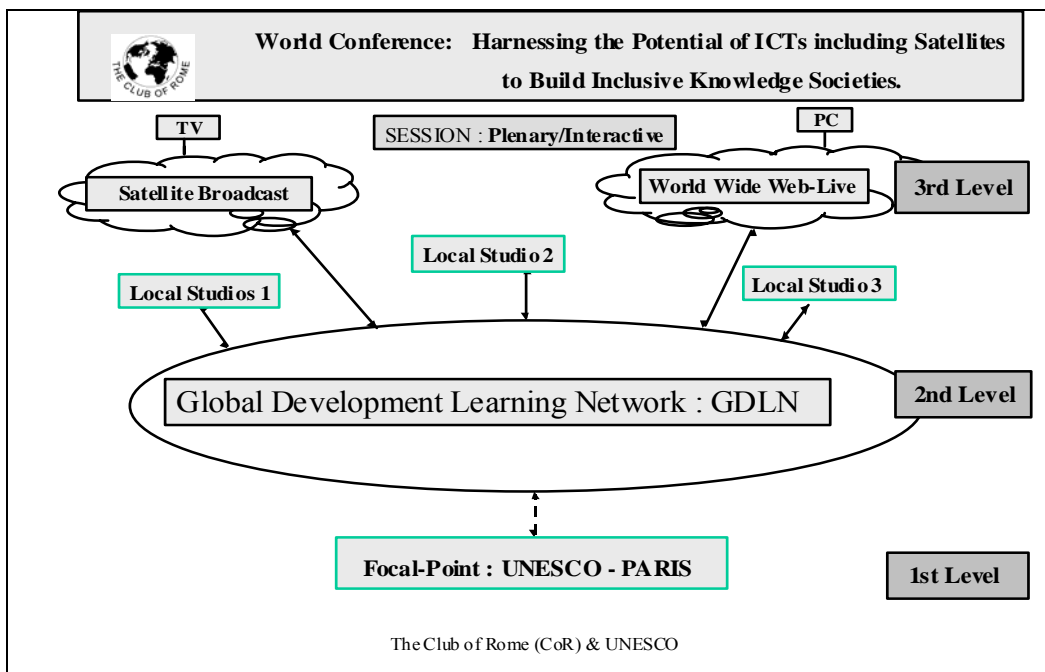
- India in New Delhi
- Nepal in Katmandu
- China in Beijing
- Malaysia in Kula Lumpur

Middle-East:

- Jordan in Amman
- Egypt in Cairo/Alexandria
- Kuwait in Kuwait City

The **World Bank** in Washington DC and **UNDP** in New York are invited to contribute at the opening session of the conference.

- At each GDLN location, locally active NGOs, affiliates of the Club of Rome, Distant Learning Institutions, Universities as well as local offices of UNESCO, contribute to the program of the conference.
- At the 'focal-point' at UNESCO, panels of experts operate as monitors between the session partners of the continent and the attendees of the conference.



APPENDIX II : PLANNED CONFERENCE PROGRAM CONTENT

1. Categories of items for the World Conference

- A. Prerequisites and success factors for capacity-building using ICT.
 - Ability to monitor and evaluate impact;
 - Relevant content in local languages;
 - Sustainability and promoting local entrepreneurship;
 - Local Champions i.e. “winning hearts and minds” – sociological aspects;
 - Availability of human resources e.g. need to train project managers;
 - Infrastructure needs e.g. power supply.
- B. Quantum leap in development by using ICT for education (non-formal and formal)
Testimonies and case studies communicated through thematic GDLN interactive sessions.
Choice must link to training e.g. no health unless is training medical staff.
 - Literacy: status/diagnosis, response using ICT;
 - Basic education;
 - Vocational/technical/specialist training;
 - Innovation for science and technology;
 - Marginalized groups and special needs;
 - Open and distance learning using universities;
 - Preservation of indigenous heritage;
 - Information literacy;
 - Disaster management;
 - Technology that is appropriate to the environment.
- C. New technology trends that create opportunities in emerging markets
 - Companies’ presentations on their solutions for meeting needs in emerging markets.

2. Planning Principles

2.1 Introduction to subjects

- In depth presentation of topic area by keynote speakers

2.2 Presentation through GDLN interactive session

Presentation by Regions of case studies and topics on capacity-building drawing on experience; presentations to include following elements:

- must illustrate or respond to “Prerequisites and success factors” (A);
- deal with a subject area that comprises components or building block of capacity-building (B).

Each session will be composed of 3 slots of 30 minutes for one presentation speaking plus Q&A, concluding with a moderated discussion between the “focal-point” participants, the Paris audience and the corresponding region (paying a particular attention to success factors).

2.3 Synthesis of each GDLN interactive session

- Synthesis of themes presented, and
- Conclusions to be integrated into the World Conference conclusions.

2.4 Presentation of technology trends by companies

Four 30 minutes slots will be given to companies to present technology trends creating opportunities in emerging markets, responding to the theme of ensuring its appropriateness to the environment, and their solutions on how to meet needs in emerging markets.■