



PARLAMENTO EUROPEO



University of Oklahoma



Regional United Nations Information Centre

OCCAM

Observatory for Cultural and Audiovisual Communication



Mediterranean Programme



Politecnico di Milano



Master Emergenza



# INFOPOVERTY PROGRAMME IN ACTION

Contribution to the World Summit on the Information Society 2005 and follow up

**Official Presentation:**

**November 16<sup>th</sup> 2005 – 1.00 p.m**

**Tunis – Kram Exhibition Park**

**Room Bizerte**

[www.infopoverty.net](http://www.infopoverty.net)

December 2003: Infopoverty Seminar @the WSIS 2003

The [Seminar](#) was devoted to how to connect villages to the Digital Revolution and was concluded by the [Final Declaration](#) endorsing the decision to promote the use of the ICTs in order to eradicate poverty and spur development in disadvantaged communities.

April 2004: [IV Infopoverty World Conference](#)

The Infopoverty World Conference 2004 continued the tradition of [multi-videoconferencing](#), connecting the UN headquarters in New York to Milan, Geneva, Washington, and countries such as Tanzania, Morocco, Sudan, Lebanon, Russia. The participants in the event approved the [Final Declaration](#) endorsing the decision to realise in a disadvantaged community in Tunisia a state of the art ICT Village model to be presented on the occasion of the WSIS 2005.

June 2004: Infopoverty Seminar in Hammamet

The Infopoverty Seminar held in Hammamet in the framework of the PrepCom1 to the second phase of the WSIS was particularly successful in defining the strategies in order to put into practice what decided in the Infopoverty World Conference 2004. [The Advisory Board](#) to the project was set on the occasion, including personalities from the main international organisations, and subsequent talks with the National Solidarity Fund led to the indication of the village of Borj Touil as the seat of the project.

February 2005: Infopoverty Seminar in Geneva

On the occasion of the PrepCom2, it was illustrated the [Working Paper](#) of the ICT Village model as defined following a round of bilateral and multilateral meetings with all the partners in the

project. The model is intended as replicable model for disadvantaged communities.

May 2005: [V Infopoverty World Conference](#)

The V Infopoverty World Conference enjoyed the participation of leading representatives from all stakeholders of the information society, and was particularly successful in indicating possible [replicability steps](#) in the framework of the [UN Alliance for Rural Development](#) in its pilot countries, [Madagascar](#) and the [Dominican Republic](#), as well as in others with which OCCAM has already determined memoranda of understanding.

July 2005. High Level meeting with the Tunisian authorities

On the occasion of the [High Level meeting held in Tunis](#), it was agreed the kind of services and specific applications to be delivered to the ICT Village model of Borj Touil, as well as a first implementing timetable.

September 2005:

- √ [Euromediterranean Conference on Cinema](#)  
The Conference, held in the framework of the Venice Film Festival, endorsed the [Final Declaration](#) indicating other services to be implemented in regards to cultural issues
- √ [Torino Digital World](#)  
On the occasion of this Conference OCCAM launched in the framework of the [Infopoverty Programme](#) a new initiative, called [Ville-Villages](#), for the creation of twinning between on the one side developed cities and on the other disadvantaged communities, favouring the inter-exchange of services, know-how, experience and the bridging of diasporas.
- √ Agreement with the [Autodromo di Monza](#)  
OCCAM has reached an agreement with the Autodromo di Monza for the testing in the

highly technological area of most advanced applications.

The way ahead:

The WSIS 2005 will be successful only if decisions endorsed on that occasion will be subsequently put into practice, and have a concrete impact on the achievement of the MDGs. Thus OCCAM is willing to collaborate with all stakeholders (governments, international organisations, local entities, civil society, business) for the realisation of the Infopoverty Programme for 2006-2007, articulated in 5 main lines of action:

1. Replication of the **ICT Village Model** for the development of disadvantaged communities in Madagascar, the Dominican Republic, Ethiopia in the framework of the UN Alliance for Rural Development on the basis of the model set in Tunisia.
2. Creation of special courses at the **Infopoverty Institute**, with activities in the fields of Fish-farming and Safe Water as well as **Higher education services**, in partnership with the University of Oklahoma.
3. Enhancement of the collaboration with the **Navajo Nation**, after the signature of the official agreement with the ITU for the development of indigenous communities.
4. Promotion of the **Ville/Villages project** in order to connect through digital twinning European cities with communities in emerging countries in Africa and Latin America.
5. **Community Renewal** initiative in collaboration with the Shreveport-Bossier Community Renewal (SBCR), in accordance with the cooperative agreement signed in 2005



## THE HISTORY SO FAR

During the Infopoverty Seminar held in the framework of the World Summit on the Information Society 2003, all participants endorsed the decision, of inserting in the agenda of the Infopoverty World Conference 2004 the item of the creation of a digital village to be presented in the WSIS 2005.

Subsequently the project has been approved by the Infopoverty World Conference 2004 and submitted to the members of the Infopoverty Network and a seminar was organised in Hammamet (Tunisia) in the ambit of PrepCom1. On that occasion, following the approval of the **Hammamet Resolution**, the Advisory Board of the project was established and a series of meetings gave way to the presentation of the Master Plan of the Project.

Following the bilater meetings with all the partners of the project, two fact finding missions were organised and led to the definition of a complete working paper, which has been officially presented during the **Infopoverty Seminar** held on the occasion of PrepCom2 on February 23 in Geneva – Palais des Nations, Room XII and thereby endorsed as replicable model in developing countries

The Infopoverty Seminar has been preceded by a number of meetings of the technical working group, open to the participation of all the partners of the project, aiming at the definition of all technical aspects as well as the most suitable applications to the needs of the community in which the project will be realised.

## AIMS OF THE PROJECT

The project to be realised in the Tunisian village of Borj Touil aims at giving concrete realisation to what stated in the Declaration of Principles and Plan of Action endorsed by the World Summit on the Information Society 2003, with particular reference to fighting poverty adopting the most advanced technologies.

The project will present the most advanced applications and all state of the art technologies and set a model in order to concretely show to governments and industries, as well as to the locals, what the digital revolution can bring forth for the needs of disadvantaged and isolated communities of the world in order to spur concrete, lasting and sustainable development.

The specific aim of this project is that of providing satellite connectivity to the village of Borj Touil and subsequently all the ICT broadband services most suitable to the needs of the community.

Innovation lies in giving to all the stakeholders of the WSIS 2005 a concrete example of possible solutions to some aspects of the digital divide, of their impact on the local community and, at the same time, of the possible market opportunities in the field of ICT for development.

## SEATS OF THE PROJECT



*Borj Touil, Department of Ariana, Tunisia, where the project will be realised*



*The Cultural Centre, seat of the Communitarian Centre of Access*



*The health presidium, where the telemedicine units will be installed*



*The elementary schools, seat of the e-learning and training service.*

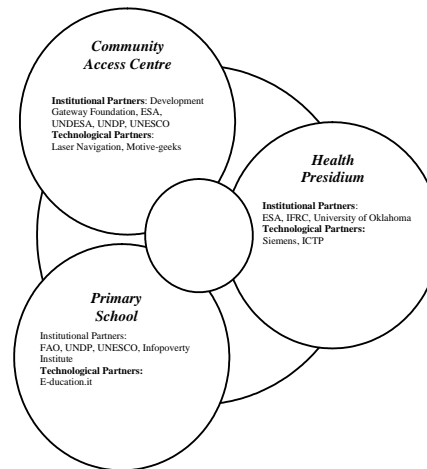
## DELIVERABLES

1. **Creation of basic infrastructures and community centre of access:**
  - i. Teleport, where the broadband satellite signal can be received and distributed, bi-directionally.
  - ii. WIFI System, for the whole territory
  - iii. Mobile telephone hub, thanks to an ad hoc antenna for the village
  - iv. Teleconference appliances
2. **Training:** before the actual delivery of appliances, an adequate training period will be started. Moreover the training period will provide broad information to the community on the advantages of adopting ICT services.
3. **Creation of specialized units for:**
  - i. **Telemedicine**, the services delivered through a specific portal will include diagnosis, prognosis, prescriptions, special services for disabled people and eventually light distance surgery
  - ii. **E-learning**, to be closely linked to the existing school structures, endowed with didactic room and interactive computer lab.
  - iii. **E-governance**, tied to the local government authority, with a communitarian centre of access, where the population can start learning how to use ICT (internet, e-mail, word processing) under the supervision of local trainers, and where they can have access to basic services such as the distribution of ID, permits, licenses, official documents, visa, passports, etc.).
  - iv. **Consulting for agriculture and herding**
  - v. Moreover the teleport will support **special web portals** and will be used as **virtual incubator** to support local production and trade.

## THE PARTNERS

- **Government of Tunisia**
- **ESA – European Space Agency**
- **InfoPoverty Institute**
- **ITU – International Telecommunication Union**
- **The World Bank**
- **FAO – Food and Agriculture Organisation**
- **UNDP – United Nations Development Program**
- **UNDESA**
- **UNESCO**
- **OECD**
- **International Federation of Red Cross and Red Crescent Societies**

Institutional partners are to be joined by technical partners that will be involved in the realisation of the structures on the site of the project.



The **UN Public-Private Alliance for Rural Development** is the third in a series of innovations in recent years for participation by a wider range of stakeholders in the concerns of ECOSOC. The UN Alliance is a concrete deliverable resulting from ECOSOC and its Ministerial Declaration. It serves as a means for direct impact by the Council upon development situations. It is a new vehicle for the conduct of the Council's multiple roles: encouraging economic and social advancement; promoting collaboration and cooperation; and reviewing the results of such efforts by the international community.

**The Mission** of the **United Nations Public-Private Alliance (UNPPA) for Rural Development** is to identify, highlight, and promote replication of successful business policies and practices that are both profitable and promote social and economic advancement of poor people in rural areas. Results of this win-win approach will be brought to the attention of the international community through the UN Economic and Social Council (ECOSOC).

**The UN Alliance** is part of a growing family of efforts within and outside the United Nations system that emphasize the positive role business can play in development. The UN Alliance derives from the 2003 ECOSOC Ministerial Declaration which encourages alliances and partnerships for rural development.

It emphasizes promotion of pro-poor business, stimulation of entrepreneurial capacity-building and encouragement of investments, commerce and related support in-country and internationally. Progress will be considered at ECOSOC in July 2006.

The Economic and Social Council (ECOSOC) approved **Madagascar as the first pilot country** in 2004. In 2005, the **Dominican Republic** was approved as the **second pilot country**. Other countries have also expressed interest and are being considered.

## MADAGASCAR



Madagascar, the world's fourth largest island, is about 1,000 miles long and 350 miles wide at its widest, and lies 250 miles off the East Africa coast. Economically considered a Least Developed Country, its population numbers about 17 million. Madagascar is well-known for its many unique plant and animal species and their specific habitats.

Activities are underway to establish an ICT Model Village in Madagascar in order to:

- Promote the achievement of the Millennium Development Goals through the use of ICT
- Provide broadband connectivity and innovative services to a community and equip 3 main sites (community centre, primary school and health presidium) where to implement the project
- Set a model for the UN Alliance, replicable in disadvantaged communities scattered throughout the world
- Promote sustainable development and job creation.

## DOMINICAN REPUBLIC



The Dominican Republic is a Caribbean representative democracy which enjoyed GDP growth of more than 7% in 1998-2000. Growth subsequently plummeted as part of the global economic slowdown. Although the country has long been viewed primarily as an exporter of sugar, coffee, and tobacco, in recent years the service sector has overtaken agriculture as the economy's largest employer, due to growth in tourism and free trade zones.

The aim of the project is the Creation of a **replicable and affordable model** to grant to disadvantaged community in the Dominican Republic access to the digital revolution and reap its opportunities for a sustainable development, thanks to the convergence of UN system agencies and programmes, as well as leading private companies and the civil society. The project will also serve -to experiment on the field the most advanced technologies, applications and services that are both fit to the needs of the communities and easy to use by all, so that positive effects can be rapidly achieved: providing solutions to emergencies (in fields such as health, education, food & water) and spurring endogenous development (creating jobs, building capacity, promoting the communitarian participation of all).

The Infopoverty Institute establishes a Web site, initiates, facilitates, implements sustainable development institutes in the areas of agri-business, e-health, safe water development, energy development, and education. Training programs are conducted live and interactive. Training sessions are recorded and placed in a video library, available on demand to any connected country or community in the world.

Institutes are being scheduled for this year in the following areas (dates and locations to be announced):

These institutes and seminars on Sustainable Development are responding to the needs of developing nations and impoverished people. The dual goal of the Infopoverty World Conference is (1) connectivity of the world's population for the purpose of (2) advancing sustainable development.

The challenge to all world and local leaders is HOW. How can they promote, embrace, and support both goals. For, if we achieve in connectivity and fail in development, we FAIL! Therefore, e-learning, e-health, e-commerce, e-government, and e-economic development depends on the e-connections; but, it also equally depends on WHAT information and knowledge is transmitted and HOW that information is put on-to facilitate learning, knowledge transferability and applicability.

Ultimate success must be measured by the ultimate outcomes of sustainable development: LIVES changed at the community level. Therefore, process evaluation assesses the level of connectivity we achieve; outcome evaluation assesses the impact on people's lives that results.

1. **Agribusiness-Fish Farm Development.** A team of 1-4 persons is invited to participate in a one-

week institute. Persons representing countries should be charged and authorized to return to country of origin and implement fish farm development consistent with country sustainable development goals.

2. **Safe Water.** To meet the UN's millennium development goal (MDG) on sustainable safe water development, country leadership must be developed and sustained to implement a strategic policy and program to insure on-going safety in water to support the population and for economic growth.

3. **E-Health.** We must take advantage of e-connectivity to meet health needs of people. Institutes and connectivity in several programs will be conducted.

- a. *Clinical e-connection institute.* This can be conducted live with clinics in several countries to increase primary health care workers' skills and credentials.
- b. *Paediatric Cardiology.* Connectivity to local hospitals will determine treatment for the infant's heart.
- c. *Diabetic Retinopathy.* This early diagnosis procedure helps prevent progressive blindness by intervening early with treatment.
- d. *Alcohol Abuse Prevention Institute.* The World Health Organization (WHO) in 2004 identified this as the #1 threat to world health. Consistent with MDGs on sustainable development, the world community must attack this threat. While it is the #1 health threat, people can and do recover. Each country must develop and implement priority policy and implement a strategic action agenda to overcome the negative impact of alcoholism on their

society. This series of institutes, in collaboration with the Christopher Smithers Foundation will be targeted at country leaders responsible for policy and program implementation.

4. **Energy Development Institute** An institute will be held regarding energy development. Energy is a developmental foundation for sustainable development in any country. This institute will examine the local environment and resources as a background for the development of energy policy, program, and energy source. Efficiency, effectiveness, and cost must be a major focus of strategic development if it is to serve the country best.

5. **Institute on Sustainable Development.** While all OCCAM/Infopoverty Institutes are founded on the principles of sustainable development, this institute is focused on these principles and their implementation in all development areas. Typically, development does not fail due to a lack of content knowledge. Most failure occurs because essential areas of sustainability were compromised. The areas of awareness, communication, involvement, engagement, empowerment, governance, and assessment are often overlooked. Sustainability cannot be realized without them. This institute will credential country leaders in sustainable development.

6. **Community Renewal** Institute, in collaboration with Shreveport-Bossier Community Renewal, will include world leaders from countries, communities and disaster areas hit by tsunami, earthquakes, and hurricanes. Sustainable development must include community development which utilises social technologies in building relationships towards sustainability

## VILLE VILLAGE INITIATIVE

As twinning among European cities has been a very effective means to create operational relationships among different communities, facilitating the process which led to the creation of the European Union, so the direct and widespread participation of local institutions and citizens can accelerate the process of integration and bridge the present divide separating communities of the world.

The digital revolution can be regarded as a great opportunity able to make distant communities cooperate, activating inter-connections among educational, health, economic and cultural local systems, as well as among associations and citizens, in order to create effective micro-projects: working via videoconferencing, thanks to the broadband (even satellite) distances can be shortened and the sharing of daily problems can lead to common solutions.

This is a friendly and “warm” approach to new technologies that can favour the bridging of diasporas and cooperation and fusion of distant working groups, active in both twinned communities, which will also be able to benefit from the resources of the network of all ville-villages.

OCCAM, in launching this initiative, has evaluated and put into place a specific modality of intervention able to optimise synergy of present human and economic resources – coupled with a “social” use of the ICT – in different communities, in order to cut costs and delays and to achieve visible results in the near future

## INFOPOVERTY WORLD CONFERENCE

As clearly stated in the Millennium Development Goals, poverty is the main issue to be tackled by the international community in the near future. Only by eradicating poverty can the world population enter in a new phase of prosperity.

Since its first edition the **INFOPOVERTY WORLD CONFERENCE**, in close partnership with the European Parliament, under the patronage of the President of the Italian Republic tried to highlight the positive role ICT can have to spur development in disadvantaged communities.

Past editions of Conference were devoted to:

2001

POSSIBLE SOLUTIONS

2002

FROM POSSIBLE SOLUTIONS TO ACTION

2003

New Tools and Best Practices for Development  
THE ROLE OF ICTs IN REACHING THE MDGs

2004

NEW FRONTIERS OF THE ICT:  
SERVICES FOR DEVELOPMENT

2005

ACTORS AND STRATEGIES FOR DEVELOPMENT  
DIGITAL TECHNOLOGY TO FIGHT POVERTY

The VI Infopoverty World Conference will be held on April 6 and 7 2006 on the possible focus: **“Eradicate poverty creating wealth: ICT at the service of the MDGs”**, promoted by an ad hoc Committee.

## OCCAM NAVAJO NATION

The Navajo Nation is a sovereign territory with a territorial extension of approximately 27,000 square miles, located in the United States, within the States of Arizona, New Mexico and Utah.

The Navajo Nation is spotlighted as a success model for the world, with vision, having implemented Internet communication and wireless technology that has been placed at every chapter (local community) throughout Navajo Nation, in addition to its capital, located in Window Rock, Arizona. With this, the Navajo Nation has created one the largest wireless communication networks in the world.

Navajo Nation, together with OnSat, installed and operates a broadband satellite service to connect the 110 communities, called chapters, throughout the Navajo Nation to the Internet.

This gives free public Internet access and e-mail to every Navajo across the Navajo Nation. Navajos are also using this connectivity to become more self-sustainable through distance education, health care, e-government, security and e-commerce.

Thus OCCAM has recently signed an agreement for the establishment in Window Rocks of the OCCAM Antenna there, which will be responsible for the analysis of the needs of all indigenous communities.

In this framework, OCCAM and the Navajo Nation will sign on the occasion of the WSIS 2005 an agreement with the International Telecommunication Union, specialised agency of the United Nations, in order to extend the successful model set in the Navajo Nation to other indigenous communities and the youth.



## OCCAM

The Observatory for Cultural and Audiovisual Communication – OCCAM – was created in 1997 by UNESCO.

In its first 3 years of activity – managed directly under the administration of UNESCO – OCCAM focused on the promotion of the crucial UN values (peace, tolerance, human rights, etc.) mainly in the Mediterranean cultural area (crossroad of the three monotheistic religions and cultural pivotal point among Europe, Africa and Asia), in the fields of all audiovisual means of communication: cinema, television and the Internet.

In 2000 the OCCAM project has been validated by UNESCO and given full autonomy, becoming an institution on its own, with a statute that broadens its mission, which becomes global, and aiming at fighting poverty through the innovative use of the Information and Communication Technologies (ICT).

In 2003 OCCAM was formally associated to the NGO section of the UN Department of Public Information.

In 2005 OCCAM was granted Special Consultative Status by the Economic and Social Council (ECOSOC) of the United Nations

OCCAM is currently active in more than 15 countries, with an antenna in Window Rock, Navajo Nation (USA) and one in Antalya (Turkey) and representatives in 4 different continents, working for the diffusion of new technologies in developing countries and promoting widespread development

For more information on the activities of OCCAM and of the Infopoverty Programme you can visit:

[www.occam.org](http://www.occam.org)  
[www.infopoverty.net](http://www.infopoverty.net)

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