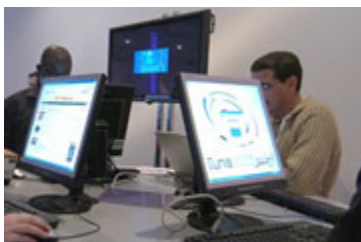




## Why are ICTs important for Civil Society Organizations?



Civil Society Organizations (CSOs) have an important role and responsibility in the development of the Information Society and, as appropriate, in decision-making processes. CSOs should be a critical player and help assure that ICT is used in a way that targets and addresses specific development goals and priorities.

With the advent of new information and communication technologies (ICTs) including personal, networked computers, mobile telephones, the Internet, and email CSOs start realizing the potential use of ICTs in advancing social development. ICTs, especially the Internet, have hastened globalization. They are powerful tools that can give the disadvantaged access to information and resources that foster their economic and social development.

Although many CSOs are already active users of ICTs, much more needs to be done to strengthen skills in the sector. The introduction and integration of ICTs represents huge opportunities, as well as challenges, in the process of transforming and strengthening the CSO sector.

Given the reach of the internet, local CSOs should actively participate in global discussions and debates - and more importantly, influencing the international development agenda. Indeed, the internet heralds a strategic opportunity for the future of CSOs as it provides an efficient way to channel information about their activities and engage with constituencies, including donors, government, the private sector, general public and community partners.

New developments in ICTs, characterized by web 2.0 and social networking tools in particular, are changing the way in which people and organizations communicate, share information, network, and mobilize in support of issues of common concern. These tools present CSOs with exciting new opportunities to raise awareness about their work, connect with a wide range of

individual and institutional donors, raise money and find volunteers, both locally and internationally. Despite the benefits, however, it is still a huge challenge for many organizations to adopt and apply these tools. As a result, there is a specific need to create awareness and educate CSOs about the potential of ICTs, how to get started and ultimately enhance the impact and outputs of their work.

ICTs enable CSOs to deliver services effectively and efficiently, helping them reach more people and ultimately do more with their money. ICTs can be used by CSOs to:

- Raise their profile
- Keep abreast of current developments and legislation in their field
- Manage and organize information more easily
- Accurately monitor their finances
- Securely maintain their users' contact details
- Understand who is using their service and how they can widen their reach
- Enable service users to support one another through online communities
- Save costs and operate more effectively allowing staff to work remotely and flexibly

### **The use of Social Media by CSOs**

Social Media is a term used to describe any of several online platforms that utilize the technology of the internet to facilitate social interaction through written, visual, or audible communication. Examples of social media include blogging, podcasts, forums, online press releases, and social networking sites like YouTube, Facebook, Twitter and LinkedIn.

Many CSOs are now integrating social networking and social media tools into their communications strategies which enable them to connect and collaborate informally across institutional boundaries quickly and inexpensively. Social Media Tools enables CSOs to:

- Open up interactive conversations with your audience: social media allows CSOs to have discussions with people, informing them about your cause and potentially changing minds.
- Keep audiences engaged: Social media marketing provides an instant connection between you and your target audience. As soon as you put information up on the internet, it immediately becomes easily available to a large number of people. By contrast, television or radio commercials can take weeks to produce, billboards take time to print and install, and postcards and mailers can take several days to travel through the postal service.

- Reduce costs compared to traditional media: Many social networking platforms charge little or no fee to register, allowing you to utilize their services to locate and interact with your target audience without having to spend large amounts to do so. When compared to the cost of sending out flyers or postcards in the mail or shooting and airing a television commercial, social media is easily the more valuable option in terms of budget.

For example AARP, an advocacy and community group for people age 50 and older launched a new Web site as part of its 50th anniversary celebration. In a first for the organization, the new site included social networking capability. The revamped site is part of an effort to revitalize the AARP brand and make it more encompassing of a wider age set as well as a changing one.

“AARP realized that, as its audience becomes more tech-savvy, its site needs to be more dynamic,” said Ralph Lucci, principal and creative director at Behavior Design, the online marketing agency that developed the new AARP site.

Members of the group can now customize their user profiles by posting photos, video and journals that can be tagged with keywords to promote accessibility within the network. Members can also invite friends to view their profile, send and receive messages and join or create special interest groups.

“You might think that an audience like this might be skeptical of using some of these tools,” Lucci said. However, the social networking aspect helps to validate the process, he explained — a user may feel more comfortable posting photos, for instance, if someone he or she knows is also uploading photos or journaling.

The AARP site's audience has more than doubled since the beta launch, according to an AARP spokesman. The refer-a-friend process and community aspect of the site are credited with helping to grow the network to that extent. In addition, users are spending more time on the site, the company said.

In fact, social networking has proven so successful with AARP's members during the beta phase that the organization is looking into offering more tools in the future, Lucci said.

Even though social media can be a powerful tool, it can also be a waste of resources and ineffective if not integrated properly. CSOs need to develop a clear social media strategy plan by identifying the purpose of using these tools to reach their goals, the audience they would like to reach and how to integrate these tools into their internet strategy.

## The Right Way to use Social Media for Fundraising: Wildlife Direct



Paula Kahumbu, Wildlife Direct and PopTech Fellow 09

Peter Dietz, founder of Social Actions, pulled out his crystal ball last year, and said “individuals will come to your organization with the expectation of being full partners in your work, not just dollar wells to be tapped when cash is needed. Donations will be a consequence of meaningful engagement, not a measurement of it.”

So, when nonprofits use the best practices around meaningful engagement they see results. Last month at PopTech, I heard Paula Kahumbu, a PopTech Fellow, talk about her organization's work and use of social media.

A compelling example good social media fundraising practice comes from WildlifeDirect, a nonprofit based in Nairobi, Kenya founded by Dr. Richard Leakey. According to Paula Kahumbu, Executive Director, their approach to fundraising was to build a worldwide online conservancy community. Says Paula, “In 2004, a group of committed conservationists, led by Dr Richard Leakey, became convinced that social networks provided the best opportunity for securing a future for wildlife: an approach that could harness the collective energy of countless good conservationists and combine it with millions of individuals around the world who have a genuine concern for the future of the planet's wildlife and unique habitats.”

In 2007, WildlifeDirect had 7 blogs in the Democratic Republic of Congo written by conservationists in the field. These blogs raised \$350,000 to pay rangers salaries and help save mountain gorillas in the Virunga National Park. Says Paula, “Two years later, have over 70 blogs, donations have risen 4 fold, as has website visitation. We treat our donors as partners in our programs.”

Through blogs written about a specific animal by a conservation professional, WildlifeDirect enables individual donors around the world to communicate directly with the people that they are funding. They've created a global movement powerful that can respond to any conservation emergency anywhere more swiftly and efficiently than large bureaucratic agencies to reverse the catastrophic loss of habitats and species and secure the future of wildlife in Africa, Asia and around the world.

Website: <http://wildlifedirect.org/> | <http://wildlifedirect.org/blogsList.php>

## Civil Society Involvement

Civil society is developing its own powerful voices to balance the more entrenched authority of the organizations described above. The Association for Progressive Communication (APC) is a non-profit association of member and partner networks around the world, committed to making the internet serve the needs of global civil society. APC's mission is to empower and support organizations, social movements and individuals in and through the use of information and communication technologies (ICTs) to build strategic communities and initiatives for the purpose of making meaningful contributions to equitable human development, social justice, participatory political processes and environmental sustainability. APC is also a network where members are groups working in their own countries to advance the same mission as APC. In December 2008, APC had 52 members in 37 countries, the majority from developing countries.

APC has developed a number of tools to build capacity within civil society to address ICT policy issues and ensure that its views are heard in global debate.

### APC Experience in Africa

The Association for Progressive Communications (APC) commissioned a series of studies on the involvement of civil society in the development of ICT policy in Africa. The studies covered Benin, Cameroon, Egypt, Ethiopia, Kenya and Senegal. They provide a good starting point for understanding the role that civil society organizations can play in shaping ICT policy – and the challenges they face.

#### Senegal

Senegalese civil society has very little involvement in the formulation and application of ICT policies, for the following reasons:

- Owing to its lack of internal organisation, civil society is not recognised as a representative participant by the authorities responsible for defining ICT policies.
- The organisation of civil society on an institutionally representative basis could be difficult, moreover, because of the wide range of interests it covers.
- There is still only a limited number of CSOs with direct involvement in ICT issues (development NGOs), and the number of partners who could potentially participate in ICT policies is even smaller.
- CSOs that could be more immediately involved in the area of ICT policies mainly comprise persons who are professionally involved in ICT, and come from the social sectors (public, private, educational, CSOs).

Source: APC Africa ICT Policy Monitor,  
<http://www.apc.org/english/rights/africa/research.shtml>

## Kenya

Civil society has played a significant role in the development of ICTs by creating awareness, and training by introduction of services in the early 1990s. Apart from the supply of email services, civil society lobbied for an improved policy and regulatory framework.

Today, civil society has shifted its focus to higher values to guarantee access to information as a human right. Additionally, civil society is using internet for development and empowerment. The challenges that remain are low penetration, lack of content and economic barriers.

Source: APC Africa ICT Policy Monitor,  
<http://www.apc.org/english/rights/africa/research.shtml>

**The International Institute for Communication and Development (IICD)** is a non-profit foundation that specializes in information and communication technology (ICT) as a tool for development. IICD creates practical and sustainable solutions using both modern media (such as computers, Internet, email and multimedia) and traditional media (such as radio and television) to connect people and enable them to benefit from ICT, thereby contributing to the Millennium Development Goals.

Together with partners from the public, private and non-profit sector, IICD puts knowledge, innovation and finance to work. Currently, IICD is active in Bolivia, Burkina Faso, Ecuador, Ghana, Jamaica, Mali, Tanzania, Uganda and Zambia in the sectors education, environment, governance, health and livelihoods (agriculture).

IICD works at country and thematic levels to address ICT-enabled development needs. At the country level, Country Programmes are established in each of our nine focal countries, and serve to help local partners to implement and develop their own projects and ICT policies within key development sectors.

At the Thematic level, IICD stimulates sustainable development through sharing knowledge and skills. This requires effective communication at all levels. IICD fosters the sharing of knowledge and skills in all activities and projects, within national and regional networks on ICT for development, and between partners.

Within the country and thematic approaches, IICD has identified three strategic priorities. These priorities have been translated into operational approaches and point to IICD's choice to move towards becoming an expertise organization.

1. Embedding: applying experience to sector and national policies
2. Harvesting: translating experience into lessons learned and accountability
3. Leveraging: taking all experiences to new programmes through partnerships

**Bridges.org** is an international organization with a mission to promote the effective use of information and communications technology (ICT) in the developing world for meaningful purposes, such as better healthcare, education and self-sustaining economic development. We seek to bring a practical vision to the realities of ICT-enabled socio-economic development, and an important aspect of our strategy is to apply basic business principles and processes in development projects. We conduct technology research, evaluations and policy analysis to inform civil society organizations, governments, development aid agencies and the business community and help them improve the way they integrate ICT into their activities. This in turn brings the benefits of technology to more people — students, small business owners, doctors and their patients and the general public — in more meaningful ways: not only to overcome the challenges and adversities they face, but to give them the tools to build their own solutions and manage their own affairs in more efficient ways.

In its first few years bridges.org's most visible work was involvement in policy-making and social "consulting" services. With the launch of our Real Development initiative in 2006, we will do more hands-on project work in Africa to create role models for effective implementation by actively engaging with grassroots organizations working in disadvantaged communities.

Bridges.org works with the daily problems of people in developing countries and disadvantaged communities. It brings experience with the highest levels of international technology policy-making through our involvement in the efforts of organizations like the World Economic Forum (WEF), New Partnership for Africa's Development (NEPAD), G8 Digital Opportunity Task Force (DOT Force), United Nations ICT Task Force, Glocal Forum, and others.

**Panos Network** includes organisations based in the Caribbean, Eastern Africa, London, Paris, South Asia, Southern Africa, and West Africa, with a combined staff of well over 100 people. There is a Panos Network liaison office in Washington DC. The Network is legally registered as an international foundation in The Netherlands. It is governed by the Panos Council, which is made up of one board member and the director from each institute, with a small secretariat based in New Delhi, India.

The Network promotes the participation of poor and marginalised people in national and international development debates through media and communication projects. We are part of the worldwide Panos Network of independent institutes working to ensure that information is used more effectively to foster debate, pluralism and democracy.

**telecentre.org** is a global community of people and organizations committed to increasing the social and economic impact of grassroots telecentres. Working together, telecentre.org provide the resources that telecentres need to succeed: locally relevant content and services, support and learning opportunities and networks that help telecentre activists connect to each other. With these things in hand, tens of thousands of telecentres are now in a better position to enrich the communities they serve.

All telecentre.org partners have committed to a set of common values that guide our activities. First among these is a shared passion to help empower poor, marginalized, and underserved communities. Other values include

- Knowledge sharing
- Transparency
- Inclusiveness
- Technology neutrality
- Innovation
- Collaboration
- Equity
- Continuous learning
- Content creation and localization

### How DSPD is using ICTs for participation of CSOs in the intergovernmental processes in the field of social development?

Each year the Division for Social Policy and Development (**DSPD**) of the Department of Economic and Social Affairs (**DESA**) provide the primary support and servicing to the:

- **Commission for Social Development (CSocD):** <http://social.un.org/csocd>
- **United Nations Permanent Forum on Indigenous Issues (UNPFII):** <http://social.un.org/unpfii>
- **Conference of States Parties to the Convention on the Rights of Persons with Disabilities and the Committee on the Rights of Persons with Disabilities**, jointly with the Office of the High Commissioner for Human Rights: <http://social.un.org/crpd>

Each year the Civil Society and Outreach Unit of DSPD manage the pre-registration of NGOs to participate in these events. DSPD is using an Online Pre-Registration System called **Civil**



**Society Network (CSO Net)** which was developed by the NGO Branch of the United Nations Department of Economic and Social Affairs (UNDESA).

CSO Net allows us to manage social development events and display them in our website. It facilitates interaction among civil society groups worldwide and DSPD. It is used to share and promote best practices in social development, establish innovative and collaborative development solutions, facilitate partnerships among the users of the portal and promote interactive discussions through online forums on issues of immediate relevance to the United Nations social agenda.

In 2010, DSPD pre-registered the following:

	<b>CSocD</b>	<b>UNPFII</b>
<b>Reps pre-registered</b>	<b>667</b>	<b>2136</b>
<b>NGOs pre-registered</b>	<b>201</b>	<b>502</b>

UNDESA has developed an **Integrated Civil Society Organizations System (iCSO)** that greatly eases interactions among civil society organizations (CSOs) and the Department. The site provides online registration for non-governmental organizations (NGOs) facilitates the application procedure for consultative status with the Economic and Social Council (ECOSOC) and helps those NGOs already accredited to the Council to submit their quadrennial reports and to designate representatives to the United Nations.

Both systems iCSO and CSO Net have facilitated the pre-registration process that DSPD is conducting every year and have received a positive response from CSOs.

### **Best practice examples of the use of information and communications technologies (ICT)**

#### **GenARDIS**



The opening plenary of the Uganda workshop.  
Photo: [APC-Africa-Women](#)

The Gender, Agriculture and Rural Development in the Information Society (**GenARDIS**) small grants fund was developed in 2002 to support work at the grassroots level on gender-related issues in **ICTs** for agricultural and rural development in the African, Caribbean and Pacific regions.

It recognises the constraints and challenges encountered by rural women particularly – challenges which include cultural factors that hinder [ICT](#) access by women, lack of time to participate in [ICT](#) training and use, minimal access to technologies such as radio, mobile phones and computers, and lack of relevant information in local languages, adapted to local realities.

[APC-Africa-Women](#) coordinates the fund, and grants were issued in 2003 and 2005. In 2008, the third round of small grants was issued, and projects are currently being implemented. Grantee organisations enhance their skills around gender, evaluation and [advocacy](#) in the process of carrying out their projects, and report an increased ability to influence policy.

[GenARDIS](#) projects' beneficiaries are mainly rural women smallholders. In Burkina Faso, the Manegbzanga Association used [GenARDIS](#) funds to provide basic French language and [ICT](#) training for 30 women. Trainees are now able to use computers to write reports and communicate via [internet](#). In Lesotho, rural women received cell phones to emulate traditional water well communications network using mobile technology, enabling women farmers access to prices and agricultural coops.

Project website: <http://genardis.apcwomen.org/en>

### **The Studies Center for Handicapped Research- SCHR- in Syria: ICT for Development Intellectual Disability Students**



**SCHR** is a non-profit organization dedicated to providing and improving special educational program through ICTs in Syria to those lives affected by Intellectual Disability , Cerebral Palsy, Autism and Down Syndrome and other neurological conditions resulting in intellectual, physical, sensory or multiple learning disabilities. SCHR has been developing this program over ten years of active involvement to provide people with some necessary information a about disability. The term Disability is wide ranged and as such we maintain updated information on physical and intellectual disabilities, visual impairment, hearing impairment, speech/language difficulties, psychiatric, genetic, as well as issues around aging and acquired brain injury and other conditions. The organization is managed by a committee drawn from the local community. All the staff of the have a range of personal and professional experiences about disability in connection with training and development.

SCHR is committed to the development of lifetime skills for special needs people of all ages and abilities by providing affordable Electronic Learning to access new job opportunities. The objective of these experiences is to build self-esteem, confidence and skills development, thereby enhancing active participation in all aspects of community life. As a national role model, the center promoted the concept of ability through integration, public awareness and education.

SCHR offers support activities for the disable family. Integration into the community through disabled learning and provides access to programs for the individual as well as family and friends.

SCHR ensures active participation and provides an educational and Computer Assisted Instruction – CAI- for all ages and special needs children.

Website: <http://www.caihand.org/>

### **TakingITGlobal: Inspire, Inform, Involve**



Based in Toronto, Canada, TakingITGlobal is an international non-profit organization, primarily consisting of its online social network, TakingITGlobal.org. Since its inception and launch in 1999, TakingITGlobal has provided opportunities for learning, capacity-building, cross-cultural awareness, and self-development through the use of Information and Communication Technologies (ICT). Web 2.0 tools and initiatives feature predominantly in the TakingITGlobal's work, and are in turn offered to its 200,000 members. The organization provides the following resources to its online community— global online social network and hub for civic participation, content & tools for educators to facilitate rich, interactive learning experiences, outreach and collaboration tools for events, networks, campaigns, and causes, research, development, and sharing of best practices on youth engagement and facilitated learning experiences through workshops, webinars, and e-courses.

By engaging audiences in 12 different languages, across continents and communities, TakingITGlobal's belief in the crucial role of ICT in youth empowerment, education and awareness is echoed by its mission statement, which emphasises the 'harnessing internet technologies to cultivate youth leadership and engagement in social issues, bridging the continuity gap that causes fragmentation between and within generations of youth movements and championing the role of young people as key stakeholders in all aspects of society.'

TakingITGlobal enable a collaborative learning community which provides youth with access to global opportunities, cross-cultural connections and meaningful participation in decision-making by:

- Harnessing internet technologies to cultivate youth leadership and engagement in social issues
- Bridging the continuity gap that causes fragmentation between and within generations of youth movements.
- Championing the role of young people as key stakeholders in all aspects of society.

The platform's coordinator, Chiara Camponeschi, attributes the tool's success to a number of factors. 'Mostly, I think it had to do with recognizing the potential that lies in the global community, especially when brought together. Also understanding that words, in any language, have a very powerful impact.'

Website: <http://www.tigweb.org/>

## **KASHWESHA Community Resource Centre: A Telecentre standing tall in empowering Slum Dwellers**



**KASHWESHA** Community Resource Centre is a civil society organization committed to promoting the rights of the slum dwellers in a low cost residential area in Nairobi, Kenya. It begun in the year 2001 as a community based organization that focused on the well being of its members through capacity building, by ensuring that its members who mainly consisted of the slum dwellers got the available resources and support. The telecentre serves community members from the adjacent Korogocho slums, KCC slum village, Kariobangi and Dandora areas. The word KASWESHA stands for Kariobangi South Welfare and Slum housing Association.

KASHWESHA Community Resource Centre registered in 2006 under the co-operative act as a housing co-operative society. In August 2008 under the visionary coordinator Mr. James Njoroge KASWESHA introduced a resource centre which initially kicked off with two computers. He started by offering training in computer packages. Early this year Mr. Njoroge applied for the CISCO training program. This is an online based global program that teaches students computer networking and other information technology-related skills, preparing them for jobs as well as for higher education in engineering, computer science and related fields. Though the program requires a would be centre of training have at least 30 computers KASWESHA telecentre was exempted because of the centre's impressive record of helping the surrounding community. Under the program two telecentre staff attended a training of trainers workshop and currently work as the CISCO trainers. In August this year 12 youths received certificates on successfully completing the first of these trainings.

KASWESHA programs are broad based: they are inclusive of the many social-economic tribulations that slum dwellers face ranging from Reproductive health for Widows and Young people, Counseling service for Girls at Risk and those that are affected and provision of Home based Care for the infected as well as teach women and youths on computers and business skills. KASWESHA's prime objectives remain to advocate for lower costs on development driven projects (using local materials, local consultants, local labor etc), facilitate informal settlement and upgrading of the slums to foster Incremental and progressive housing and encourage slum-dwellers led settlement upgrading.

As with many other Telecentres in third world countries KASWESHA too faces challenges of sustainability as given the background of most students, training is done at very low rates with some students even studying for free. The Telecentre premises are rented at a cost of approximately 175 US dollars a month. However Mr. Njoroge is positive that these challenges will soon be a thing of the past as the job done at the telecentre has not gone unnoticed. The area councilor recently provided a piece of land for the construction of a Telecentre and with fundraiser set to be done soon, the Telecentre could move to its own land. More good news for the telecentre came on 5th October 2009 during world habitat day when UN-HABITAT identified the Telecentre as a beneficiary of the UN Habitat opportunity fund.

The Telecentres is also a registered member of Kenya Network of telecentres (KENTEL) and Mr Njoroge notes that knowledge sharing is key to the survival of telecentres as knowledge shared with the right indent can do wonders for any person or organization. While knowledge sharing as

a process has always been an integral part of Telecentre development, incorporation of contemporary ICT has added value to its effectiveness. He added that web-based content distribution technologies such as “Blogs” have created unprecedented advantages for telecentre practitioners to engage in knowledge creation. All these technologies now enable the capture of resources at all levels of intellect to make it available to a larger community that can take suitable advantage.

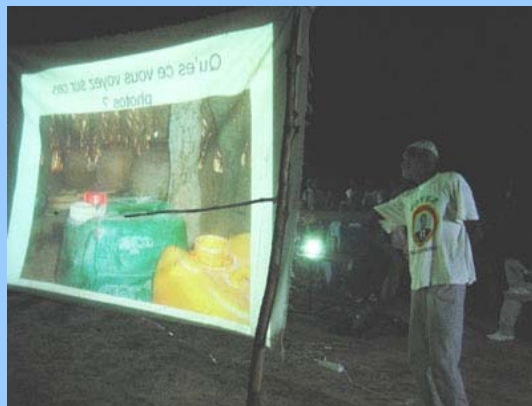
Website: <http://www.telecentre.org/profiles/blogs/kashwsha-community-resource>

### **Sahel Solidarité: ICT in Burkina Faso by IICD**

Limited access to information concerning water hygiene has resulted in regular hygienic and sanitary crises in the region of Bokin, Burkina Faso. To tackle this problem, Sahel Solidarité invented an innovative way to increase awareness on hygienic water use.

Sahel Solidarité, a local NGO active in several regions of Burkina Faso, implements ICTs to widen the reach of their awareness raising activities. After dark they organise multimedia sessions in remote villages, to inform the villagers on how to improve their water use.

On the night of 27 July, Sahel Solidarité organised a multimedia presentation in the village of Guimba, including a PowerPoint presentation and a film. Two young villagers had assisted in the creation of the PowerPoint presentation. After receiving training on digital camera use, the two ‘hygienists’ had captured good and bad practices of water use in their village.



New and old technologies were creatively combined by using portable projection equipment (beamer, laptop and generator) and a screen made of a white sheet and two tree branches. One of the village’s elderly explained the good and bad practices on the photos by pointing them out with a stick.

After the presentation a film was shown in which the villagers responsible for the management of the water site were interviewed.

About hundred villagers had walked out to see the multimedia session. For most of them it was the first time that they saw a projection on a large screen. A

drawback consisted in the low participation of women, due to seasonal agricultural activities. Sahel Solidarité will therefore repeat the session during a season when women are less occupied.

Website: [http://www.iicd.org/countries/burkina\\_faso](http://www.iicd.org/countries/burkina_faso)

## Mobile for Good: Connecting people to information about jobs and health



Through Mobile for Good (M4G), a social franchise, people in Kenya, and soon other African nations, subscribe to receive job listings and valuable health information.

In Kenya, subscribers to Kazi560, a job referral service based on M4G,

need only enter the job type they're looking for (e.g., "Secretary") on their telephone keypad, followed by "On" to receive SMS announcements of openings. The cost is 7 Kenyan Shillings (the equivalent of US\$0.09) per SMS received. Since the service was commercially launched in 2006, over 60'000 people have secured jobs, and over 197'000 people have benefited from one or more of the Mobile for Good services. Subscribers may also access community news postings and health information related to HIV/AIDS, breast cancer, diabetes, diet, and fitness at a cost of 5 Kenyan Shillings.

Established by OneWorld UK, an international organization dedicated to alleviating poverty through the creative use of ICTs since 1995, Mobile for Good capitalizes on the widespread use of mobile phones to improve the lives of people in the developing world.

Building on the success from Kenya, OneWorld UK, with support from Accenture Corporate Citizenship Council, is working on scaling this up through a social franchise model. This offers social entrepreneurs across Africa and other developing countries a great franchise opportunity of running their own business with a tried concept and support from a franchise package.

Residents of low-income communities in Cameroon, Nigeria, Uganda, and Nepal will soon be following Kenya in using mobile phones to find out about job opportunities and gain access to vital health information through Mobile for Good (M4G), a social franchise.

Source: Adapted from ShareIdeas.org

## United Nations Summits/Programmes/Plans of Action, Resolutions, and Convention that call for enhancing the use of ICTs in social development

### a. The World Summit on the Information Society (WSIS)

The UN General Assembly Resolution 56/183 (21 December 2001) endorsed the holding of the World Summit on the Information Society (WSIS) in two phases. The first phase took place in Geneva from 10 to 12 December 2003 and the second phase took place in Tunis, from 16 to 18 November 2005.

**Geneva Phase: 10-12 December 2003:** The objective of the first phase was to develop and foster a clear statement of political will and take concrete steps to establish the foundations for an Information Society for all, reflecting all the different interests at stake. Nearly 50 Heads of state/government and Vice-Presidents, 82 Ministers, and 26 Vice-Ministers from 175 countries as well as high-level representatives from international organizations, private sector, and civil society attended the Geneva Phase of WSIS and gave political support to the Geneva Declaration of Principles and Geneva Plan of Action that were adopted on 12 December 2003. More than 11,000 participants from 175 countries attended the Summit and related events.

**Tunis Phase: 16-18 November 2005:** The objective of the second phase was to put Geneva's Plan of Action into motion as well as to find solutions and reach agreements in the fields of Internet governance, financing mechanisms, and follow-up and implementation of the Geneva and Tunis documents. Nearly 50 Heads of state/government and Vice-Presidents and 197 Ministers, Vice Ministers and Deputy Ministers from 174 countries as well as high-level representatives from international organizations, private sector, and civil society attended the Tunis Phase of WSIS and gave political support to the Tunis Commitment and Tunis Agenda for the Information Society that were adopted on 18 November 2005. More than 19,000 participants from 174 countries attended the Summit and related events.

#### WSIS Outcome Documents:

- ❖ Civil Society Declaration to the World Summit on the Information Society, Geneva 2003:  
<http://www.itu.int/wsis/docs/geneva/civil-society-declaration.pdf>
- ❖ Civil Society Declaration to the World Summit on the Information Society, Tunis 2005:  
<http://www.itu.int/wsis/docs2/tunis/contributions/co13.pdf>
- ❖ Geneva Declaration of Principles, WSIS-03/GENEVA/DOC/0004 -  
[http://www.itu.int/dms\\_pub/itu-s/md/03/wsis/doc/S03-WSIS-DOC-0004!!PDF-E.pdf](http://www.itu.int/dms_pub/itu-s/md/03/wsis/doc/S03-WSIS-DOC-0004!!PDF-E.pdf)

- ❖ Geneva Plan of Action, WSIS-03/GENEVA/DOC/0005: [http://www.itu.int/dms\\_pub/itu-s/md/03/wsis/doc/S03-WSIS-DOC-0005!!PDF-E.pdf](http://www.itu.int/dms_pub/itu-s/md/03/wsis/doc/S03-WSIS-DOC-0005!!PDF-E.pdf)
- ❖ Report of the Geneva Summit: [http://www.itu.int/dms\\_pub/itu-s/md/03/wsis/doc/S03-WSIS-DOC-0009!!PDF-E.pdf](http://www.itu.int/dms_pub/itu-s/md/03/wsis/doc/S03-WSIS-DOC-0009!!PDF-E.pdf)
- ❖ Tunis Commitment, WSIS-05/TUNIS/DOC/7: <http://www.itu.int/wsis/docs2/tunis/off/7.pdf>
- ❖ Report of Tunis Summit: <http://www.itu.int/wsis/docs2/tunis/off/9rev1.pdf>
- ❖ Report on the World Summit on the Information Society Stocktaking 2008: <http://www.itu.int/wsis/stocktaking/docs/2008/WSIS-Stocktaking2008-e.pdf>
- ❖ WSIS Outcome Documents Booklet: Contains the four outcome documents of both phases of the Summit: <http://www.itu.int/wsis/outcome/booklet.pdf>

### **World Information Society Day**

In November 2005, the World Summit on the Information Society called upon the UN General Assembly to declare 17 May as World Information Society Day to focus on the importance of ICT and the wide range of issues related to the Information Society raised by WSIS. The General Assembly adopted a resolution (A/RES/60/252) in March 2006 stipulating that World Information Society Day shall be celebrated every year on 17 May.

### **b. United Nations for ICTs and Development**

The Commission on Science and Technology for Development (CSTD)

<http://stdev.unctad.org/unsystem/cstd/index.html>

CSTD is a subsidiary body of the Economic and Social Council (ECOSOC). It was established in 1992 to provide the General Assembly and the Economic and Social Council with high-level advice on relevant issues through analysis and appropriate policy recommendations or options in order to enable those organs to guide the future work of the United Nations, develop common policies and agree on appropriate actions. The Commission is also mandated to assist the Economic and Social Council in the system-wide follow-up to the World Summit on the Information Society.



Economic Commission for Africa (ECA): Information and Communication Technology Section:  
[http://www.uneca.org/eca\\_programmes/it\\_for\\_development/default.htm](http://www.uneca.org/eca_programmes/it_for_development/default.htm)

Economic and Social Commission for Asia and the Pacific (ESCAP): Committee on Information and Communications Technology: [http://www.unescap.org/about/committee\\_ict.asp](http://www.unescap.org/about/committee_ict.asp)

Economic Commission for Europe (ECE): Gender and ICTs:  
<http://www.unece.org/oes/gender/G&ICT.htm>

Economic and Social Commission for Western Asia (ESCWA): ICTD Programme  
<http://www.escwa.un.org/divisions/main.asp?division=ictd>



<http://www.itu.int/>

International Telecommunication Union (ITU) is the leading United Nations agency for information and communication technology issues, and the global focal point for governments and the private sector in developing networks and services. For nearly 145 years, ITU has coordinated the shared global use of the radio spectrum, promoted international cooperation in assigning satellite orbits, worked to improve telecommunication infrastructure in the developing world, established the worldwide standards that foster seamless interconnection of a vast range of communications systems and addressed the global challenges of our times, such as mitigating climate change and strengthening cybersecurity.



<http://www.un-gaid.org>

The Global Alliance for Information and Communication Technologies and Development (GAID), an initiative approved by the United Nations Secretary-General in 2006, was launched after comprehensive worldwide consultations with governments, the private sector, civil society, the technical and Internet communities and academia.

<http://www.un-gaid.org>



<http://g3ict.com/>

G3ict, the Global Initiative for Inclusive Information and Communication Technologies, is a flagship advocacy initiative of UN-GAID, the United Nations Global Alliance for ICT and Development.



<http://www.intgovforum.org>

Internet Governance Forum (IGF): The purpose of IGF is to support the United Nations Secretary-General in carrying out the mandate from the World Summit on the Information Society (WSIS) with regard to convening a new forum for multi-stakeholder policy dialogue - the Internet Governance Forum (IGF). The site provides an interactive, collaborative space where all stakeholders can air their views and exchange ideas.

Organisation for Economic Cooperation and Development (OECD) and ICTs:

[http://www.oecd.org/topic/0,3373,en\\_2649\\_37441\\_1\\_1\\_1\\_1\\_37441,00.html](http://www.oecd.org/topic/0,3373,en_2649_37441_1_1_1_1_37441,00.html)

United Nations Conference on Trade and Development (UNCTAD)

[http://new.unctad.org/default\\_575.aspx](http://new.unctad.org/default_575.aspx)

UNESCO and ICT: [http://portal.unesco.org/ci/en/ev.php-](http://portal.unesco.org/ci/en/ev.php-URL_ID=19487&URL_DO=DO_TOPIC&URL_SECTION=201.html)

[URL\\_ID=19487&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/ci/en/ev.php-URL_ID=19487&URL_DO=DO_TOPIC&URL_SECTION=201.html)

Science & Technology for Development (StDev): <http://stdev.unctad.org/>

World Bank Global Information and Communication Technologies:

<http://go.worldbank.org/0SVRFYVD90>



<http://www.wsis-award.org/>

The World Summit Award (WSA) is a global initiative launched on occasion of the United Nations' World Summit on the Information Society (WSIS) 2003/05.

World Summit Youth Award: <http://www.youthaward.org/>

### **c. United Nations Reports and Resolutions on ICTs**

<http://www.un.org/documents/resga.htm>

#### **Resolutions**

- ❖ General Assembly Resolution A/RES/56/183 (21 December 2001) endorsed the holding of the World Summit on the Information Society (WSIS) in two phases.
- ❖ General Assembly Resolution A/RES/57/238
- ❖ General Assembly Resolution A/RES/57/270
- ❖ General Assembly resolution A/RES/57/295
- ❖ General Assembly Resolution A/RES/59/220
- ❖ General Assembly Resolution A/RES/60/252
- ❖ General Assembly Resolution A/RES/60/252
- ❖ General Assembly Resolution A/RES/62/182
- ❖ General Assembly Resolution A/RES/63/202
- ❖ General Assembly Resolution A/RES/64/187

#### **Reports**

- ❖ A/64/64-E/2009/10: Report of the Secretary-General on progress made in the implementation of and follow-up to the outcomes of the World Summit on the Information Society at the regional and international levels
- ❖ A/63/411: Information and communication technologies for development : report of the 2nd Committee : General Assembly, 63rd session
- ❖ A/62/416: Information and communication technologies for development : report of the 2nd Committee : General Assembly, 62<sup>nd</sup> session
- ❖ A/62/419: Information and communication technologies for development : report of the 2nd Committee : General Assembly, 61st session

#### **Conclusion**

Civil Society Organizations need to learn and invest more on how ICTs can be used to promote social and economic development and achieve the Millennium Development Goals (MDGs). They need to be informed about how ICT applications can help them deliver better services and be more aware of the ICT trends, current and emerging technologies and their impact, key components of ICT infrastructure, and the associated policy and technical considerations.

ICTs are important to Civil Society Organizations because they can strengthen system-wide knowledge management and knowledge creation and enhance the capacity to support communities in using them for the achievement of the MDGs. CSOs need to work closely with Governments, United Nations System, Academics and Business Sector to integrate ICTs successfully into their Social Development Agenda across the globe, provide better and more affordable access to these tools, train people to use them effectively, integrate them into the policies at all levels; and monitor and evaluate the process made in order to take advantage of already learned lessons.

## References:

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<http://www.un.org/ga>

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United Nations Bibliographic Information System (UNBISNET)

<http://www.un.org/Depts/dhl/>

The World Summit on the Information Society, Geneva 2003 – Tunis 2005

<http://www.itu.int/wsis/index.html>

International Telecommunication Union

<http://www.itu.int>

Association for Progressive Communications, Internet for social justice and sustainable development -

<http://www.apc.org/en>

International Institute for Communication and Development (IICD)

<http://www.iicd.org/>

Bridges.org

<http://www.bridges.org/about>

Panos London Network

<http://www.panos.org.uk/aboutus>

Southern African NGO Network (SANGONeT)

<http://www.ngopulse.org/>

Clicking Toward Development: Understanding the Role of ICTs for Civil Society Journal of Technology Studies, 2006 by Evan S. Michelson