APEC PROJECT PROPOSAL

Facesheet

<table>
<tr><td colspan="2">Name of Committee/Working Group: Human Resources Development Working Group (CBN)</td></tr>
<tr><td colspan="2">Title of Project: Capitalising Information Technology for Greater Equity and Access among Poor and Rural Communities</td></tr>
<tr><td colspan="2">Proposing APEC Economy: Malaysia</td></tr>
<tr><td colspan="2">Co-sponsoring APEC Economies: Brunei, Chinese Taipei, China, Indonesia, Japan, Papua New Guinea, Philippines and Thailand,Korea</td></tr>
<tr><td>Project number:

(To be filled in by Secretariat)</td><td>Date received by Secretariat:

(To be filled in by Secretariat)</td></tr>
<tr><td colspan="2">(Tick ✓ one)   [✓] Project seeking APEC funding [   ] Progress Report [   ] Evaluation Report</td></tr>
<tr><td colspan="2">(Tick ✓ one if applicable) [✓] Operational Account [ ] TILF Special Account [ ] APEC Support Fund

(Tick ✓ if applicable)   [ ] QAF attached   QAF not applicable   [   ] QAF attached</td></tr>
<tr><td>Financial Information | Total cost of proposal (US$):</td><td>Amount being sought from APEC funding (US$):</td></tr>
<tr><td colspan="2">Type of Project: [✓] seminar/symposium   [ ] short-term training course   [ ] survey or analysis and research

[ ] database/website   [ ] others (Please specify)</td></tr>
<tr><td>Project start date: January 2008</td><td>Project end date: December 2008</td></tr>
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Brief Description of Project -- its purpose and the principal activities (including when and where):

The project seeks to address and alleviate the enormous lack of knowledge and skills faced by the rural poor especially in developing economies of the Asian Pacific Region. This will be done by creating training materials with the sole purpose of enhancing information seeking skills of the rural and poor. In such areas, infrastructure is generally poor and communication is a big challenge. As such, judicious use of modern technology tools capitalizing on Open Distance methodologies can provide critical help in increasing access and equity to knowledge thus reducing isolation and poverty. The main purpose of this project is to create a set of materials that will be used by policy-makers, governmental agencies, NGOs' and research and academic institutions to help support poor and rural people so that they will have the skills and knowledge to access information and data resources related to their vocations in order to upgrade their total well being. To achieve the above, the project will carry out the following principal activities:

1. Organise an experts' initial workshop to identify technological infrastructure issues as well as needs of the poor and rural in participating economies and thereby develop framework for capacity building (tentatively set in April 2008)

2. Generate curriculum materials (May to September 2008).

3. Organise a final workshop to review the curriculum materials for capacity building and make amendments (October 2008)

4. Prepare final report consisting of a set of recommendations for continuing capacity building activities (December 2008)

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Project Overseer: Name, Title and Organization	(M)
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Signature of Project Overseer:
(Separate written confirmation acceptable for email submission) Date: 12 April 2007
Signature of Committee Chair/WG Lead Shepherd: *(Not applicable to Progress Report and Evaluation Report)*
(Separate written confirmation acceptable for email submission) Date:

Details of the Project Proposal

Please provide your answers in point form or as succinctly as possible below each paragraph heading.

A. **Project Design**

Project Objectives

1) Describe briefly how this project directly responds to the priorities set by APEC Leaders and Ministers and/ or the vision of the host economy. Please make reference to the relevant parts of APEC documents.

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This project seeks to first achieve the broader vision of APEC: "stability,
security and prosperity for our people". The project is also in line with
APEC Viet Nam 2006 theme: "Towards a Dynamic Community for Sustainable
Development and Prosperity".

In meeting the above two visions, the project will help raise the capacity
for knowledge and innovation, improve access and quality of knowledge
resources and bridge the gap between urban and rural communities in terms
of employment, poverty and digital divide.

The study particularly responds to APEC's 'Three Pillars' related to
Economic and Technical Cooperation (ECOTECH). As stated in APEC website,
"ECOTECH is dedicated to providing training and cooperation to build
capacities in all APEC member Economies to take advantage of global trade
and the New Economy. This area builds capacity at the institutional and
personal level to assist APEC Member Economies and its people gain skills
to meet their economic potential".

Other related milestones that are referred to include:
  ✓ 1999- New Zealand : Framework for integration of women
  ✓ 2000- Brunei Darussalam: Increase in Internet Access
  ✓ 2001- People's Republic of China: facilitate infrastructure
    investment and technology for on-line transactions and promote
    entrepreneurship and human capacity development
  ✓ 2003- Thailand : Strengthen efforts to build knowledge-based
    economies
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2)   Describe the **key objectives** of the project – *usually no more than three*

    The key objectives are to:

    (i)   Examine and evaluate existing technological structures in relation to the level of knowledge and skills that exist among the rural poor to acquire further knowledge
    (ii) Collectively design and develop workshop programs that will help build the capacity of community-based organizations to capitalise ODE techniques in their day-to-day operations with rural communities
    (iii) Educate community-based organizations to harness the power of Open and Distance Education (ODE) methodologies which will help increase capacity to achieve greater equity and access to knowledge resources

3)   **Assessment.** With reference to each objective in paragraph 2), provide the **current status** and expected **end-of-project target,** so that the success of the project can be measured over the short and medium term. *The targets should be quantitative but if this is not possible then a precise description of the change aimed at should be given. Where appropriate, sex-disaggregated data should be used for assessment in order to detect any differential impact of the project on men and women.*

    While the current status will only be clearly known when workshop participants meet and share some base data, the output will include the creation of a set of workshop materials using ODE methodologies based on best practices for increased capacity building. Also a group of trainers and experts will become more knowledgeable in terms of using open distance education techniques.
    Short term success will be measured by the sharing of the on-going creation of workshop which will be shared via online technologies.

4)   Explain who the intended beneficiaries of this project are.

    The primary beneficiaries of the project are the government and NGOs' that work with the rural and poor communities. Their knowledge on how to improve the skills of rural and poor communities on how to acquire and use relevant knowledge will be enhanced.

    The secondary beneficiaries will be the rural and poor. They will be more skillful and knowledgeable in how to become independent knowledge seekers, they will use the skills and knowledge to further empower themselves with knowledge, become at ease with the available technologies to gain more knowledge and become active contributors to the economic development of the country.

5)   Describe precisely the expected **project outputs**. Describe how these outputs will benefit the targeted beneficiaries.

    The project will produce wholesome and quality curriculum materials for capacity building, training materials in different languages and settings to suit cultural, language and gender concerns in the various participating economies, using various ODE techniques.

    The materials will be placed on the APEC website for the use of other APEC members.

6) <u>For applications under the TILF Special Account:</u> Describe briefly how this project will contribute to the APEC Trade and Investment Liberalization and Facilitation (e.g. relevance to specific parts of the Osaka Action Agenda).

Linkages

7) Which other APEC for a have been consulted about this project and what were the results?

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None currently, but will be consulting the relevant for a such as the
NGO's supporting rural and poor programmes and national/government ICT
organizations.
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8) **Active Participation** Describe how the intended beneficiaries among APEC stakeholders – APEC fora, governments, private sector and civil society, men/women – will participate in the planning, implementation and evaluation of the project.

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For this project to succeed, close cooperation and collaboration between
the government and non-government sector is very crucial. The non-
government sector (which plays an equally important role in rural and poor
communities) will be invited to showcase their best practices and share
their experiences in planning, designing, developing and implementing
similar programmes. The workshop to be held, which will include
representatives from APEC member economies will also provide the avenue
for feedback and recommendations in this area.

As this project will be geared towards women, the Project Overseer (PO)
will ensure women representation will be given priority in the formation
of the project team. National/government bodies will be consulted in the
respective economies to identify women who have shown some dedication, and
grit in poor and rural communities as well as those women active in ICT
for the rural and poor and they will be contacted to participate in this
important project.
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9) **Project influence** Describe how this project might contribute to any current or completed projects or activities in APEC or elsewhere. Why is APEC the most appropriate institution to fund the project?

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This project will be useful for some of the following projects in terms of
providing the necessary skills to further use the knowledge already
created in these projects, examples of which include:

  i) Projects under APEC Sponsorships
     o  APEC eLearning Strategic Plan Development- Chinese Taipei & USA
        ▪  Expand access to the Internet infrastructure throughout the APEC
           regions and reduce the access gap among different student groups in
           rural and urban areas in APEC economies
     o  Best Practices on IT Skill Development for Vulnerable Youth
        ▪  To study IT requirements of new economy towards vulnerable youths
           in APEC community

  ii)Projects under Commonwealth of Learning
     O  Poverty Reduction Outcomes through Education, Innovations and Networks
        (COL-PROTEIN)
  iii)   Country Specific Projects
     o  Malaysian Giatmara Programme
        ▪  Giatmara model refines the idea of the "satellite
           training/learning unit" connected to a "central learning
           resource and designer" (a national NGO).
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Like other organizations, APEC member economies are concerned about the prosperity of the total population of their economies though the concerns might differ. Due to disparity in the income levels of the populace, the inequitable access to knowledge may lead to unwanted developments in the mental capacities of populace. Thus, it is imperative that this project be carried out in order to capture some of the concerns and tackle them appropriately through concerted dialogue. In view of this, APEC is therefore most appropriate institution to fund the project as it comprises a large number of economies that can benefit from sharing of information and experiences.

Methodology

10) Describe the project's **methodology**. Break down the project implementation into discrete functional steps over time with the associated outputs clearly specified. Identify the principal risks involved in each step if any, and explain how they will be managed. *Risks may include major delays and failures, expected cooperation not materializing, etc.*

No	Steps	Outputs	Risks
i)	Identify experts for workshop and plan for initial workshop	▪ A list of experts, with complete biodata. ▪ A document detailing their roles and task description. ▪ A document detailing Workshop venue, flight arrangements and resources for step 2.	▪ We may fall short of time if time is not managed well. ▪ We may fall short of finances if data requested does not come in early as this will entail booking flights and accommodation at the last minute.
ii)	Conduct initial experts workshop to identify technological infrastructure issues as well as analyse data of poor and rural communities' skills and knowledge to access electronic knowledge and data resources which will form a basis for planning the curriculum materials.	▪ Data on technological infrastructure in each economy. economy ▪ Data on which sections of poor and rural in a particular economy that will be most suitable to be the beneficiaries of this project. ▪ Detailed **Table of Content** for topics to be dealt with to build the curriculum materials. ▪ Sample curriculum Materials to be build.	▪ Insufficient data on ICT infrastructure in a particular economy. ▪ Insufficient data on rural and poor communities.
iii)	Design and development of curriculum and training materials in respective economies (economies will communicate with each other through	▪ A set of curriculum materials which will incorporate examples that consider cultural norms of particular economy but following the flow and design which was agreed upon.	▪ Completion of curriculum materials on time. ▪ Communication among economies. ▪ Timely response and feedback.

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a knowledge portal).		
iv) Conduct a 3-day workshop to finalize, endorse and moderate all training and curriculum materials.	▪ Finalize and endorse copies curriculum in print, web and e-content (where necessary)	▪ Time (as such we will be mindful of time constraints).
v) Finalizing all curriculum materials and preparation of final report to be submitted to APEC.	▪ A complete report and set of curriculum materials (we will ensure highest quality of products)	▪ None.

11) Which APEC member economies will participate in each component of this project and what contribution are they expected to make?

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All the supporting APEC member economies will be invited to nominate
experts for the workshops. These include Brunei, Chinese Taipei, China,
Indonesia, Japan, Papua New Guinea, Philippines and Thailand.
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Dissemination of Project Output

12) Please include a plan for the publication and dissemination of the results of the project, including:

   a. the nature of the target audience;

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Policy makers from related governmental agencies, NGOs, research &
academic institutions and multi-lateral agencies
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   b. the form and content;

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Capacity building framework, curriculum design and training
materials
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   c. format (e.g. hard copies, floppy discs, internet uploading);

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Hard copies, CDs and internet uploading.
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   d. number of copies for the publication;

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100 hard copies and 300 in CD format.
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   e. a publicity plan for:

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Media will be informed of the workshops and seminars.
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   f. a budget for publication and dissemination, to form part of the itemized budget.
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As in Annex A1.
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Gender Concerns

13) Many projects have the potential to affect men and women differently because of their different roles and positions in many societies. What steps does this project take to ensure that it benefits both groups and in particular does not disadvantage women? *(Common responses include: using gender analysis to design project methodologies and inputs (e.g. surveys); including women in the planning, management, allocation of resources and implementation of a project; taking steps to ensure equitable participation by*

men and women; making special efforts to disseminate project results to women; and using sex-disaggregated data for project assessment.)

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The project will be planned and carried out with the input of women
experts and other experts who have worked on almost similar projects.
Where possible and necessary, sex disaggregated data will be collected to
further study the root causes if any of women being disadvantaged.
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14) Show how the objectives of the project provide benefits for women. APEC Ministers have indicated (*Framework for the Integration of Women in APEC*) that benefits might include: increasing the involvement of women in the economy and economic institutions; integrating women into the global economy; strengthening small and medium sized enterprises; and reducing gender inequalities, including through education and training.

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The overall purpose of the project is to increase the skills and knowledge
of communities in amassing greater knowledge and how to use knowledge to
improve their total well being, participate more economically and actively
in global economy thus reducing the poverty levels. Within the confines of
their homes, women can become more knowledgeable as Open Distance
Education uses different methodologies and technologies to enhance their
knowledge.
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Budget

15) Please attach an itemized budget for the project in the format at Annex A1. Where appropriate, provide details of the project's budget that are allocated to activities that address the specific needs of women. The budget should illustrate the assumptions adopted (e.g. unit costs) for the computations. *Remember to include all self-funding and to consult the list of eligible expenses in the Guidebook to APEC Projects. Advice on budget formulation, including acceptable unit costs, can be sought from the APEC Secretariat.*

16) A timetable for the drawdown of APEC funding requested for the project, including details of any advance payment or installment payment requested and justifications for such requests.

Activities	Timeframe
i) Identify experts for workshop and plan for initial workshop	January – March 2008
ii) Conduct initial experts workshop to identify technological infrastructure issues as well as analyse data of poor and rural communities' skills and knowledge to access electronic knowledge and data resources which will form a basis for planning the curriculum materials.	April 2008
iii) Design and development of curriculum and training materials in respective economies (economies will communicate with each other through a knowledge portal).	May – September 2008
iv) Conduct a 3-day workshop to finalize, endorse and moderate all training and curriculum materials.	October 2008
v) Finalizing all curriculum materials and preparation of final report to be submitted to APEC.	December 2008

i. Details of any request for waiver or exception from the normal APEC financial rules with justifications. (*Examples are from tendering requirements; for advance payment; for government officials to receive funding; for active participants from travel-eligible economies to receive per diems*)

ii. **NOT required for projects for consideration at BMC II (July/ August meeting) or for ASF projects but required for all others.** Give reasons for the urgency of the project. (*These projects should relate to previous APEC Ministers' or Leaders' Declarations or current host economy's priorities. Reasons may include the project output as contributing to one of the major deliverables for the year*)

Annex A1
(1 of 2)