

# ASEAN e-Knowledge Public Domain Project

(Activity Financing Contract No. 4500033758)

## FINAL REPORT

(August 2006 –April 2007)

### I. Introduction

In many countries of the world, it has been shown that government and industry have made considerable strides in their development efforts through judicious application of information and communication technology (ICT). Technological innovations have made it possible for rural and urban communities to have access to the digital world at affordable costs.

The potential of the new information and communication technologies (ICTs) in the development of a knowledge society and the application of these technologies to provide connectivity to marginalized sectors has been recognized. This is best captured in the World Summit on the Information Society (WSIS) vision statement that reads in part:

*“(To) build a people-centered, inclusive and development-oriented Information Society, where everyone can create, access, utilize and share information and knowledge, enabling individuals, communities and peoples to achieve their full potential in promoting their sustainable development and improving their quality of life (A-1, WSIS 2003 Geneva Declaration of Principles).”*

But harnessing the potentials of ICT in achieving development goals goes beyond access to hardware technology (including interconnectivity and interoperability). Equally, if not more important, is providing adequate and appropriate content.

The WSIS 2003 Declaration of Principles also states, **“ICT should be regarded as tools and not as an end in themselves (A-9).”** The WSIS 2005 in Tunis reaffirmed the importance of content planning and development and identified priority content areas in the following statement:

*“ICT applications and content aimed at the integration of ICTs into the implementation of poverty eradication strategies and in sector programmes, particularly in health, education, agriculture and the environment.”*

### **The e-Knowledge Public Domain (eKPD) Project**

The e-Knowledge Public Domain (eKPD) Project is a pioneering and innovative project that seeks to promote the use of **public domain and open content information** for the common good. Information on such topics as health, education, science, environment, small business, cooperatives development, technical-vocational training, among others, should be placed in the hands of individuals, especially in marginalized communities, who can apply such information in their daily lives.

The original vision was to set up the ASEAN eKPD Project that aims to facilitate exchange of content (leading to economies of scale). Participating ASEAN countries will be encouraged to focus on the development areas mentioned earlier. The UNESCO Headquarters in Paris has expressed interest in this regional project concept. Each participating ASEAN country is expected to mobilize local resources from government and industry to complement UNESCO-generated resources.

In July 2006, UNESCO Paris approved a modest grant of US\$19,500.00 to jumpstart the eKPD Project through a pilot project in *Barangay* (village) *Payatas* in Quezon City. *Barangay Payatas* is an urban poor village with over 200,000 inhabitants, about 80 percent of which are informal settlers, making their living as scavengers, scrap dealers, hawkers, vendors and laborers. *Payatas* is Metro Manila’s largest open dumpsite.

The components of the *Payatas* Pilot Project are: Capacity Building, Prototype Learning Modules Development, Advocacy and Promotion (including Networking). These components were summarized in the contract modification approved by UNESCO ADG Abdul Waheed Khan dated 20 December 2006.

The Philippine Pilot Project is a collaborative initiative of the CICT with its partners – UNESCO National Commission of the Philippines, Intel Microelectronics (Philippines) and the Asian Institute of Journalism and Communication (AIJC). In March 2006, a Memorandum of Understanding (MOU) was signed by these partner agencies. In August 2006, an MOU was also signed with the local government of Quezon City where *Barangay Payatas* is located.

Meanwhile, earlier in May 2006, UNESCO approved a US\$50,000 emergency assistance grant to the Philippines in the aftermath of the February 2006 mudslide in Eastern Visayas where over a thousand people, mostly women and children perished. The grant was to set up a Regional e-Communication Center on Disaster Management. Included in the UNESCO emergency grant are capability-building activities on disaster management (including management information system) and content development on disaster management. Because of many parallel activities, the UNESCO National Commission of the Philippines (UNACOM), therefore, decided to relate the Eastern Visayas Project to the e-KPD Project. The Eastern Visayas Project will focus on health-related concerns in disaster management. On 26 March 2007, the regional e-center, Regional Electronic Access to Communication for Health in Eastern Visayas (REACH-EV) was finally inaugurated.

## **II. Accomplishments**

### **A. Capacity Building**

#### **1. e-Health Content for the Community: Content Development Workshop for ICT-Based Development Programs and Projects**

The workshop was held on 04 August 2006 at the CICT, UP Diliman, Quezon City. It was convened to identify information needs, content areas and messages, and develop learning design approaches and features for the eKPD Project. The content areas identified will be the focus of the web materials to be developed and the interactive multimedia to be produced.

Among the plenary topics discussed were: (1) Overview of the e-Knowledge Public Domain Project; (2) Public Domain Information and Open Content; and (3) Case Examples in Content Planning and Development.

For the Public Health Group, among the health-related issues and concerns common to the two pilot sites, *ie* Payatas, Quezon City and Eastern Visayas, are: environmental concerns, communicable diseases and social ills (*eg* substance abuses). Specific concerns of each pilot area were also identified. In terms of priority audiences, among those identified were service planners and providers from relevant government agencies and end-users, particularly mothers, caregivers and students.

For the Health Emergency and Disaster Management Group, specific health issues related to disasters were listed down, including specific diseases, eg gastrointestinal diseases for environmental sanitation, dengue for vector-borne diseases.

## **2. Payatas Community Consultations**

The Content Development Workshop held on 04 August 2006 was followed by a series of community consultations specifically at Payatas, Quezon City in October and November 2006.

The consultation meetings reviewed the outputs of the 04 August 2006 Workshop. The community members recommended that the content should focus on the following areas:

- Communicable diseases specifically Tuberculosis
- Environmental sanitation
- Maternal and child care
- Family planning (reproductive health)

## **3. Social Cognitive Learning Workshop**

This seminar-workshop on social cognitive learning principles, concepts, and strategies sought to ensure that the interactive multimedia materials to be produced are sensitive to the socio-cultural learning context of the recipient communities, *ie* appropriate to the learning/thinking needs, capabilities and styles of the intended users. It also aimed to promote both creative and critical thinking.

Among the topics discussed were: Changing Metaphors of Learning (Approaches to Studying Learning and Types and Qualities of Knowledge); Cognitive and Metacognitive Aspects of Learning; and Motivational Aspects of Learning.

The workshop was held on 22-24 November 2006 at the Metropolitan Museum of Manila. The resource person was Dr. Allan Bernardo, a renowned Filipino development psychologist.

A total of seven eKPD Project planners/implementers attended the workshop. The list includes Dr. Florangel Rosario-Braid (UNACOM), Dr. Rogelio V. Cuyno (AIJC), Mr. Jose Reuben Alagaran (AIJC), Ms. Liza Azarcon (AIJC), Ms. Rae Rivera (CICT), Ms. Mel Beltran (CICT) and Ms. Ma. Melissa Tan (CICT).

Lessons gained from this three half day workshops were inputted in the production of the Content Development Framework (in CD-ROM) and the four prototype interactive multimedia health information materials.

#### **4. ASEAN Workshop on Public Domain Information and Content Development**

The two-day regional workshop was one of the major accomplishments of the eKPD Project. Held on December 2006, it provided a platform for the exchange of lessons and experiences in content development using public domain and open source information in priority development areas such as health, education, agriculture, and small and medium business.

The workshop was divided into three parts. Part One: Overview of Public Domain and Content Development; Part Two: Country Case Studies; and Part Three: Action Planning.

In addition to sharing country best practices, the forum also established a network of regional partners engaged in (public domain) content development. It also formulated an agenda for regional and national public domain projects.

The initial session discussed the concept of public domain information and open content including pronouncements by WSIS, UNESCO and ASEAN. It provided some principles in local content development and current open content initiatives. The concept of e-Knowledge Public Domain (eKPD) Project as it relates with Intel's World Ahead Program was also discussed along with an orientation on the operations of IDRC telecentre.org, a program that aims to improve the capacity and sustainability of telecentres worldwide.

Six ASEAN countries presented their country case studies on content development. It was evident from the presentations that the level of experience (especially using public domain information) varies. Some countries have advanced experience while others are still at the initial stage.

For the action agenda, the workshop participants focused on the following areas: (1) areas of cooperation for content development; (2) support activities needed for content development; (3) institutional arrangements needed; and (4) identification of possible partners and networks.

In terms of content areas, the following areas were identified: (1) basic needs, eg education and health; (2) generating economic activities, eg rural economy, eco-tourism, small and medium business; (3) governance, ie access to justice, eGovernment services, disaster management; and (4) culture and environment.

Meanwhile, among the support activities identified were knowledge exchange, framework development, documentation of best practices, content business models, advocacy, stakeholder mobilization, capacity building, policy development, and monitoring and evaluation.

A total of nine regular participants from six ASEAN countries participated in the Regional Workshop. The countries represented were Brunei Darussalam, Cambodia, Indonesia, Malaysia, Thailand, and the Philippines. There were two observers from Pakistan and three guests from multilateral and bilateral agencies, specifically the Asian Development Bank (ADB), International Development Research Centre/Telecentre.Org and UNDP IOSN ASEAN + 3.

## **5. Capacity Building for Pilot Project Sites**

### **5.1 Barangay Payatas**

The original plan was to organize four separate training workshops on basic computer literacy, video production and digital editing. Instead, an integrated one-month training course, *Development of Multimedia Communication* was implemented. The purpose was to have a more cohesive and inter-related training where the participants would progress from one training module to the next in producing the health information materials needed by the community. The identified participants to the training courses also expressed preference for a continuing one-month training so that there will be less frequent disruptions from their productive works.

The revised training workshop aims to provide the participants the basic competencies in the development of interactive multimedia materials. Specifically, this will involve (a) content development; and (b) the use of computing technology focusing on free and open source software (FOSS). The four courses covered by the training workshop were: (1) scriptwriting, (2) storyboard development, (3) digital illustration and animation; and (4) HTML presentation using web authoring tools.

**Attachment A** presents the training design for the one-month course.

Thirteen out-of-school youths and six community health workers participated in the training. The workshop was held on 05-30 March 2007 at the Digital Media Room of CICT. Another three days were allotted for refining the materials. Professor Leonardo Rosete of the University of the Philippines College of Fine Arts served as the resource person. He was assisted by Ms. Liza S. Azarcon and Zandro Espolong of AIJC; Antonette T. Torres and Rowena C. Opinion of NCC-CICT, Dr. Emmanuel Lallana and Ms. Rae Marie Rivera of IdeaCorps, Inc.

## Highlights

The participants were provided skills training on content development and computer literacy that centered on the use of FOSS.

*Material preparation.* To prepare their interactive materials, the OSYs and barangay health workers conducted a rapid community appraisal of the health situation in the area. They also documented actual health cases and gathered latest village health statistics from the community health center. They interviewed local health officials, parents and other community members.

*User-orientation in content development.* The importance of identifying the user's characteristics, language and information needs when developing content was emphasized to the participants. This helped the participants evaluate the data gathered from the Net and to select only those that would be useful to the Payatas community. The information was translated into the Filipino language – the language conveniently used by the community.

*Learning by doing.* Participants learned the technology by using it to produce the required outputs. The training used **open source softwares (OSS)** only. The script and storyboard were developed using Impress, an open-source equivalent of PowerPoint, and the images and illustrations for the material were manipulated with Inkscape, software similar to Photoshop. Animating the images and text were done with GIMP (Flash software equivalent). The four multimedia materials were packaged as a presentation in HTML format using the nVU web authoring tool.

*Review by the Technical Working Group (TWG).* Guest panelists were invited to review and critique the interactive health materials during the different stages of its production. This was to ensure the quality and credibility of the material both in form and content. Members of the TWG include: Dr. Emmanuel Lallana, Dr. Florangel Rosario-Braid, Dr. Rogelio V. Cuyno, Dr. Lloyd Espiritu, Dr. Melchor Gabagat, Prof. Joey Tañedo, Prof. Ramon Tuazon and Mr. Mike Ramos.

*Local color and context.* Among the recommendations of the technical working group were those that further enhanced the local color and context of the materials. The suggestions of Dr. Melchor Gabagat, the Barangay health coordinator did not only concern the technical/medical correctness of the materials, but also its suitability to the *Payatas* setting. One of his suggestions was that the participants should use simpler, easy-to-understand terms instead of terms which are too technical that they tend to intimidate or confuse the target audience. He also noted that

some of the prescribed prevention for the ailment does not consider the community situations. An example of this was the suggestion to separate the room of the person infected with TB. This, he commented, is not quite feasible because most dwellings in *Payatas* consist of only one room. He recommended that the material should instead emphasize the need for the person affected with TB to be diligent in taking medications.

The recommendations of the TWG are in **Attachment B** and the participants' impressions about the training are in **Attachment C**.

### **Participants**

A total of 19 participants, aged 16-59 years old, attended the training workshop. Thirteen were out-of-school youths (OSYs) and six were barangay health workers. Seven out-of-school youths have attended college and six were high school graduates. The health workers have college level as their highest educational attainment.

The trainers decided to limit the number of participants to facilitate learning as the course involves hands-on training. The limited number of trainees would ensure ideal computer-learner ratio and facilitate learning as many of the participants (youths and adults) had limited digital literacy that trainers have to teach basic computer skills. The course, *ie* content development, is also new that it requires full attention by both trainers and participants.

The list of participants is presented in **Attachment D**.

While the actual number of participants was only 19, there are many "indirect" beneficiaries.

The eKPD Project Team can be considered "beneficiaries" themselves as they have to attend at least three workshops to upgrade their competencies in multimedia content planning and production including the seminar-workshop on Social Cognitive Learning and seminar on Public Domain Information.

The primary indirect beneficiaries are the 10 village health workers and 8 village leaders who now have interactive health information and education tools which they can readily use in their health information and education sorties in the community. The CD-ROMs produced can be used in the village health center and village hall that have computer facilities. The CD-ROMs will also be made available in the Community e-Center which has at least 8 PC units.

Another group of beneficiaries are out-of-school youths and village health workers in Eastern Visayas where the content development workshop will be replicated as part of the UNESCO Emergency Grant. The course design and training materials used in the Payatas workshop will be adapted in the Eastern Visayas workshop. Some 15 participants are expected to participate in the Eastern Visayas workshop which is scheduled sometime June 2007. As mentioned elsewhere in this report, while the Eastern Visayas Project is not part of the eKPD Project grant from UNESCO, the UNESCO National Commission of the Philippines has decided to link the two projects as they have many related project components and activities.

*Groupings.* The participants were grouped into four, according to the number of disease topics on which an interactive multimedia material has to be produced. Each group has five members, with one group having only four members. The health workers were assigned to a particular group based on their knowledge about the disease.

Members with talent in writing, art/drawing/design and in computing were identified from the OSY participants and were distributed among the four groups. Talent identification was made by evaluating the exercises in writing, drawing/design, and computing that were given to the OSY participants.

### **Training Outputs as Public Health Information Tools**

The training outputs consisted of four separate interactive multimedia materials on CD-ROM on the following topics tuberculosis, pneumonia, parasitism and diarrhea. *(Please refer to Community-Based Prototype Multimedia Materials section on page 13.)*

These materials now form part of the public health information, education and communication (IEC) tools being used by the village health center in the community. These electronic materials will be shared to other poor communities that have the same health concerns.

## **5.2 Eastern Visayas Disaster Management**

As noted earlier, capability building series for Eastern Visayas is not part of the eKPD Project financing from the US\$19,5000 UNESCO funds. Still, the eKPD Project Team provided technical assistance to the Department (Ministry) of Health-Eastern Visayas Region in the planning of their Capability Building Program related to management and operations of the e-disaster management center and in content development.

Series of meetings were held between key persons of AIJC and the Department (Ministry) of Health-Eastern Visayas Region to discuss the Department's specific training needs on (a) managing risk, (b) enhancing its website to double as a facility for health-related disaster management information, (c) packaging their available materials on disaster management into accessible and useful content; and (d) using the installed computing systems for disaster management. As a result of the meeting, a *Lakbay-Aral* (Study Tour) activity and four training-workshops were identified:

- a. *Risk management* -- involves preventing and mitigating health risks and hazards. Also, management strategies in reducing and eliminating the ill effects of health risks and hazards that can be man-made or natural occurrences. Risk management is a basic competency area for individuals involved in health emergency (including disaster) management. Among the learning areas for risk management training are: (1) risk assessment, (2) risk prevention and mitigation, (3) risk management information system, (4) risk information, education and communication, and (5) documentation, monitoring and evaluation. Training strategies include case studies, simulation (including use of computers), role playing, presentation-discussions, and workshops.
- b. *Content development training-workshop* -- the activity will provide DOH hands-on training on how to transform their materials on disaster management into useful content. This will involve the identification of the target audience, the information needed, processes and procedures in monitoring and evaluating programs, categorizing or building taxonomies, and documentation (producing templates) for data banking. Identified participants will come from the Health Emergency Management Service (HEMS) of the DOH, Department of Health (DOH) regional office and DOH provincial representatives.
- c. *Technical training for DOH IT personnel* -- the training will focus on assisting the DOH IT personnel in enhancing the website and current DOH systems, *i.e.*, Surveillance Update System, advisories/bulletin systems, and message board for the teleconferencing facility.

The website will have a section dedicated to disaster management. This section will serve as a clearinghouse of vital health-focused information in disaster management in Region 8. Content that will be developed from the Content development Training Workshop will be posted in this section. A tentative list of the materials includes:

- Current disaster updates—status of very recent/current disasters in Region 8 (casualties, search and rescue operation, relocation needs, etc).
- E-Health Emergencies—medical/health emergencies arising from current disasters in Region 8, *ie* existing health capacities like medicines, hospitals, evacuation shelters, sanitation, natural epidemics arising from the disaster, etc).
- Disaster education—for health workers: what to do before, during and after education; researchers related to health information in disaster management.
- Required regular report by HEMS.
- Best practices/lessons learned from disaster management

To facilitate the updating of news, the IT personnel will also be trained on how to permit the posting of news from the six provinces of Region 8 through secured protocols but without having to course it through the website administrator.

The website will also strengthen the communication and network capacities for linking all stakeholders in disaster mitigation efforts. To promote the website, AIJC recommends the submission of Meta tags to search engines.

- d. *Content Development for Multimedia Materials* -- the training workshop for the *Barangay Payatas* community will be replicated for DOH Region 8 health workers. Participants will be trained on to develop content for multimedia on health and disaster management and to produce the multimedia using FOSS. The target audiences are the local government health representatives and the community. Tentative topics include: what to do during and after disaster, how to prevent the outbreak of epidemics, and sustainability after disaster. Participants to this training-workshop will be the health workers.

## **B. Content Development and Prototype Learning Modules Development**

It may be recalled that the e-KPD Project has two components. Component One involves the development of interactive multimedia materials. These materials shall be developed with community participation. As mentioned in the Project Progress Report (December 2006), “much of the public domain information needs to be digitized and

re-packaged to meet content standards, *ie* making the learning experience appealing and engaging, rewarding, easy to follow, understandable, and fun to participate in.”

To guide the multimedia producers on the appropriate approach in content development, a Content Development Framework was produced on CD-format. In addition, four prototype interactive multimedia materials were produced as outputs of a month-long training course. The subject matters were tuberculosis, pneumonia, diarrhea, and parasitism—diseases that were identified from the August 2006 workshop and from the community health centers’ records as the common diseases most affecting Payatas reside

Component Two involves development of a predominantly text-based website. Health information is sourced from public domain and open content/source information. The website is intended primarily for community-based development workers such as *barangay* (village) health workers. The website is the counterpart of the Philippine government, through the CICT. A web page for eKPD Project is now accessible at the CICT website ([www.cict.gov.ph](http://www.cict.gov.ph)). The text-based materials will be uploaded in the webpage upon their completion.

## **1. Content Development Framework**

The eKPD Project Team has developed a framework on the philosophy and parameters for developing content. The Framework serves as a guide in the production of web-based and interactive multimedia materials.

This self-learning multimedia module in CD format was produced to capture the essence of the framework. Titled *Content Development Framework for Multimedia*, the module subscribes to the “constructivist” approach which provides that learning results from the continuing process of constructing, interpreting and modifying realities based on one’s experiences. The module consists of three lessons:

Lesson 1: Multimedia as a useful tool for learning – talks about how multimedia engages the learner.

Lesson 2: Challenges in developing content for multimedia – identifies the new requirements from multimedia developers.

Lesson 3: Developing Effective Multimedia Content - discusses the elements of the framework that include user orientation, philosophy, development goals, technology and media, and educational context.

A self-test at the end of the module helps the user/learner to evaluate his/her understanding of the newly acquired information. The module user can access the lessons in either English or Filipino.

The Content Development Framework is being distributed to various organizations engaged in digital content development to provide parameters using the constructivist approach.

The CD-ROM of the Content Development Framework is included as **Attachment E**. A powerpoint version can be accessed at [www.aijc.com.ph](http://www.aijc.com.ph)

## 2. Community-Based Prototype Multimedia Materials

A unique feature of the Project is that it is **participatory and community-based**. Community members actively participate in identifying their information needs, producing content in various formats, using/applying materials developed, and even monitoring and evaluation. **The Project aims to empower local government units and local communities in narrowing the digital divide.**

The eKPD Team believes that the community, being aware of their issues and concerns, can better develop their own local content once they are equipped with the necessary skills for it.

Members from the *Payatas* community were selected to develop the digital content on priority health issues of the area. They were given ICT literacy training that covered not only the use of computers but content development as well (Please refer to Capability-Building section). The project hopes to demonstrate community-based material development involving technology transfer.

Four interactive teaching-learning materials were produced by the workshop participants composed of out-of-school youths and *barangay* (village) health workers. The topics focused on the description, causes, prevention and cure of tuberculosis, pneumonia, diarrhea, and parasitism—diseases that were identified from the August 2006 workshop and from the community health centers' records as the common diseases most affecting Payatas residents.

The materials used local color and context. They communicated in the Filipino language and use simple terms that the community can easily understand. Whenever possible, the prescribed prevention and cure considered what is affordable or manageable within the communities' limited resources.

A technical working group which included the *barangay* health coordinator and people in the arts and in communication reviewed and enhanced the materials through recommendations on health/medical information correctness, message delivery, and design.

The CDs produced are being used as stand-alone information, education and communication materials in the community. The CD can be accessed at [www.aijc.com.ph](http://www.aijc.com.ph). Parts of the CD materials will be integrated in the e-Knowledge Public Domain website that will be developed for the eKPD project.

The four prototype multimedia learning modules on health issues are presented as **Attachment F**.

### 3. Web Materials on Health and Disaster Management

As mentioned earlier, the development of web materials on health is the counterpart of Philippine government through its Commission on Information and Communication Technology (CICT). Two areas in the material development have been accomplished: (1) identification of health content areas based on the output of the August 2006 workshop; and (2) commissioning of the web materials development to public health experts.

The content areas identified in the August 2006 workshop focused on public health concerns including communicable diseases, water-borne diseases, malnutrition, respiratory problems (asthma, pneumonia, bronchitis, acute respiratory infection), among others. Actual implementation of the project, however, will commence in August 2007 upon the release of the government funds following bureaucratic budgetary processes.

Still, the webpage on eKPD Project has been set up at the CICT website ([http://www.cict.gov.ph/index.php?option=com\\_content&task=view&id=135&Itemid=135](http://www.cict.gov.ph/index.php?option=com_content&task=view&id=135&Itemid=135)). The full web materials will be uploaded or published in this webpage upon completion of the materials which were commissioned by the Philippine government

Meanwhile, the eKPD Project Team will assist regional health officials in Eastern Visayas upgrade their website (<http://www.chd8.doh.gov.ph/>) so that the said website can address local database and information exchange needs during emergency and disaster situations. The upgrading of the Eastern Visayas website is part of the \$50,000 UNESCO

Emergency Grant for the region. The UNESCO National Commission of the Philippines, through its Communication Committee, has decided to provide technical assistance to the regional health office since both UNESCO-supported projects have common objectives and related activities. Lessons from the Payatas experience can be used as inputs in planning and managing the Eastern Visayas Project.

## **C. Institutional Development**

### **1. e-KPD and Telecenter Academy Collaboration**

The *Telecenter Content and Academy Collaboration (India-Philippines) Workshop* was convened by the Philippine Commission on Information and Communications Technology (CICT) in coordination with telecentre.org and Intel. It was held on 25 April 2007. Among the participants were officials of the following organizations: Philippine CICT, Intel Microelectronics, UNESCO National Commission of the Philippines (UNACOM), Asian Institute of Journalism and Communication (AIJC), telecentre.org, Media Lab Asia, International Development Research Centre (IDRC), and TCS.

The objectives of the workshop were: (1) progress multi-country PPP approach to the successful enablement of the Asia-Pacific Telecentre industry, specifically in respect to industry education and best practice distribution through academy strategy and accelerated provisioning of localized content services through eKnowledge Public Domain strategy and (2) develop integrated plan/proposal and mapped roles of stakeholder resources.

Telecentre.org is a social investment program and a global community of networks, organizations, and people committed to strengthening grassroots telecentres. It envisions a world where people everywhere have the opportunity to access technology and join the knowledge economy -- on their own terms. It invests in telecentre networks, services, and workshops. Among its founding social investors include Canada's International Development Research Centre (IDRC), Microsoft, and the Swiss Agency for Development and Cooperation (SIDA).

The overall outcome of the one-day workshop is the agreement by proponents and planners of both projects to coordinate their activities. A Collaborative Plan or mapping of activities (with timetable and responsibility centers) was prepared. UNESCO participation is tentatively focused on portal development and content development.

Please see **Attachment G** for workshop output.

## **D. Advocacy and Networking**

### **1. International and National Forums**

#### **Asia Pacific Information Network (APIN), Kuala Lumpur, 26-28 February 2007**

Dr. Florangel Rosario-Braid attended the Third Meeting of the Asia Pacific Information Network (APIN) held on 26-28 February 2007 in Kuala Lumpur, Malaysia. During the forum, Dr. Braid presented an update on the e-Knowledge Public Domain Project as well as provided inputs on local initiatives in content development.

APIN is a network formed by merging the Regional Network for the Exchange of Information and Experiences in Science and Technology in Asia and the Pacific (ASTINFO), the Regional Informatics Network for Southeast and the Pacific (RINSEAP) and the Regional Informatics Network for South and Central Asia (RINSCA).

The APIN Meeting highlighted the importance of prioritizing content development which means that the Philippine pilot project is on the right track. Among the projects approved for submission to the Executive Council are the development of community-based content and telecenters.

#### **International Conference on the Management of Information Pertaining to Health Crisis, Kuala Lumpur, 03-04 May 2007**

The eKPD Project Team, through Mr. Ramon R. Tuazon participated in the International Conference on the Management of Information Pertaining to Health Crisis held on 03-04 May 2007 at Kuala Lumpur. The forum was held under the patronage of the UNESCO Information for All Programme (IFAP). During the forum, Mr. Tuazon shared with the participants the need to promote and expand the use and exchange of public domain information pertaining to health concerns particularly such diseases as HIV/AIDS and Avian Flu.

### **3<sup>rd</sup> National Conference of CeC: “Forging CeC Directions in the Philippines and Building the CeC Network”**

The eKPD Project participated in the 3<sup>rd</sup> National Conference of Community e-Centers (CeC) Networks held on 27-29 September 2006 at Cebu City. The overall objective of the conference was to share best practices in the management of CeCs as well as propose policy options and action agenda for the strengthening of CeCs. There were a total of 150 participants to the national conference representing CeCs nationwide.

Dr. Rogelio V. Cuyno represented the e-Knowledge Public Domain Project in the conference and presented a paper on the use of public domain information. Among the outputs of the conference was the formal organization of the CeC Network with participation of the CICT, National Computer Center, industry, academe, LGUs and donors.

### **Copyright in the Knowledge Economy: Challenges, Emerging Issues and Future Prospects**

The e-KPD Project Team attended the Copyright in the Knowledge Economy: Challenges, Emerging Issues and Future Prospects Conference convened by the Intellectual Property Office of the Philippines (Department of Trade and Industry) and the Commercial Law Development Program of the US Department of Commerce. The two-day conference was held on 13-14 September 2006 at Makati Shangri-La, Makati City.

While the conference focused on copyright enforcement, the issue of public domain was raised, among others, by e-KPD Project representatives to the forum, Dr. Florangel Rosario-Braid and Ramon R. Tuazon.

## **2. Networking and Linkages with other Multilateral and Bilateral Agencies**

Various international and national conferences, workshops, meetings and related fora provided an opportunity to establish linkages with multilateral and bilateral agencies with ongoing projects on ICT for development. Among these agencies are the Asian Development Bank (ADB), International Development Research Centre (IDRC), UNDP and UNICEF.

The eKPD Project will coordinate with these agencies not only for resource support but also for collaborative undertakings, particularly in content development and public domain promotion and advocacy.

### 3. Media Relations

Project activities are regularly featured in leading national and community (provincial) dailies and weeklies (as well as their online counterparts). These activities included the launching of the Payatas Pilot Project, content development workshop and inauguration of the e-Center for Disaster Management. UNESCO is acknowledged as sponsor in all these news and feature articles. Please see **Attachment H** for newspaper clippings.

The e-Center for Disaster Management was featured in the *CI WebWorld Weekly* 27 April issue while the Content Development Workshop was also featured in *CI WebWorld Weekly* April 13, the e-newsletter of UNESCO Communication and Information Sector. The article on e-Center for Disaster Management will be featured in one of the succeeding issues of the e-newsletter.

### 4. Promotion of Free and Open Source Software (FOSS)

#### 4.1 FOSS for Barangay Payatas Training

The *Barangay Payatas* Training on *Development of Multimedia Communication* focused on the use of FOSS for producing the four multimedia modules on health. Among the softwares that were taught to the Out-of-School Youths were: Impress, OpenOffice, Inkscape, GIMP, nVU and have Mozilla as browser for surfing the Net. The use of FOSS is aimed at enabling the community to produce their own local materials without having to spend for licenses.

#### 4.2 Distribution of FOSS CD Kit

To further propagate the use of FOSS, AIJC has distributed the FOSS CD Kit developed by CICT. The FOSS CD kit comes in packages which can run on either Linux or Windows operating systems. Packages include “Productivity suite” which includes OpenOffice, Artweaver, and GIMP, among others. Another package, the “Creative Works Series” includes FOSS for drawing, image manipulation, 3D modeling and animation.

Among the selected institutions that received the FOSS CD kit from AIJC were: UNICEF, Literacy Coordinating Council, Department of Education, Commission on Higher Education (CHED), Supreme Court of the Philippines, and the Department of Health, Philippine eLearning Society, and Philippine Association of Communication Educators (PACE).

#### 4.3 FOSS for Small Business Enterprises

The Project Progress Report (December 2006) mentioned the plan of the eKPD Project to organize a trainers' training program in February 2007 on the use of FOSS for small and medium business management. This component was to be conducted by the CICT. Development on this area consists of the CICT consultant's identification from the Net of Open Software that can be used by small businesses. The software has been downloaded to the CICT system and its usefulness to certain business processes is currently being evaluated by small business entrepreneurs.

### 5. Project Proposals

The e-KPD Project Team submitted two proposals which, when approved, will sustain the activities of the Project. The proposals focus on content development and capability building.

#### **Avian Flu/Pandemic Influenza Multimedia Materials Development**

The AIJC has submitted to UNICEF (Philippines) a project proposal to duplicate the Payatas Experience in one of the so-called hotspot communities in avian influenza/pandemic influenza. The proposal calls for the training of local community members on digital literacy and content development focusing on the health issue concerned. At present, UNICEF supports the production of mostly print and broadcast materials that were prepared by advertising agencies rather than local communities.

The outputs of the proposed project can be shared by UNICEF (Philippines) to other countries in the Asia Pacific region that are also threatened by the avian flu/pandemic influenza problem.

#### **APEC Seminar on Community Knowledge Commons**

In mid April 2007, the e-KPD Project Team submitted a proposal to Asia-Pacific Economic Cooperation Telecommunications and Information Group (APECTEL) for the conduct of a one-day *APEC Seminar on Community Knowledge Commons*. The proposal was discussed during the recent APECTEL Meeting held on 22-27 April 2007 here in Manila.

The proposed seeks to create a venue for experts and policy leaders from the different APEC Economies to discuss about creating relevant and important content through a method of community-based participation that will be placed in the public domain or the knowledge commons through information and communication technologies. The seminar sets the platform for conferring, evaluating and agenda-setting about how to develop content that is for the APEC communities as created by its own community members.

The proposed topics for the forum are: (a) commons and the information society, (b) content development, (c) new technologies of cooperation for creation, (d) community-based content development, (e) content development and intellectual property; and (f) content development and capacity building

The proposal is now being reviewed by the Oversight Committee composed of representatives from Japan, USA and Canada. Meanwhile, the APECTEL also suggested that a training program for rural communities on the use of ICT be considered by the proponent.

## **E. Project Partners' Contributions**

The UNESCO National Commission of the Philippines manages the funds provided by UNESCO Paris. Through the UNACOM Communication Committee, it provides technical assistance particularly in public domain orientation, content development process, capability building, among others. UNACOM also helps mobilize resource support from other partners including Intel and the local government of Quezon City.

The CICT is the lead executing agency of the Project. In addition to providing IT specialists, it provides access to the resources of the Commission including the community e-center in Payatas. The CICT has also made its physical facilities and equipment available to the Project (including IT resources needed for the month-long training on content development). Most seminar-workshops and project team meetings are held at CICT. It also provides secretariat assistance. Estimated contribution of CICT is US\$ 8,000.00

Intel Microelectronics is the technology partner organization. Its officers actively participate in all technical meetings, seminar-workshops and conferences (including the ASEAN Meeting and the recent Philippine-India Meeting of eKPD Project and Telecenter Academy). Intel has also provided counterpart funding to two major forums, ie Public Domain Workshop (September 2005) and ASEAN Workshop (December 2006). It also donated a high-end personal computer to the Payatas community e-centers to add to its current inventory. Estimated Intel contribution is US\$ 15,000.00

The Asian Institute of Journalism and Communication (AIJC) is the Project Technical Secretariat. It also provides technical assistance in the planning and conduct of project activities. It provides inputs in the design of training courses, workshops and conferences and in the development of the framework and prototype interactive multimedia materials. Estimated AIJC contribution is US\$ 8,000.00

### **III. Issues and Concerns**

#### **A. Pursuing the ASEAN Vision**

It may be recalled that the original concept of the e-Knowledge Public Domain Project was to create knowledge-sharing capabilities and mechanisms at the ASEAN level. This was expressed in the Philippine resolution presented during the 2005 UNESCO General Conference. To pursue this, an ASEAN Workshop on Public Domain Information and Content Development was convened on 07-08 December 2006. To date, the ASEAN vision still has to be pursued while learning from the Philippine pilot experience.

Several alternatives are now being considered to pursue the regional project. One is to revise the original proposal and present it for consideration to Asia Pacific Information Network (APIN) that has also recognized the importance of content development during its 26-28 February 2007 meeting. The other is to pursue the *APEC Seminar on Community Knowledge Commons* submitted to APECTEL.

But the most promising seems to be the e-KPD and Telecenter Academy Collaboration described earlier that has the support of Intel Microelectronics and IDRC. However, the collaboration involves only two Asian countries, Philippines and India.

It is hoped that UNESCO can still support the envisioned regional project or provide follow up support focusing on new development areas for content development.

#### **B. Project Sustainability**

Some lessons on sustainability can be cited in the case of eKPD Project. First, a sense of ownership by national and local government units which can provide political will (including project leadership) and counterpart support is critical. Second, the need to mainstream concepts and strategies in related programs and project such as the community e-center project of the CICT, e-disaster management project (funded by UNESCO emergency grant) is important. Third is the need for involvement (support) of business and industry which recognize similar projects not only as part of their corporate social responsibility (CSR) but potential business opportunities. Fourth, preparation and submission of project proposals to scale up lessons and experiences gained from the pilot project, eg Avian Flu/Pandemic Influenza Multimedia Materials Development must be integrated.

The eKPD Project Team will also continue to provide technical support to the Regional Electronic Access to Communication for Health in Eastern Visayas (REACH-EV) particularly in capability building and content development.

### **C. Community-based Approach**

One of the value added features of the eKPD Project is the emphasis on community involvement at all project phases, from planning to utilization. To achieve this, there is need for continuing capacity building in such areas as digital literacy, content development, among others. In mobilizing community participation, the youth sector should be given priority.

The community-based approach in content development will also be introduced in the UNICEF-supported avian influence content development project and the Regional Electronic Access to Communication for Health in Eastern Visayas' (REACH-EV) content development component.

### **D. Project Documentation and Utilization**

A process-oriented project similar to the e-KPD requires adequate and full documentation to facilitate recording of lessons and experiences (including mistakes, if any). Protocols developed (such as content development framework, training modules) and final outputs (contents) can be shared with other organizations (*ie* government agencies, NGOs and international organizations including UNESCO).

For follow up action, the eKPD Project Team will organize all project documents and prepare a case study documenting lessons and experiences through both print and AV materials.

### **E. MDG for Content Development**

Future content development projects may give priority to other development topics particularly those related to the different concerns of the UN millennium development goals (MDG), *ie* poverty reduction, primary education, gender equality and women empowerment, reduction of child mortality, improved maternal health, combat HIV/AIDS, malaria and other diseases, environmental sustainability.

For follow up action, the eKPD Project Team may prepare project proposals to be submitted to national government agencies and international development organizations that may be interested to support similar innovative and creative undertaking.

## **IV. Recommendations to Roll-Out Project Experiences and Utilization of Project Outputs**

### **A. Distribution and Utilization of the Content Development Framework**

The eKPD Project Team shall promote the use of the Content Development Framework in training courses, seminars, conferences, etc. Copies will also be shared (for free) with international development agencies (including UNESCO), government agencies and NGOs which are engaged in (digital) content development.

The initial beneficiaries of the Content Development Framework are the partners of the telecenter academy which is now being set up by a network of government agencies, non-government organizations, international organizations (IDRC), and a network of community e-centers (telecenters) nationwide.

The telecenter academy is now preparing its portal which will focus on content development, capability building and research. The Framework will be uploaded in this portal.

The Framework may be considered a work in progress. Feedback from users/recipients will be welcomed as these may further enhance the output.

### **B. Distribution and Utilization of Content Development Training Design**

The Content Development Training Module used in Payatas will be adapted for a similar training in Eastern Visayas which will focus on Content Development for Disaster Management scheduled in July 2007. The training is part of the UNESCO Emergency Grant.

The CICT which was the lead partner in the conduct of the training shall use the training design in similar training programs. It was the first community-based materials development training course implemented by the CICT.

The telecenter academy now being developed with support from IDRC and Intel will also display the training design and outputs.

Another partner agency, the AIJC shall adapt the same training design in training community members of identified avian influenza hotspots in producing community-based information materials. UNICEF is supporting the activity.

Both Content Development Framework and Training Module shall be shared with the recently launched **UNESCO Open Training Platform** which has already expressed interest in accessing the materials.

**C. Distribution and Utilization of Prototype Multimedia Materials**

The eKPD Project Team shall promote and distribute the prototype multimedia materials on the different diseases to the various community e-centers (CeCs) of the CICT through the Philippine Community e-Center Network ([see PhilCeCNet](#)).

The Project Team shall also coordinate with the Department of Health (DOH) for the distribution of the materials to selected community health centers nationwide. The DOH has earlier expressed interest in accessing the prototype materials for use in their health information and education drive.

**D. Replicate Payatas Experience in Ongoing and Upcoming Related Projects**

As emphasized in various parts of this final report, the experiences in Payatas Pilot Project shall be adapted in relevant activities of the Eastern Visayas Project specifically in capability building, prototype interactive multimedia development and website upgrading (enhancement). This is facilitated by the technical assistance provided by UNACOM and the eKPD Project Team.

The eKPD Project Team will complete its negotiation with UNICEF (Philippines) soon for a multimedia content development project on Avian Influenza/Pandemic Influenza. The project is also community-based with a pre-identified community avian flu hotspot as project site. This will provide the eKPD Project Team an opportunity to scale up lessons and experiences from the Payatas Pilot.