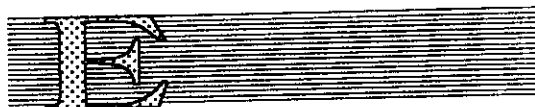




**UNITED NATIONS
ECONOMIC AND SOCIAL COUNCIL**



Distr.: LIMITED

E/ECA/DISD/CODI.2/28
23 August 2001

Original: English

ECONOMIC COMMISSION FOR AFRICA

Second Meeting of the Committee
on Development Information (CODI)

Addis Ababa, Ethiopia
4-7 September 2001

**THE INFORMATION TECHNOLOGY CENTRE
FOR AFRICA (ITCA)**

Business Plan for 2001-2002

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Executive Summary

The United Nations Economic Commission for Africa (UNECA), within the framework of the African Information Society Initiative (AISI), an action framework to build Africa's information and communication infrastructure, has launched the Information Technology Center for Africa (ITCA) with the aim to create a 'multiplier effect' by focusing on Africa's policy makers who are coming, from time to time, to the United Nations Conference Center (UNCC) to attend various conferences. Once they become aware of the many benefits of Information and Communication Technologies (ICTs) to accelerate the socio-economic development of the continent in general and their specific needs in particular, they possess unique capabilities to accelerate the diffusion and utilization of ICTs via their championship. ITCA will be used as a crucial mechanism to maximize current and future partnership programs in the use of ICTs for accelerating Africa's development.

ITCA will focus on developing and rendering three core services, namely, ICT Exhibition, On-site and Distance Learning Center and Outreach services. Also, the interactive functionality of the existing ECA web site will be expanded so that it evolves into a portal at ITCA.

Taking note of the need to align ITCA's focus areas with existing program activities of the ECA and the need to address the challenges facing the African continent, six thematic areas have been identified. These are: Small and Medium Scale Enterprises (SMEs), Regional Integration, Health, Education, Public Administration and Governance, and Information and communication policy including Universal Access. The activities under each of these focus areas have been formulated against the three core services of the ITCA.

An inventory of existing resources of ITCA has been made to indicate its achievements thus far. ITCA has been active since its launch at the 1999 African Development Forum (ADF '99). With a limited human, material and budgetary resources, it was able to produce exhibitions both for the ADF '99 and ADF 2000. The exhibitions addressed the themes of the two forums and application of ICTs therein, particularly the ADF 2000. Annexes 1, 2 and 3 provide list of ICTA resources and equipment. ITCA has also provided training for the youth focus group during ADF 2000 under the title "Internet: A tool for communication and networking". In mid 2001 ITCA will also launch a training course on Internet networking for African women in collaboration with *InfoDev* and Cisco Systems Inc. Preparations are also underway for ADF 2001, which is scheduled to take place at the end of December 2001 with the theme "Regional Integration in Africa."

The following business plan is based on solid foundations of ECA's experiences in promoting ICTs for development in Africa. Efforts have been made to make ICTA more pragmatic and realistic. ITCA's activities are expected to be driven mainly by the involvement of the private sector. The business plan also provides an indicative budget and work plan for 2001 and 2002.

1. INTRODUCTION

1.1 Background

The concept of ITCA has grown out of the need to wrap a framework around the growing number of mandates and ICT related outreach activities and the opportunity to reach the approximately 18,000 conference participants that pass through ECA's Conference Center (UNCC) to attend over 1500 events annually. As expressed in Figure 1 below, this number is due to expand over the years. The ITCA which is located in the UNCC was initially conceived as a way of delivering demonstrations, exhibits (permanent and rotating) and training about the application of ICT to development management. The intention was to provide these services both to ECA and non-ECA sponsored conferences at the UNCC in the framework of the African Information Society Initiative (AISI) which was adopted in 1996 by the African Ministers in charge of economic and social development and planning. AISI is an action framework to build Africa's information and communication infrastructure. It is a mission statement for Africa's quest to narrow the information technology gap between Africa and the rest of the world, and to speed the continent's entry into the information age. ITCA is a response under the AISI framework. It is mainly focused on enhancing the awareness and commitment of African policy makers in assuming leadership and championing the diffusion and utilization of ICTs to development endeavors in Africa. This will open up significant new markets for ICT products and services throughout Africa, even in the medium term, which will further accelerate the continent's socio-economic development and growth.

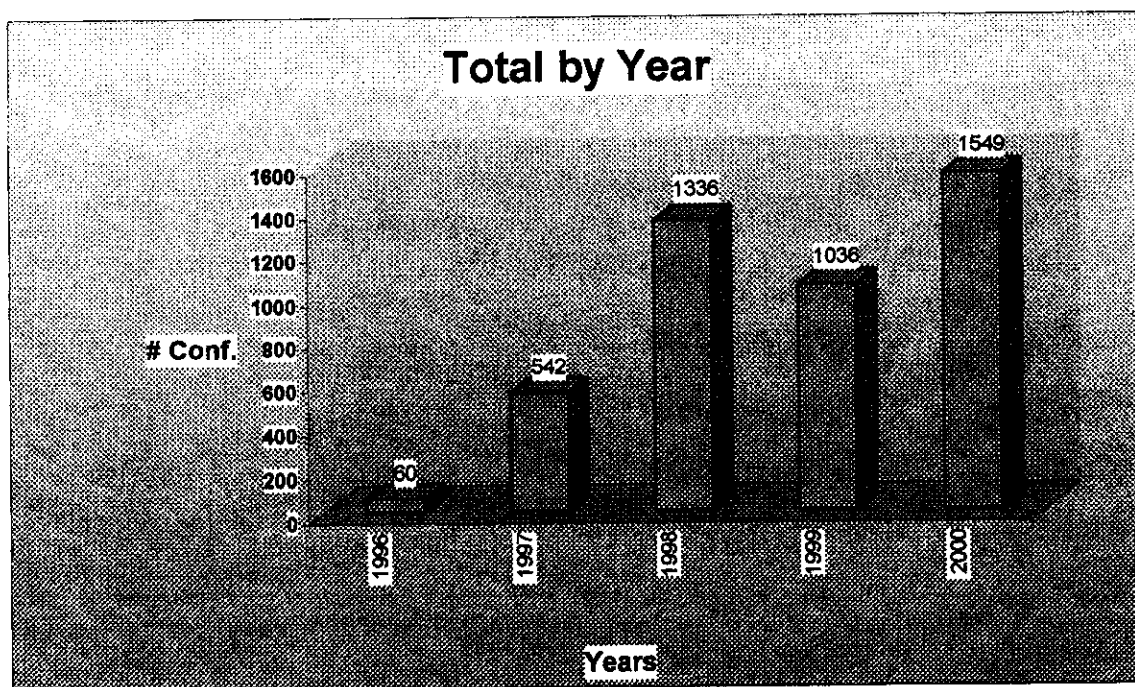


Figure 1: Number of conferences taking place at the UNCC

Globalisation and the associated emergence of the Knowledge Society are transforming the way the developed world operates. How should Africa respond? There are fears that by simply adopting the developed world's model that the benefits will not be equitably spread throughout society, and that the divide will be amplified between the minority elite groups and the poor masses. ECA is the *only* African intergovernmental organisation with a specific

mandate for economic and social development. This enables it to play a primary role in facilitating the development of international and regional policies and programs which balance Africa's need (and right) to be a full and active partner in the development of the global knowledge economy with its need to spread the benefits of ICTs equitably and quickly at all levels of the society.

ECA has recognised that it is an information service provider specialized on economic and social development aspects for benefit of African member States. The effectiveness and future relevance of the ECA depends upon its capacity to successfully position itself as a distinctive, value-added hub in the network of African development information and knowledge exchange. The Executive Secretary is personally championing the transformation of the ECA into such a knowledge-based organization. The ITCA is one of the major long term initiatives intended to facilitate this transformation.

By focusing on ICT-mediated knowledge re-configuration, repackaging and syndication, the ITCA takes advantage of four of ECA's major strengths, i.e.:

- its unique mandate,
- the recent significant investment in 'state-of-the-art' facilities and infrastructure in the form of the United Nations Conference Centre (UNCC) in Addis Ababa,
- the expertise and experience of its staff in Africa specific research, and
- its established position and 'branding' amongst the identified African target markets.

1.2 ITCA Services

ITCA will focus on providing a highly differentiated set of complementary services based on a rich flow of contextually relevant contemporary information and knowledge under the respected brands of the UN, the ECA, and other strategic partners. The information will be compiled from authoritative sources and repackaged in a way suitable for the target audience. These services will be of the highest quality in terms of objectivity, accuracy, relevance, comprehensiveness, reliability, and presentation. Whilst fulfilling each target market's explicit needs, most emphasis will be placed on helping them identify, expose and prioritise the implicit needs of their sectors. In order to implement the above activities, ITCA will focus on developing three core services:

- **ICT Exhibition:** providing a coherent set of attractive, enticing, novel, informative, interactive, multi-media exhibits specifically aimed at creating awareness of the major benefits and crucial role of ICT amongst Africa's policy makers who are delegates at the UNCC.
- **On-site and Distance Learning Center:** providing on-site training and workshops as well as virtual education to:
 - Delegates and other African policy makers; and
 - Technicians, individuals, private sector and other specialized target groups.
- **ITCA Outreach Service:** developing websites and portals; repackaging and disseminating ICT related literature and publications; facilitating access to ICT products and solutions to African countries and institutions; and monitoring and providing support to alumni and network members throughout Africa.

1.3 ITCA's training programmes

On-site workshops and seminars will be provided to delegates and other participants to promote awareness on the importance of ICT for African nations' economic competitiveness. Customized delivery module will be designed depending on the audience profile. The courses will include "ICT awareness seminar for policy makers" and "Internet Networking Technology for African women". ITCA has provided training for the youth focus group of ADF 2000 under the title "Internet: A tool for communication and networking". Twenty youth attended the training which was given on December 5, 2000 for four hours (2:00pm – 6:00pm.). Also, ITCA will launch, in July 2001, a training course on Internet networking technology for African women in collaboration with *InfoDev* and Cisco Systems Inc.

The on-site training centre will also provide training on Internet access, web resources searching, web site development, establishment and management of discussion lists and other aspects of Internet-based communications.

The Distance Learning programme will deliver courses to ECA staff and staff from member States on subjects of relevance to their career development.

In addition ITCA will work towards the promotion of distance learning activities in Africa by:

- Making an inventory of distance learning programs
- Preparing Web resources for distance learning programs
- Providing coordination facilities for distance learning programs
- Organizing and servicing meetings for distance learning institutions
- Mapping distance learning programs

It will coordinate AISI and ADF'99 distance learning programs by:

- Preparing guidelines for distance learning institutions
- Assessing distance learning programs
- Recommending AISI labels to distance learning institutions
- In addition, the ITCA will monitor and follow up graduates in their respective countries.

1.4 ITCA'S Outreach Service

Website development, information repackaging, dissemination of ICT related literature and publications, facilitating access to technology to member States, and follow up and assistance to alumni and members will constitute the functions of the Outreach Service.

Facilitating connectivity will be the major preoccupation as most of the members will not have readily available access to the Internet. Hence, one of the foci of the technical

assistance component of the ITCA Outreach Service will be getting ECA's target audiences connected to the Internet. Connectivity may be provided through SRDCs, World Bank sites or other ISPs in favor of "ITCA network members." Such a type of membership program will sponsor funding of connectivity scholarships. Also, there should be cross-fertilization with the entrepreneurial activities of the Internetworking Academy alumni and the capacity to provide local connectivity. Hence the alumni may be used to facilitate connectivity to network members.

Accordingly, using ITCA's Outreach Services, ECA will:

- Establish membership categories for Africa Knowledge Networks Forum (AKNF) members and alumni as well as graduates of the ITCA training centre
- Facilitate connectivity to members
- Provide fellowships to members to attend seminars, conferences and further studies
- Mobilize resources and seed funds for start up activities in favor of members

2. Expected outcomes of the ITCA activities

The expected outcomes of ITCA activities are as follows:

- African policy and decision-makers will become better informed about new information and communication technologies, and their impact on improving the productivity and competitiveness of their societies and how to deal with technology policy and management issues.
- The on-site training activities will result in increased awareness of the potential benefits of information technology for economic and social development; improved skills and capacity of professionals necessary for IT diffusion and increased confidence of African technical managers, planners and decision-makers in technology-related fields. The training provided by the On-site training centre will also enhance the preparedness of Africans for participation in the technology-driven global change.
- The Distance Learning activity will enable African policy makers, parliamentarians, experts, including ECA staff, to get access to contemporary knowledge and perform their activities better and also at the same time uplift their intellectual and social status. It will also facilitate cost effective and timely access to knowledge.
- The Outreach Service activities will increase interaction and exchange of ideas and information; build knowledge base on relevant fields; provide easy access to information retrieval and dissemination; and follow up of alumni and network members.

3. Inventory of Existing ITCA Resources

Annex 1 provides an inventory of existing ITCA resources.

4. Thematic Areas of Focus

The choice of ITCA thematic areas was based on key issues on poverty reduction and ECA's own sub programme to serve Africa better. The following table provides justifications for choice of six thematic areas for ITCA implementation.

- **Small and Medium Scale Enterprises (SMEs)**

SME's play a significant role in new innovation, productive employment and optimum utilization of latest resources for African development.

- **Regional Integration**

Regional integration is one of the substantial programmes of the ECA, it is a key developmental issue of the continent, and is the theme of the ADF 2001. ITCA is expected to promote the application of ICTs in regional integration during the ADF 2001.

- **Health**

Health is a vital development challenge and is believed to be one of the areas that can be improved through the judicious use of ICTs. ADF 2000 that was held under the theme "AIDS: The Greatest Leadership Challenge" has clearly shown that information and communication could play significant role to fight against the pandemic. ITCA exhibited the role of ICTs in fight against the AIDS crisis in Africa.

- **Education**

Education is vital in poverty alleviation and a key theme identified by the ADF'99 where ICTs are expected to make a difference.

- **Public Administration and Governance**

Public administration and governance remain the main challenge towards achieving effective and efficient progress in the region. This developmental issue constitutes one of ECA's program areas.

- **Policy and regulation including universal access**

The development of national information and communication infrastructure (NICI) is a sine qua non for Africa's participation in the information society. NICI is one of the major areas of AISI implementation and is a key area of focus of post ADF '99 activities.

The following matrix indicates how the above six areas could be delivered using the three ITCA core services – ICT exhibition covering virtual, physical and poster session, on site and distance learning, and ITCA outreach services. ITCA will also design a seminar series on ICT use in the above six areas targeting both internal ECA staff and participants of conferences at the UN Conference Center.

COMPONENT Focus Area	Web	Exhibition	Training
Small and Medium Scale Enterprises (SMEs)	<ul style="list-style-type: none"> Identification of related materials available on the Web and repackaging them for use in Web-based and other formats. Gathering "Best practices" in using ICTs by SMEs and systematization of the content. Best practices will be drawn from developing countries in Asia and Latin America. Linkage to corporate sources of SME-related information on the Web including UNCTAD, ITC, WASME, Ramadan City in Egypt, Dubai Internet City, SIMIDO Mauritius, USAID, INSYS Afrique, postings on the GKID discussion list, Pan African e-commerce list, etc. 	<ul style="list-style-type: none"> Tools (e.g. software) used by SMEs in implementing their activities with the application of ICTs. Examples: bookkeeping tools, modeling tools, ICT strategies. Best practices in e-commerce. Examples: People Link, the ITU e-commerce prototype, Virtual Souk, etc. A poster of ICT enhanced activities of SMEs. Posters and touch screens on ICT tools relevant to SMEs. Best practices and projects of SMEs including Ethiolink from Ethiopia, e-commerce activities in Ghana and DMID's projects addressing SMEs. 	<ul style="list-style-type: none"> Awareness building for SMEs. Awareness for policy makers who make decisions on SMEs rather than the SMEs themselves. Use of published document by Richard Duncombe and Richard Heeks¹, and the 100 questions on e-commerce are good sources of information for training both SMEs and experts. Standing interactive training tools for SMEs.
Regional Integration	<ul style="list-style-type: none"> Portal of sites of regional and other organizations working towards regional integration. Information on regional integration strategies using thematic areas of ECA's Regional Cooperation and Integration Division. These include development of regional infrastructure networks, promotion of domestic and foreign direct investment, trade liberalization, promotion of policy convergence, promotion of inter-country cooperation through TCDC/ECDC. Portal of regional economic groups (e.g. ECOWAS, UEMOA, SADC, COMESA, IGAD, and East African Community) and integration efforts successful elsewhere (e.g. ASEAN, OAS, EU). National information resources on ICT growth (Scan-ICT) for regional integration in light of standardization of ICT in the African region and 	<ul style="list-style-type: none"> Poster on regional integration strategies A map of Africa showing regional Internet traffic, backbones and other ICTs can be an example. Intelligent GIS maps (e.g. energy, water, roads, transport, communication links) 	<ul style="list-style-type: none"> Seminar series: <ul style="list-style-type: none"> Use of GIS in regional integration Development of regional backbones Harmonization of tariffs and traffics Economy of scale through ICTs

¹ Duncombe, Richard and Heeks, Richard. Information and communication technology: a handbook for entrepreneurs in developing countries, 2001. (<http://www.man.ac.uk/idpm/ictsne.htm>)

Component Focus Area	Web	Exhibition	Training
	<p>establishment of regional backbones.</p> <ul style="list-style-type: none"> Links to key companies integrating Africa (e.g. Africa One, RASCOM, WorldSpace, etc. 		
Health	<ul style="list-style-type: none"> Provide health statistics, Internet health resources, best practice models, community related health, health research, health education, telemedicine, management of health institutions using ICTs and traditional medicine. Provides less sophisticated applications as well and state-of-the-art applications for improving the health sector using a bottom up approach. Demonstrates and presents low use of VHF radios in health care provision in Uganda, companies producing telemedicine applications 	<ul style="list-style-type: none"> Showcase of ICT applications for healthcare: <ul style="list-style-type: none"> Scanning and transmission of images as email attachments Online reading of x-rays through communication lines Telemedicine projects of ACACIA Posters of ICT use in health Interactive touch screens 	<ul style="list-style-type: none"> Training modules will be developed to address sensitization and awareness creating issues of ICT applications in health care. <p>Areas include:</p> <ul style="list-style-type: none"> • Telemedicine basics • Community health information networks • Medical research network • Tools for health systems management
Education	<ul style="list-style-type: none"> Portal on school networks, distance learning, research centers, universities, online libraries, open source software, ICT use in educational administration, teaching aids, computer education, online books, guide on how to connect schools/libraries, list of organizations interested in school networking and computer aided education. Information in best practices on ICT in education (c.g. Singapore, India) and global learning centres. 	<ul style="list-style-type: none"> Exhibition will be prepared on computer-aided instruction, products of private IT-based educational materials producing institutions, white board (a network where a teacher writing on a white board will be followed by students using their computer monitors), other related products, and online delivery of training. Showcase of ICT in education project (e.g. WorldSpace, ACMAD (linking radios to the Web), RESAFAD, REFER/SYFED, AVU, etc.) Showcase of educational content and software 	<ul style="list-style-type: none"> Training on distance learning techniques on topics such as educational administration Creation of school net Distance-training programmes for ECA's staff using up-to-date distance learning technology. This could be implemented in cooperation for example with the Open University and the Institute of Social Studies and/or the World Bank. Modules on:

COMPONENT FOCUS AREA	Web	Exhibition	Training
Public Administration and Governance	<ul style="list-style-type: none"> • Portal on Governments with an online presence, the use of ICTs in decentralizing administration and delivering services to the public. Relevant information sources for the portal include: <ul style="list-style-type: none"> • the use of ICT by the local government in Undra Pradesh, India, ADF governance theme • Public administration best practices in use of ICTs: the ADF '99 governance paper • Resources of international governance institutions • the African Governance Forum (AGF) • e-government projects and sites • Transparency International • African Public Administration and Management institutions (Tangiers and Benin) • UNITAR's public administration project in Senegal on the use of GIS 	<ul style="list-style-type: none"> • Showcase of the use of GIS in public administration, the work of African transport authorities, the use of distance learning facilities by parliamentarians and the training of public civil servants. • A public administration system prototype depicting business process reengineering and e-government strategies • Showcase of e-government tools and best practices via posters and touch screens 	<ul style="list-style-type: none"> • ICT in education • Education in ICT • EMIS • Distance learning strategies • A training module on the use of ICTs in public administration • Urban Development Information System • E-government strategies • E-government networks • Business process reengineering

COMMENT FOCUS AREA	Web	Exhibition	Training
<p>National Information and Communication Policies including universal access</p>	<ul style="list-style-type: none"> • Showcase national information infrastructure, regulatory laws, NICI profiles, best practices in universal access, universal access strategies, national and regional telecom institutions and donor agencies supporting telecom reform initiatives. • Access to best practices in policy and regulatory development 	<ul style="list-style-type: none"> • NICI related statistics and ICT country status. • Show cases or steps for policy development 	<ul style="list-style-type: none"> • Training modules addressing policy packages, shopping lists and universal access strategies. • Training workshop for policy makers and journalists • National modules

5. Forging partnerships and commitment

5.1 Rationale for partnership

The development of the information infrastructure is mainly driven by the private sector. Private sector is the source of the capital needed to build the infrastructure and related technological innovations. ITCA would help maximizing partnership with the private sector. ITCA particularly would help to:

- ensure commitment from all partners (governments, private sector and the development community) to work together to implement the African Information Society Initiative
- create networks that lead to African knowledge base on critical information society issues
- secure agreement from the private sector to fully participate in showcasing successful ICT applications that are relevant to African development
- secure agreement from governments to champion the African Information Society by making use of ITCA's programmes and services and by promoting private sector investment

Considering that visitors to the ECA conference center are decision-makers in many different sectors from all member States, the technology exhibition center would provide an outstanding opportunity to establish partnership between the private sector exhibitors and visitors. Through their exhibits at the UNCC, exhibitors will have regular exposure to the policy makers who control access to African markets. At the same time it would provide an easy access for the potential buyers to the products and services on demand.

In view of above, there is potentially a very high medium and long term return on the investment of ITCA's partners due to the acceleration of the development of a wide range of new ICT markets throughout Africa. However, more immediately tangible incentives will be provided in the form of benefits tailored to attract each of the above partner types made up from a variety of combinations of ECA services and facilities, for example:

- Preferential access and special rates for conference halls, caucus rooms, and prime exhibition areas at the UNCC ;
- Preferential access to information within databases of one or more of the ITCA's target markets;
- Free or special rates for Africa-specific marketing related to ECA services and UNCC events;
- Special rates for ECA produced input reports and analyses; conference or seminar proceedings; and a variety of follow-up documents customised to a partner's specific needs for their own conference, seminar or workshop held at the UNCC;
- Special rates for management of a variety of electronic interaction and discussion groups (virtual communities) - pre, during and post the partner's conference, seminar or workshop;
- Facilitation and/or provision of connectivity through ECA's Sub-Regional Development Centres (SRDCs) or through selected ISPs.

5.2 Implementing a marketing strategy

A marketing strategy will be put in place in order to attract private sector, development agencies, academia, bilateral partners and member States. The strategy would cover

individual contacts, use of newspapers, magazines, online discussions and participation in global technology exhibition as follows:

- Promotional missions
- Participation in major ICT conferences and events
- Production of newsletters and annual reports
- Production of posters and other print materials
- Production of give-aways articles
- Advertisement on Web sites, etc
- Advertisements on Radios and TVs
- Organizing social functions

Table 2 shows the marketing strategy to be employed by ITCA.

Marketing strategy item	Target Audience				
	Conference participants	Partners Development agencies and Foundations	Private sector	Embassies	Member states
Short-term activities (2001)					
Send letters requesting partnership		X	X	X	
Make presentations on ITCA objectives and activities				X	
ECA to host social event for partners (luncheon during ECOSOC 2001 meeting)		X	X	X	X
Organize promotional missions to developed countries		X	X	X	
Distribute promotional information such as brochures, leaflets, multimedia publicity items to potential partners during major regional and international ICT events	X	X	X	X	
Include ITCA activities and services in the UNCC package and use of the UNCC CCTV to make announcements	X				
Increase ITCA web presence by: <ul style="list-style-type: none"> • including ITCA Web locator in the UNCC page • registering ITCA with various search engines • publicizing ITCA banner on ECA and ECA-initiative web sites, partners' web sites and other famous web sites such as Africa Online 	X	X	X	X	X
Publicize ITCA through ECA personnel on missions and SRDCs		X	X	X	X
Long-term activities (2002-2003)					
Organize various ITCA-related awareness workshops, seminars for journalists and the public at large		X	X	X	X
Report on ITCA activities through newsletters and annual reports	X	X	X	X	X
Disseminate give away articles such as bags, T-shirts, pins, pens and pencils	X	X	X	X	X

Use of radio and TV programs to promote the activities of ITCA and secure partnership (e.g. m-net, DSTV, CNN, BBC, RFI, etc.)	X	X	X	X	X
Extending the promotion of ITCA's web presence by publicizing ITCA banner on popular web sites such as BBC, CNN, etc.	X	X	X	X	X

The key clients and membership arrangements are listed below.

5.2.1 Clients

ITCA should target the following target groups as its clients:

(i) *Conference participants*

They are mainly African decision makers, NGOs and the business community

(ii) *Partners*

- Those who share ITCA's vision (e.g. development agencies, international, regional and subregional institutions)
- Those with business interests in Africa (e.g. private sector)
- Embassies and other diplomatic representations

(iii) *African Member states*

They may be represented by ministries in charge of ICT activities or sectoral ministries interested in using ICT in their research and development activities

ITCA partners will benefit from the following :

- Reaching African policymakers and stakeholders in one spot
- Ready access to important clientele from throughout Africa
- Transferring their technology
- Making their products and services better known

5.2.2 Membership arrangements

In order to get the benefits listed above, membership arrangements will be devised as follows:

(i) *Founding partners*

Founding partners are individuals and institutions, which share ECA's belief in the mission of ITCA and are willing to work with ECA on the design and implementation of the project.

(ii) *Exhibition Partners*

Manufacturers, suppliers, and service providers of information and communication technologies may partner with ITCA. They will be responsible for setting up initial sites and updating them as necessary. Logistical services for site exhibition and maintenance will be provided by ECA.

(iii) *Training Partners*

- Academic, research, and training institutions within Africa as well as outside will be solicited for the partnership with TCA training center component. They will contribute to designing of curriculum and will provide teaching materials for seminars and workshops. They may also be used to deliver courses as part of the AISI/ITCA network of distance education. Training partners may also contribute donations to support ITCA.

- Worldwide private sector companies in the area of information and communication technologies. They can make contributions in cash, in kind, in training material and in equipment.

Membership fee categories will be allocated through wider consultation with partners and the Office of Planning and Resources Management of the ECA.

6. ITCA's Governance Structure

ITCA will have a flexible governance structure that provides managerial and technical leadership. Its governance structure will be composed of the following:

- **The Executive Secretary**

- **The ITCA Advisory Group**

It will be composed of ATAC members and DISD Chief. The Advisory Group will be responsible for drawing Africa relevant strategies of ITCA and provide direction.

- **The ITCA Steering committee**

It will be composed of the Deputy Executive Secretary, the Director of OPRM, the Director of DISD, the Senior Management Advisor, the Director of CGSD, the Chief of Communication Team and the Chief of ITCA as an Ex-Officio member. The steering committee will be responsible for defining strategic direction and monitoring its activities. Some of the activities of the steering committee include:

- Provide and advise guidance of short and long term goals and action plans for ITCA;
- Advise on the identification of appropriate exhibition themes and participate as required in the specific implementation of the related activities;
- Review the contents of exhibitions;
- Advise on ICT training policies and programmes;
- Foster collaboration between ITCA and potential partners;
- Evaluate the activities and outputs of ITCA.

- **The ECA Technical Committee**

It will be composed of experts drawn from DISD, Communication Team, ISS, OPRM and any relevant division and section of ECA. The technical committee will be responsible in advising ITCA in technical matters including content and architecture of its services. It will assist ITCA in preparing its programme of activities. Members of the Technical Committee may also assist in making regular contacts with the ITCA Advisory Group members for their comments and advice on programme planning and implementation. Figure 1 shows the governance structure of ITCA.

- **The ITCA Chief**

The chief of ITCA will be responsible for managing day-to-day activities of the center. The position is currently occupied by a staff seconded from DISD.

- **ITCA Staff**

In addition to its Chief, ITCA needs six researchers in various areas of its core activities, two exhibition experts, one training expert, a secretary and a messenger.

It is expected that adequate Web and research staff will be assigned to each one of the focus areas. In addition, two exhibition staff (one working on the thematic exhibitions and the other one working on the standing exhibition) is required. In addition, there is need to recruit an expert to take care of the training component of ITCA. In view of the limited resources and in order to maximize use of existing expertise in ECA, qualified staff from other teams/divisions will be deployed to assist in planning and implementing ITCA activities.

6.1 Decision Making Process

ITCA management is divided into two categories. ITCA programme strategy and policy activities, and ITCA operational activities.

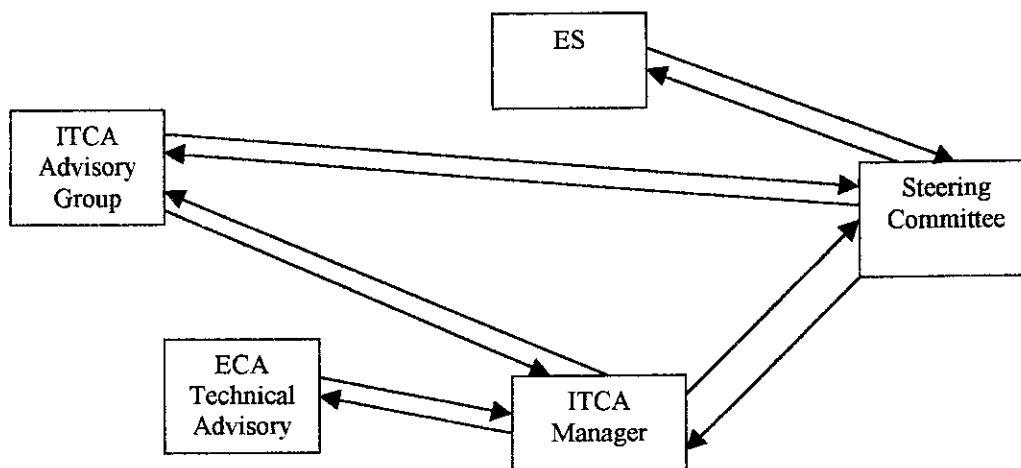


Figure 1: Governance Structure of ITCA

6.2 ITCA Operational activities

ITCA operational activities refer to the general activities related to the ITCA office management, administration activities and implementation aspects. These activities include:

- hiring staff members
- purchasing of books and software
- contacting private sectors for partnerships.

Supervision and approval process

Operational activities such as the annual operational budget and number of human resources required for its operation are approved by the Advisory Group. ITCA's manager will take full responsibility to exercise them under the supervision of the Steering committee. Only the overall plan will be reported to the Executive Secretary for his comments and approval.

7. ITCA's Priority areas for the year 2001

While developing its overall structure and strategies outlined above, ITCA will focus on the following core activities during 2001.

- Web exhibition and training on Regional Integration.
- ADF 2000 follow up activities in the applications of ICT in health sector
- ADF '99 Post-Forum Summit activities
- Implementation of ongoing projects. The key projects include:
 - Substantive training:
CISCO's Internet networking training for African women entrepreneurs
 - Other training:
Training of Ethiopian journalists and parliamentarians (with the Communication Team)
Training of African Ambassadors

Annex 6 provides a timetable for 2001 activities of the ITCA.

8. Immediate exhibition activities

- Mounting of posters prepared by ITCA during ADF '99 and ADF 2000
- Displaying touch screen kiosks and displaymates at the UNCC
- Setting up a permanent exhibition at the Ground Floor of UNCC

9. ITCA's Resource Needs

The following human resources are required to implement ITCA medium term activities.

9.1 Human Resources

1. Administrative assistant/Secretary
2. Exhibition designer (English and French)
3. Information repackagers (English and French)
4. Manager
5. Messenger/Clerk
6. Trainers (English and French)
7. Web developer (English and French)

9.2 Technological Resources

ITCA needs to upgrade its technical capacity in order to mount:

- Videoconferencing for distance learning programmes
- Interactive two way online chatting
- VOIP
- Video streaming

Annex 3 provides a list of current equipment and future needs.

9.3 Facilities

The following physical facilities are required by the ITCA.

- Executive Office furniture
- Parking space for two cars at the UNCC to monitor and service the standing exhibition and also to take care of ad-hoc exhibitions during big conferences
- Adequate office space for 10 staff members and consultants

ANNEXES

Annex 1: ITCA's inventory of exhibition content

1. Panels

There are five sets of panels each of which is designed to be placed on a single pole. The content of each set is listed below:

Set 1: Introductory panel

- Mission statement of ITCA and a remark on the exhibition
- Nelson Mandela's statement on the Dangers of HIV/AIDS
- ADF 2000 theme

Set 2: HIV/AIDS Statistics and Socio-economic Impact of AIDS

- A global view of HIV/AIDS infection as of the end of 1999
- Spread of HIV/AIDS over time (1984-1999)
- AIDS strikes African economy
- What can be done? Best practices: Uganda and Senegal.

Set 3: Generic description on the role of ICTs in healthcare.

- Improving primary health care
- Improving the effectiveness of health services
- Medical education and research
- ICTs deployed in the fight against HIV/AIDS

Set 4: ICTs to combat HIV/AIDS

- Databases
- Online news
- Initiatives, Foundations and Organizations
- Educational materials
- Networking and Participatory Decision-Making
- Decision Support Tools
- Drug Information

Set 5: Best Practices on the use of ICTs for healthcare

- HealthNet Africa
- Phone-based Telepathology linkup between UNITRA and MEDUNSA

- The Sister Library Programme between the University of Zambia Medical Library & the University of Florida Health Science Center Library
- Droits et sante pour les femmes d'Afrique Francophone
- Mapping Malaria Risk in Africa (MARA)
- Zambia Health Management Information System (HMIS)
- Mozambique: Teleradiology link between hospitals in Maputo and Beira

2. Virtual Exhibition materials

2.1 Kiosks

- Internet Health Resources Kiosk which holds informative and relevant web sites on information related to HIV/AIDS and other health and medical issues.
- Health Statistics database that contains health statistics data, for all of the African countries grouped in 5 regions.
- Health Educational Kiosk which demonstrates the use of ICTs for educating people.
- Multimedia Kiosk that demonstrates how ICTs can be used to educate illiterate people on HIV/AIDS facts.

2.2 Displaymate Contents

Macromedia Flash movies are prepared for each of the following:

- HIV/AIDS Spread in Africa
- UNAIDS Statistical Slides (two sets)
- Health Statistics Kiosk Introduction
- Internet Health Resources Kiosk Introduction
- Health Educational Kiosk Introduction
- Previous World AIDS Day Themes
- AIDS Clock

2.3 Power Point slides

- MARA: Malaria in Africa
- The Spectrum System of Models: Its Role in the Policy Dialogue Process
- PEDDA is an interactive computer simulation model demonstrating the likely impact of national policies on the food security situation of the population
- Various Power Point presentations during major meetings prepared for the Executive Secretary

3. Posters

ITCA owns the following posters which were mainly prepared for the ADE 1999 and the

- ITCA inauguration
- Major milestones in Computing and Communication History
- Networking and Communication
- Geographic Information System
- The Use of ICTs in Small and Medium Scale Enterprises
- Electronic Commerce
- The use of ICTs in Education
- The Use of ICTs in Health Care

Annex 2: Inventory of ITCA's Office Machines and Special Exhibition Equipment

	Items	Quantity	Remark
1	Desktop Computers	6	Being used by staff
2	Photocopy machine, XEROX	1	For office use
3	Display Mates	2	A 60" touch sensitive interactive screen
4	Touch Screen Kiosks	4	
5	Exhibition Computer Stands	6	
6	Exhibition panel frames	17	For pasting panels
7	Fax machine, CANON	1	For office use
8	Laserjet Printers	3	For office use
9	Laptop computers	2	Being used by staff
10	LCD Projectors	2	For the Display Mates

Annex 3 : The Total Required Financial Resources for the ITCA Operation for Year 2001²

Item	Unit	Cost	Existing resources
<Personnel>			
▪ ITCA manager	1	\$130,000	\$130,000 (ECA)
▪ Web developer	1	\$36,000	\$36,000 (KOR)
▪ Trainers (English and French)	2	\$56,000	\$8,000 (USA), \$48,000 (KOR),
▪ Administrative Assistant/Secretary	1	\$7,800	\$7,800 (KOR)
▪ Messenger/Clerk	1	\$3,600	\$3000 (JAP), \$600 (KOR)
▪ Consultants	2	\$24,000	\$12,000 (IND), \$12,000 (JAP)
Sub Total		\$257,400	\$257,400
Exhibition Center Component			
<Equipment>			
For ITCA Standing Exhibition			
▪ Laptop with LCD Monitors	8	\$20,000	\$20,000 (OPEC)
▪ Procurement of Exhibition Panels and Graphic			
▪ Digital camera		\$50,000	\$50,000 (OPEC)
▪ Television and VCR	1	\$1,500	\$1,500 (OPEC)
▪ VideoDisc Recorder/Player and accessories	2 ea.	\$1,000	\$1,000 (OPEC)
▪ Scanner	1	\$3,000	\$3,000 (JAP)
▪ Design Jet printer and accessories (Ink cartridge, Paper, print head, etc.)	1	\$1,000	\$1,000 (JAP)
▪ Videoconferencing equipment		\$20,000	\$20,000 (OPEC)
▪ Server and software for E-commerce showcase	3	\$10,500	\$10,500 (OPEC)
▪ Video compression software	1 ea.	\$25,000	\$25,000 (JAP)
▪ Flat panel touchscreen monitors	1	\$3,000	\$3,000 (JAP)
	4	\$10,000	\$9,745 (OPEC), \$255 (JAP)
Sub Total		\$144,750	\$144,750
Training Center Component			
<Equipment>			
▪ Computers	30	\$60,000	\$40,000 (USA), \$16,495 (CISCO), \$3,505 (OPEC)
▪ LCD projector	1	\$5,000	\$5,000 (OPEC)
▪ Whiteboard	1	\$1,000	\$1,000 (OPEC)
▪ Training room furniture	30 ea.	\$21,000	\$21,000 (CGSD)
Sub Total		\$87,000	\$87,000
Others			
Item			
▪ E-commerce startups in the five subregions	5	\$100,000	\$100,000 (IND)
▪ Ecommerce study tour to the AAITPC and information access to participants	18	\$102,400	\$102,400 (JAP)
▪ Training of African Women Interpreters	45	\$137,400	\$11,400 (JAP), \$126,000 (infoDev)
▪ Travel, cargo, booth rental, etc. expenses for the two ADF post forum summits		\$17,560	\$7,960 (KOR), \$9,600 (JAP)
▪ Communication Cost		\$4,000	\$4,000 (KOR)
▪ For meetings with partners:			
▪ Furniture (Executive Desk and chair)		\$21,000	\$21,000 (CGSD)
Sub-Total		\$382,360	\$ 382,360

² Cost shown here doesn't include Program Support Cost, which is already included in the specific project proposals of the donors. It doesn't also include the marketing cost which is presented on the next page as a separate budget. The marketing cost will be covered by ECA and private sector partners.

The Grand Total		\$871,510	\$ 871,510
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KOR – Korea; USA – USAID; JAP – Japan; IND – India; ISS – ISS, UNECA

Annex 4 : Marketing Cost of the ITCA

Marketing cost for 2001-2002			
Item	2001	2002	2003
▪ Mission	\$30,000	\$30,000	\$30,000
▪ Social Events	\$10,000	\$10,000	\$10,000
▪ Production of newsletter and annual report		\$10,000	\$10,000
▪ Production of posters and other print materials	\$10,000	\$5,000	\$5,000
▪ Production of give away items		\$10,000	\$10,000
▪ Advertisements on web sites	\$5,000	\$5,000	\$5,000
▪ Advertisement on radio and TV programs		\$40,000	\$40,000
▪ Advertisement on magazines		\$50,000	\$50,000
▪ Advertisement on daily newspapers		\$10,000	\$10,000
▪ Recruitment of advertising agency		\$10,000	\$10,000
Total	\$55,000	\$180,000	\$180,000

Annex 5 : The Total Required Financial Resources for the ITCA Operation for Year 2002³

Exhibition Center Component			
Item	Unit	Cost	Existing resources
<Personnel>			
▪ ITCA manager	1	\$130,000	\$130,000 (ECA)
▪ Web developer	1	\$36,000	
▪ Trainers (English and French)	2	\$56,000	\$12,000 (ECA)
▪ Administrative Assistant/Secretary	1	\$7,800	
▪ Messenger/Clerk	1	\$3,600	\$3,000 (ECA)
▪ Consultants	2	\$24,000	
Sub Total		\$257,400	\$145,000
<Equipment>			
For ITCA Standing Exhibition			
▪ Exhibition Stands	17	\$8,500	\$8,500 (JAP)
▪ Wireless networking equipment		\$15,000	\$15,000 (JAP)
▪ Procurement of Exhibition Panels and Graphic Cost		\$50,000	\$9,745 (JAP)
▪ Design Jet printer accessories (Ink cartridge, Paper, print head, etc.)		\$13,000	\$13,000 (JAP)
Sub Total		\$86,500	\$46,245
Others			
Item	Unit	Cost	
▪ Travel, cargo, booth rental, etc. expenses for the ADF 2001 post forum summit		\$8,780	
▪ Communication Cost		\$4,000	\$4,000
Sub-Total		\$12,780	\$4,000
The Grand Total		\$356,680	\$195,245

JAP – Japan

³ Cost shown here doesn't include Program Support Cost, which is already included in the specific project proposals of the donors.

Annex 6 : Timetable for ITCA 2001 activities

[illegible]

I	Task Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
17	AD 2000 post forum summit													
18	Content development for web and exhibition components													
19	Developing exhibition materials													
20	Populating ECA walls with existing and new posters													
21	Setting up permanent exhibition at UNC													
22	Displaying touch screen kiosks at UNC													
23	ITCA open day													
24	Training of journalists													
25	Workshop for African Ambassadors													
26	Content development for web components													
27	on SMEs, health education public administration and governance policy													
28	Preparation of training materials													
29	on SMEs, health education public administration and governance policy													
30	Developing exhibition materials													
31	for SMEs, health education public administration and governance policy													
32	AD 99 post forum summit													
33	Content development for web and exhibition components													
34	Developing exhibition materials													

Annex 7: Glossaries

ACMAD – African Centre of Meteorological Applications for Development (ACMAD)
ADF - African Development Forum
AGF - African Governance Forum
AISI - African Information Society Initiative
ASEAN – Association of South East Asian Nations
ATAC - African Technical Advisory Committee of the AISI
AVU – African Virtual University
COMESA – Common Market for Eastern and Southern Africa
DISD – Development Information Services Division, ECA
DMD – Development Management Division of the ECA
ECA – Economic Commission for Africa
ECDC – ITU's Project on Electronic Commerce for Developing Countries
ECOWAS – Economic Community of West African States
EU – European Union
GIS – Geographic Information Systems
GKD – Global Knowledge for Development
HMIS - Health Management Information System
ICT – Information and Communication Technologies
IGAD – Inter Governmental Authority on Development
InfoDev – Information for Development Programme of the World Bank
ISS – Information Systems Section, ECA
ITC – United Nations International Trade Centre
ITCA - Information Technology Centre for Africa
ITU – International Telecommunications Union
LCD – Liquid Crystal Display
MARA - Mapping Malaria Risk in Africa
MEDUNSA – Medical University of South Africa
NICI – National Information and Communication Infrastructure
OAS – Organisation of American States
PEDA – Population, Environment, Development and Agriculture
RCID – Regional Cooperation and Integration Division
REFER/SYFED - Réseau Francophone pour la Recherche
RESAFAD – Réseau Africain de Formation Distance
SADC – Southern Africa Development Community
SME - Small and Medium Scale Enterprises
SRDC – Sub Regional Development Centres of ECA
UEMOA - Union Monétaire Ouest Africaine
UNAIDS – Joint UN Program on AIDS
UNCC – United Nations Conference Centre
UNCTAD – United Nations Conference on Trade and Development
UNITAR – United Nations Institute for Training and Research
UNITRA – University of Transkei
USAID – United States Agency for International Development
VHF – Very High Frequency
VOIP – Voice Over Internet Protocol
WASME – World Association of Small and Medium-Scale Enterprises

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