



Online Strategy

Draft v 0.9 – July 2005

This is a draft version designed for consultation and feedback purposes. It is being updated regularly based on input from partners.

Subsequent versions of this document will include detailed requirements for the support.net.in.a.box service, web site plug ins for existing sites, and the main telecentre.org site.

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Document History

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1. Executive summary

"telecentre.org should not create 'a big portal'. Rather, it must find ways to build on and extend existing web sites, mailing lists and other online resources for telecentres."

- Accra workshop flipchart

1.1. Background and goals

telecentre.org makes social investments and provides services that build the capacity of telecentre operators around the world. This work includes the creation and rollout of an online strategy that will:

- Help people who work in telecentres to find the answers, materials and relationships they need to make their telecentres thrive.
- Provide content, web site technology and relationships that will help regional and national telecentre networks succeed.
- Create a platform for the delivery and promotion of telecentre.org services.

The aim of this online strategy is NOT to build a single web site for telecentre.org. Rather, **we aim to create a rich and resilient online ecosystem within the international telecentre movement**. We will do this by creating, strengthening and connecting regional network web sites around the world that are in the business of supporting telecentre operators.

1.2. How will we meet these goals?

telecentre.org's online strategy is designed around two key groups of stakeholders – people working in telecentres and people working in networks that support telecentres. Building on three years of research and consultation, we believe we can best serve these groups online if we:

- Create a team of **information brokers who can answer telecentre questions**, locating these brokers in telecentre networks and other NGOs.
- Share current **information about telecentres** and the telecentre movement, promoting and celebrating the work of telecentres around the world.
- Collect **the best information available for telecentres**, and encourage partner networks to share this information via their own web sites.
- Help telecentre people collaborate, placing a special emphasis on the **link between face-to-face meetings and online collaboration**.
- Offer **online tools and content for use on telecentre network web sites** so networks can deliver services like the ones described above to their members.

Services like these have been called for again and again across the telecentre movement – in past consultations with IDRC partners, in the Microsoft GSN business planning process and in our recent telecentre.org. Now it is time to actually build out these services by strengthening and supporting the web sites of telecentre networks around the world.

1.3. What do we need to build?

Getting solid support and information out to telecentres will require a distributed strategy involving dozens of partners. The idea is to help all telecentre networks have the tools they need to create both web sites and online support services. In order to deliver on this distributed strategy, telecentre.org will need to build:

- A **support.net.in.a.box for telecentre networks that need a new web site** (or a web site overhaul). This would provide telecentre networks with an online platform to deliver reference desk services, publish telecentre news, communicate with member telecentres and support collaboration.
- A collection of **online tools and content for telecentre networks that already have their own web site**. This would include stand-alone versions of the reference desk, online library, content feeds, event.in.a.box and search services that can be 'plugged in' to existing telecentre network web sites.
- A **telecentre.org web site** that highlights and promotes the work of telecentres and networks around the world, and offers a generic entry point to reference desk, newsfeed, curriculum library and collaboration services.

All of these online tools and web sites will place a **heavy emphasis on offline and low bandwidth access**. A significant portion of web content will be available via RSS or e-mail for offline reading. The most popular curriculum and other documents will be released regularly on compilation CDs by telecentre.org partners. This kind of offline access will be critical to our success.

Open standards and open content will also be critical. Standards such as the Really Simple Syndication (RSS) and Open Archives Initiative (OAI) will ensure that networks can access telecentre.org content using any technology. Creative Commons licensing of key content assets will promote sharing while still protecting the rights of copyright holders.

1.4. How will we do it (together)?

With the aim of supporting a resilient online ecosystem within the telecentre.org movement, telecentre.org will need to create a set of common resources that strengthen many partner web sites. We will also need to invest in people who both site behind partner sites and serve the whole network. Key elements of this distributed delivery strategy include:

- Extensive **sharing of content and technology** that telecentre networks and others can use to improve (or create) their own web sites.
- A core **team of reference desk and editorial staff** spread across IDRC and partner networks, with these staff serving both their own sites and the whole network.

- Significant opportunities and incentives for staff and volunteers from other telecentre networks to participate, including access to faster access to paid reference desk staff and free content or technology.
- **Low cost, flexible, simple technologies** that are hosted by ASPs working with telecentre.org technology but can also be moved over to servers run by telecentre networks in the future if desired. Low or no ongoing cost for partners.

Of course, all of this cannot happen at once. The first phase roll out September 2005 will only include basic support.net.in.a.box functions, a small number of partner sites and the core telecentre.org site. Additional features and plug-ins will be released gradually in the nine months following initial launch. All year-one services will be available in English, French and Spanish with options for additional languages over time.

1.5. What does success look like?

Creating a strong, distributed network of online services cannot be measured simply by the number of page views on a single web site. Measuring success means looking across the whole network to see what is working well. Things to look for over the coming years will include:

- Innovative **new ideas from one telecentre are more quickly adopted by others.** (*newsfeeds and newsletters*)
- Telecentres around the world offer a wider range of knowledge and services developed through easier **access to useful curriculum** and management tools. (*library*)
- Telecentres pool resources and expand offerings thanks to post-event collaboration inspired by face-to-face movement meetings (*event in a box*)
- People working in telecentres around the world provide each other with mutual problem-solving and development support via quick and effective communication tools.
- Telecentre networks and people who work in telecentres are able to communicate with each other quickly and effectively. (*member directories and e-mail lists*)
- At least 20 regional networks around the world have their own web sites and are actively sharing resources that extend their reach and impact. (*support.net.in.a.box*)

There are a number of factors that will be critical to realizing this success – prioritizing investments in people over investments in technology, ensuring that services are demand-driven, providing tools that are flexible and that evolve over time. Most important of all, it will be critical to create online services that actually help national and regional networks to become stronger service providers for their members. **If telecentre networks are strong – and interconnected – much of the rest will take care of itself.**

2. Intro: telecentre.org in action

telecentre.org will support a rich ecosystem of regional telecentre network web sites. That ecosystem provides the soil in which strong telecentres grow and thrive, allowing them to serve their communities ever-more effectively. The online services offered by telecentre.org will foster an environment of possibility – for telecentre networks, for telecentres, and for telecentre users and communities.

The telecentre.org online strategy will deliver a range of tools and services to enable a newly strong, effective and far-reaching system of telecentre network web sites. When we imagine what this ecosystem can achieve, we imagine a world in which...

A telecentre manager reaches a new community

Patricia manages a telecentre in Jamaica, and is concerned that women in her community are not getting enough use out of the telecentre's services. She does a **metasearch** on "women" and "training" through the web site of a regional Caribbean network and finds a few **blog** posts that talk about a great curriculum that teaches women how to get health information online. She finds the curriculum in the **curriculum library** of her regional network but has some questions about how to use it. She uses her regional network site to access telecentre.org's worldwide **membership directory** and contacts the Namibian telecentre that created the curriculum. The director of the Namibian telecentre answers Patricia's questions, and forwards an e-mail she recently received from telecentre in the Barbados that was planning to use the same curriculum. Patricia contacts the telecentre in the Barbados, and they agree to launch a blog on their regional network site to address the health information needs of women in the Caribbean. The blog helps Patricia think through the issues around launching her own training program, which later meets with great success and widespread participation in her community.

A telecentre worker builds new organizational capacity

When Abdi joins the staff of a telecentre in Kenya, he receives an **e-mail invitation** to participate in an East African regional network's support group for new telecentre workers. One of the other group members, Sara, tells him she found some great training resources for agricultural workers in the network's **curriculum library**. Abdi and Sara soon move their discussion of the agricultural workers' curriculum onto a **blog** they set up on the regional network site, and put a link to their blog on the curriculum page itself. Soon the blog discussion is longer than the curriculum, and a discussion of regional differences in agricultural practices and training needs leads them to create **wiki** pages on the network site that adapt the curriculum to different types of workers. Abdi and Sara write an article for the regional network's **reference desk** that summarizes their experience using a blog to share ideas for using a curriculum, and when it is distributed via **RSS** to other regional network sites, dozens of dozens of curriculum blogs spring up to provide ongoing guidance for a wide range of specific training curricula. **Simple e-mail posting and RSS capabilities mean these blogs can be both written and read offline.** Meanwhile Abdi's training sessions for local agricultural workers are so successful that his telecentre manager asks for the secret behind his quick success – and is inspired to set up her own collaborative blog for East African telecentre managers on the regional network site.

An event organizer solves problems for a region

Carlos is leading a VOIP project for a telecentre in the Philippines when he hits a major roadblock, and does a **metasearch** of a Filipino telecentre network site to look for tips on VOIP. As he reads through more than a dozen **blog** entries by people working on VOIP projects across Asia, he gets the idea of organizing a conference on telecentres and VOIP. The Filipino network's site includes a link for event organizers, which turns out to be a guide to launching a site using telecentre.org's **event-in-a-box**. Carlos uses the tool to set up a site and a call for conference organizers, which is distributed to other regional networks in Asia. After Carlos receives e-mails from more than twenty telecentre workers around Southeast Asia, he contacts the region's **reference desk** for advice on organizing a conference. The region's **information broker** points him to a guide in the **resource library** that walks through the steps to organizing a successful conference, and to an **aggregator** that gathers news of funding opportunities in the region. Once the plans are in place Carlos ramps up the conference site to solicit presentation proposals and introductions among conference participants, and sets up a **blog** for pre-conference discussions. Within a couple of weeks Carlos has all the advice he needs on how to clear his own hurdles, and after the conference finishes he uses the event site to distribute his own guide to VOIP, which becomes part of the resource library on a number of regional network web sites.

A regional network provides better information more quickly

John is an Information Broker with the European regional telecentre network. One Monday morning he gets an e-mail from the telecentre he used to manage on an island off northern Scotland; they've just heard that the wireless program they've been working on for six months may be about to lose its funding. Can John find them some really compelling economic, technological or social arguments for wireless? John swings into action and searches telecentre.org's **reference desk database** for similar inquiries. One inquiry takes him to a Northern Canadian **blog** about using wireless in schools and includes a link to training materials located on Australian network's **curriculum library**. Another inquiry comes from a South Pacific telecentre that faces similar challenges to John's colleagues in northern Scotland; John looks up that telecentre in the European network's **membership directory** and puts the two telecentres in direct contact. A third inquiry was answered by a regional network in India that has since set up an **aggregator** page to gather resources about rural wifi from telecentres around the world. John sends the aggregator's URL to his colleagues in Scotland, along with a link to the European network's explanation of how to subscribe to web pages using **RSS**. Three weeks later John hears that the Scottish telecentre got its funding renewed – and they're forwarding their successful grant application so that John can add it to the reference desk collection, where it will be ready for the next inquiry.

A telecentre.org worker empowers a regional network

Savita is one of the editors on the telecentre.org site. She works out of a regional network partner based in Delhi, which gives her a steady stream of ideas about hot topics faced by teleworkers in India and other countries. The regional network created its web site through **support-net-in-box**, which gives Savita access to a **wiki** tool that she uses to get input on stories as she is writing them. Savita also uses the site's **blog** tool to keep a running list of story ideas that she hopes people will contact her about – whether it's to provide her with information, or to volunteer

to write the stories themselves; if she needs to follow-up on these tips she find experts to interview in the telecentre.org **member directory**. But Savita doesn't create all her telecentre.org stories from scratch: a lot of her work involves organizing the blog posts, comments and articles that she finds on regional network sites around the world. Whenever Savita hears about a new tool or idea that's relevant to telecentres, like USB keychains or microcredit lending, she sets up an **aggregator** page that automatically pulls content on that topic so that telecentre workers can find all the resources they need in one place. Savita keeps a close eye on her aggregator pages and **tags** the very best examples of telecentre work for the best practices pages that promote telecentres on regional network pages around the world and on telecentre.org's own web site. Savita's always thrilled when one of her stories shows up on the main page of a regional network's web site...especially when it's surrounded by regionally-specific stories that the network found through one of her aggregator pages.

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How do we make these imagined possibilities into concrete opportunities? **The following sections review the background, participants, and needs of the global telecentre community, and outline the offerings, tools and success indicators for telecentre.org's online strategy.**

3. Background and goals

*This section outlines **telecentre.org's overall priorities** for social investment, its online service goals, and the design philosophy that will inform every step and each tool.*

3.1. Background

telecentre.org aims to build and support the capacity of people who lead and work in telecentres around the world by investing in activities that benefit grassroots telecentres, and by delivering services that connect and nurture the telecentre movement globally. Social investments will be made in four areas:

- **Convening** telecentre operators and leaders so that they can share knowledge and build strong relationships.
- **Knowledge-sharing** that helps telecentres learn from each other, develop materials in common and quickly adopt new ideas.
- **Building the capacity of networks** that provide support and services to telecentres on a national and regional basis.
- **Innovative research and development** that creates new technologies, business models and services that can be implemented in telecentres.

The program is hosted at Canada's International Development Research Centre (IDRC), and is funded jointly by IDRC and the Microsoft Unlimited Potential Program. Additional social investors will soon be joining this initiative.

This strategy document describes the online services that will be implemented to support these social investments and, ultimately, to strengthen the global telecentre movement.

3.2. Online service goals

telecentre.org's online services will be designed to promote cooperation and knowledge-sharing across the whole of the telecentre movement. Specific goals include:

- Help people who work in telecentres to find the answers, materials and relationships they need to make their telecentres thrive.
- Provide content, web site technology and relationships that will help regional and national telecentre networks succeed.
- Create a platform for the delivery and promotion of telecentre.org services.

All of these goals will be pursued with the idea of openness, flexibility and collaboration in mind. The idea is not to create a single web site that meets these goals, but rather to provide services and make investments that help the telecentre movement to meet these goals together. With this in mind, **the telecentre.org online strategy focuses on providing tools that help regional networks support grassroots telecentres around the world.**

3.3. Design philosophy

While the actual services and content that exist online may change over time, telecentre.org's online strategy will remain grounded in a set of enduring design principles. Designed to guide us in our efforts to 'promote cooperation and knowledge sharing', adherence to these principles will be more important than any single decision we make. They include:

- **People-driven** – priority should be placed on the people behind the web sites, and not on the technology. Money spent rolling out the online strategy will reflect this priority.
- **Distributed** – our aim is to create a healthy online ecosystem within the telecentre movement, NOT to create a single telecentre.org web site. This makes it easier to respond to user needs *and* stay sustainable.
- **Demand-driven** – the content and services on the site will be driven by the questions telecentre people ask and the material they post.
- **Evolutionary** – telecentre.org online services will start small and simple, and then will grow and evolve in response to demonstrated user needs.
- **Shareable** – both the content and the technology behind telecentre.org will be shared freely with partner networks and others supporting telecentres.
- **Appropriate** – tech decisions will be based on the principle of 'appropriate technology', with user needs being the primary driver of all decisions.

It is also worth stating that the overall telecentre.org initiative is guided by a set of core values. These include a commitment to being social mission-focused, transparent, partnership-driven and, again, the use of appropriate technology. The core funding partners have contractually committed to these values and believe that they are central to the success of telecentre.org.

4. Who are we serving and what do they need?

*This section **describes the audiences we aim to serve** with the telecentre.org online strategy, and outlines our understanding of what these audiences need.*

Ultimately, the online information and services created described in this document should strengthen telecentres and the telecentre movement around the world. To meet this goal, our online strategy needs to be firmly focused on the needs of three key audiences:

- **People who work in telecentres** including managers, trainers, techies, volunteers, content developers and social entrepreneurs.
- **People who support telecentres** in regional and national networks, including network leaders, program coordinators, master trainers and e-riders.
- **People delivering telecentre.org services** including online information brokers and news editors, most of whom are located in regional networks.

Of course, we hope to reach many others beyond these three groups – policy makers, government officials, development funders, researchers, the media. Smaller scale, targeted communications efforts that leverage telecentre.org online content will be developed for these audiences.

4.1. People who work in telecentres

People who work in telecentres are the ultimate beneficiaries of everything telecentre.org does, including its online work. Based on a variety of consultation inputs (see Appendix A), we believe that key needs of this group which can be addressed online include:

- Help with telecentre management, including fundraising and sustainability
- Training and professional development for people working in telecentres
- Access to reliable technical support and advice
- Access to ready-made curriculum for use within telecentres
- Ability to connect with and learn from people in other telecentres
- Access to useful and appropriate technologies

The recent telecentre.org survey put a heavy emphasis on the top two items – improved management and sustainability capacity, created in part through training programs for telecentre managers.

As the needs of telecentre managers vary from place to place, regional network web sites will play a central role in meeting the needs of this group.

4.2. People who work in telecentre networks

In order to help people working on the ground, telecentre.org plans to work with national and regional telecentre networks around the world. Research to-date shows that people from existing and emerging networks are looking for:

- A way to provide technical support to local telecentres
- Online technology and content that they can use for their own site
- Tools to organize and document face to face learning events
- Ways to share content with other networks (open content)
- Help with fundraising and sustainability
- Ability to organize and communicate with a community of members

Results from the telecentre.org survey put an especially strong emphasis on the idea of connecting networks together so they can learn from each other. In particular, there was a call for news and storytelling that would help organizers learn 'how other networks have succeeded.'

Providing online tools, content and other services to networks and others who support telecentres is central to the telecentre.org online strategy. Serving this group both makes networks stronger and ensures that useful, localized online services are being offered to telecentres on the ground.

4.3. telecentre.org service delivery partners

Of course, there is also a need to build online services that support the overall goals of the telecentre.org project as well as the people charged with delivering telecentre.org online services. Most of the people delivering these services will be located in regional networks or other NGOs working on ICT-for-development issues. Their needs include:

- Ways to increase awareness about the value and importance of telecentres and the telecentre movement
- Tools to organize and document face to face learning events
- Ability to organize and communicate with a variety of online communities
- Tools and content that can be shared with partner networks to help them succeed
- Channel to share information from funded projects and networks
- Recognition for major tc.org partners, especially founding social investors
- Platform to share descriptive information about the telecentre.org initiative

These needs will be addressed both through the creation of services for networks (promoting sharing and community building) and the telecentre.org web site (offering a generic entry point and descriptive information about the project).

4.4. Content needs (for all groups)

In addition to understanding the service needs of key audiences, it is also important to understand the type of content that people will expect to find on telecentre.org and affiliated sites. Key content needs identified through past research and consultation include:

- Business planning and sustainability ideas, for telecentres and for networks
- Training for telecentre managers
- Training curriculum for use by telecentres
- Technology support and documentation
- New ideas and innovations that telecentres can adopt
- News stories about telecentres and telecentre networks
- Regular reports on telecentre lessons learned and best+ worst practices

- Local content, and local content strategies
- Fundraising support materials

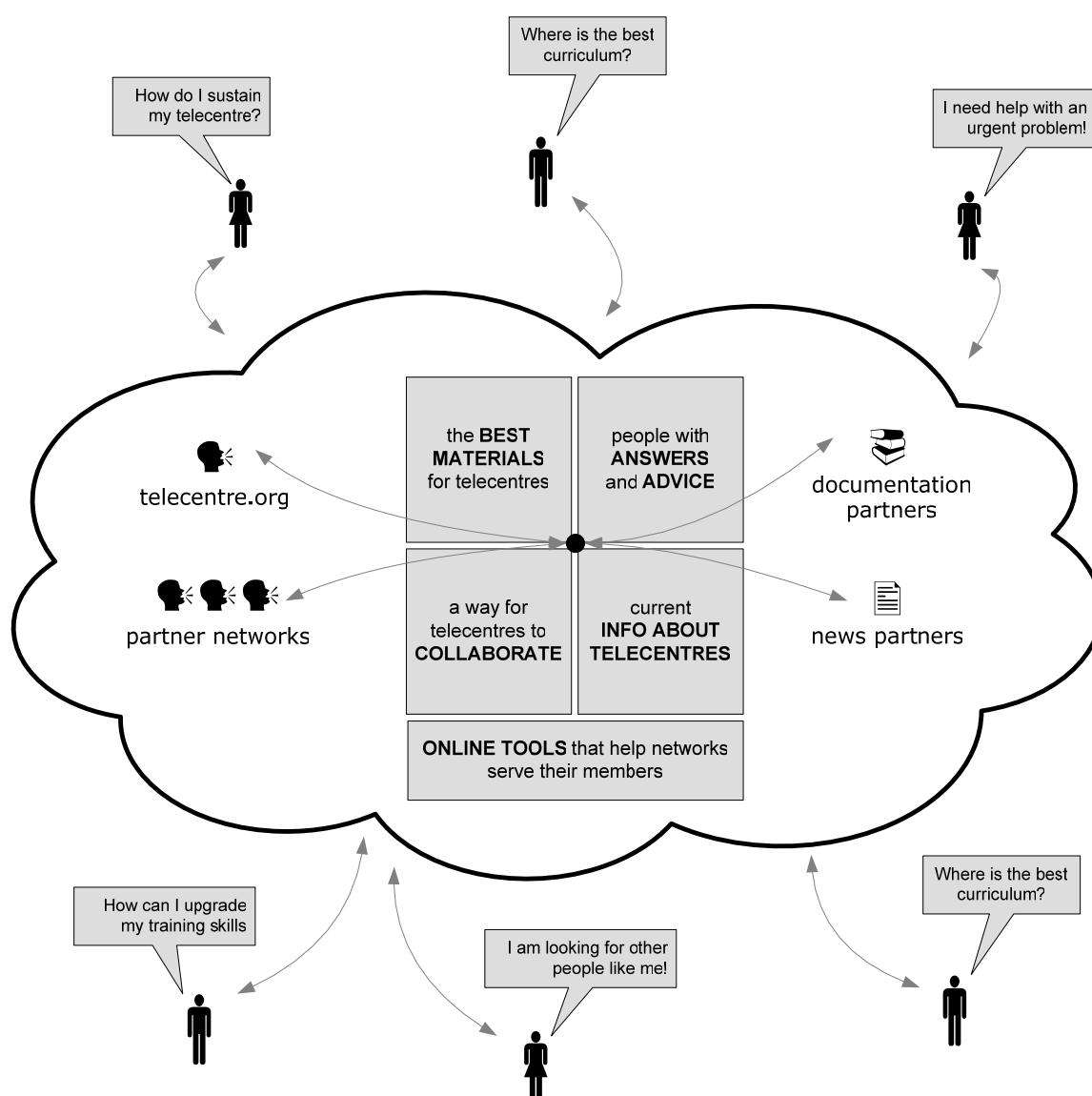
The recent survey put a particular emphasis on sustainability and social enterprise models, telecentre management resources and local content resources. **The telecentre.org library, newsfeeds, newsletter, blogs and mailing lists will focus on these types of content.**

5. How do we address these needs?

*This section describes **how we will meet the information needs of telecentres** by working with regional networks to build a global network of online information and support services.*

The three years of research and consultation that underlie telecentre.org make one thing clear: telecentres and telecentre networks need resources that will make them stronger. In particular, there is a need for better curricula, support and advice, collaboration opportunities and news about telecentres on the ground. There is also a need for online tools that help telecentre networks support their members.

As this diagram illustrates, **telecentre.org plans to address the needs of telecentres (the people asking the questions) by working with telecentre networks, news partners and documentation partners (the organizations inside the cloud):**



The underlying premise of telecentre.org is that one organization alone cannot do this work. It is only by working together that we can address these needs and provide these services. With this in mind, the telecentre.org online strategy is focused on creating a set of common resources that any telecentre network or support service can use to improve its own web site. **The result will be a 'loosely joined' global ecosystem of web sites run by regional networks and telecentre.org that can help telecentres in all parts of the world.**

The following sections outline five approaches and services that have been designed to promote this kind of collaboration.

5.1. **Access to PEOPLE WITH ANSWERS** (*reference desk + mail lists*)

telecentre.org will help to build a pool of people who can answer questions from telecentres on the ground. These people will include both 'expert' information brokers who really know the telecentre information landscape and telecentre operators who are interested in helping and learning from their peers. More specifically:

- **What's needed?** Reliable technical support and advice; connect with and learn from people in other telecentres; platform allowing networks to support local telecentres.
- **What will we do?** telecentre.org will set up a **shared reference desk service** which will help telecentres find useful materials and guide them to on the ground support services such as e-riders. It will also highlight and – where necessary – set up **mailing lists** that allow telecentres to provide advice and peer support to each other.
- **How will we do it?** The reference desk service is initially in English, Spanish and French, and will be available both from partner sites and directly from telecentre.org. The peer support service will be built primarily on existing lists, with web archives and promotion via telecentre.org. New lists will be created only where there are gaps. Knowledge from both the reference desk and mailing lists will be regularly harvested to improve other telecentre.org information services.
- **Who will do it?** Three paid information brokers will be supported by telecentre.org but reference desks will be located within networks and other partner organizations. Other networks may also set up reference desks using their own resources and staff, and will receive a free technology platform as well as priority second tier support from the three information brokers funded by telecentre.org. Information brokers also play role in keeping lists alive and in building a knowledge base from answers provided via the reference desk.

The primary aim here is to create a distributed, resilient pool of people who know the telecentre information landscape. These people will not only help telecentres find the information they need in real time but will also ensure that other telecentre.org services are demand driven – they will fill information gaps and improve services like the library on the fly as they do their jobs.

5.2. Current information ABOUT TELECENTRES (*newsfeeds*)

telecentre.org will produce and share current information *about* the telecentre movement, promoting and celebrating the work of telecentres around the world. Our work in this area will include:

- **What's needed?** Insights on key issues like sustainability, new technology, training; new ideas and techniques that can be adopted by telecentres; information about what is going on in other telecentres around the corner and around the world.
- **What will we do?** telecentre.org will feature and distribute articles, **newsfeeds and newsletters** focused on the telecentre movement will be drawn from partner sites and distributed through a variety of channels (mail, web site, RSS). It will also encourage informal reporting using **blogs**, especially for telecentre.org supported projects and exchange programs.
- **How will we do it?** Newsfeeds and blogs will be published through both partner sites and the main telecentre.org site with RSS feeds always available for republishing anywhere on the web. A newsletter in English, French and Spanish will be produced by telecentre.org, with partner networks having the option of producing their own newsletters.
- **Who will do it?** Articles and newsletters will come from a variety of sources including a small number of partners resourced by telecentre.org to cover the telecentre movement. Blog content will come from people participating in telecentre events, exchange programs and learning events. Blogging will be used as a way for ALL telecentre.org funded initiatives to self document their work.

Creating a constant stream of fun-to-read, plain-language news and blog postings will help to create stronger identity and relationships in the telecentre movement – people will know what others are doing. Equally important, these information sources will help innovative ideas travel more quickly. A new technology experiment by a telecentre in one part of the world can be easily picked up by others who find out about it in news or blog post.

5.3. The best INFORMATION FOR TELECENTRES (*library + search*)

telecentre.org and its partners will have an important role to play in identifying the best information available *for* telecentres, and in encouraging partner networks to share this information via their own web sites. The most crucial resources to share are the curricula that regional and national networks can distribute to telecentres who want training materials that can be quickly turned into training programs for the communities they serve. Activities in this area will include:

- **What's needed?** Curriculum and management materials for use in telecentres; new ideas and techniques that can be adopted by telecentres; training for telecentre managers.
- **What will do?** telecentre.org will provide access to a **curriculum library** that contains best available curriculum and telecentre management

resources. It will also offer a '**telecentre.org meta search**' that points at the best telecentre support web sites, mailing lists, blogs, etc. from across the Net.

- **How will we do it?** Initially available in English, Spanish and French, both the library and the search will be available via partner network sites and the main telecentre.org site. The library will use open standards like OAI to leverage and support existing sites and to allow for new sites to emerge over time. Using open standards will also make it possible to provide single window access on multiple sites.
- **Who will do it?** The library and search will be managed primarily by reference desk staff in partner organizations, with financial support, tech infrastructure and coordination by telecentre.org. Reference desk staff and regular site users will all have an opportunity to rate content to help us decide what is 'best'.

In the short term, the library and search will make it easier for people in telecentres to find materials they need to do their work – especially technical curriculum, templates for planning and management and research on the telecentre movement. Over time, these services will go even further, helping to build a cohesive and resilient body of knowledge that can be used for continuous training of telecentre operators.

5.4. Tools that HELP PEOPLE COLLABORATE (*events + directories*)

One of the primary goals of telecentre.org is to increase collaboration and knowledge sharing amongst people in the telecentre movement. In part, this happens through face-to-face convenings supported by telecentre.org. However, there is also a need to promote online collaboration. With this in mind, we will address:

- **What is needed?** Tools to organize and document face-to-face learning events, plus support for ongoing online connections and knowledge exchange among people in telecentres.
- **What will we do?** telecentre.org will offer an '**event-in-a-box**' service to create simple mini-sites for face-to-face events as well as post-event collaboration. These mini-sites will include mailing lists, wikis, blogs and photo galleries. We will also create a system of **member management and directory services**. These services allow people in the telecentre movement to find each other and help networks manage relationships with members.
- **How will we do it?** telecentre.org and select partners will offer 'event-in-a-box' sites. Each site will have an event specific URL. Member management and directory services will be available across affiliated partner sites.
- **Who:** The event service will be managed by telecentre.org and its core technical partners. The member management systems will be run primarily by partner networks.

While catalyzing meaningful collaboration takes time, it also has the potential of huge pay offs. telecentre.org will need to start off quickly with simple collaboration

tools (e.g. wikis for events) and build more complex tools (e.g. member management) more methodically based on experience and community input.

5.5. Tools to HELP TELECENTRE NETWORKS serve their members

In order to create an ecosystem of web sites that can deliver the services described above, telecentre.org will need to help regional telecentre networks create or strengthen their web sites. These sites in turn will allow networks to better serve their members. The following is an overview of the tools we will offer to members to help in this area:

- **What is needed?** Online tools that help networks better serve their members, including the delivery of curriculum and support services. Also, platforms to organize and communicate with national and regional telecentre communities of telecentre operators.
- **What will we do?** telecentre.org will create a '**support.network.in.a.box**' for new network web sites and a series of **technology and content plug-ins** for existing network web sites. The plug-ins will include a curriculum library, a reference desk service, telecentre newsfeeds, a telecentre.org meta search, blogs and newsletters, and a basic web content management system. Whether a network is building a support site from scratch using the support-net-in-a-box or extending an existing site with telecentre.org plug-ins, these tools will allow network sites to function as effective and powerful resources for telecentre support within their region.
- **How will we do it?** – Content like the curriculum and news will be offered using open standards and open content licenses that make it easy to incorporate into existing sites. Technology will be based on a set of well-established, easily available web tools that can either be integrated into an existing site or used to quickly assemble a new site.
- **Who will do it?** telecentre.org will work with a small number of carefully selected partners to provide core technology and content infrastructure. Partner sites will be responsible for integrating the content and tools they want into their own site. A small number of partners will receive funding to hire reference desk staff to work on both their own sites and on common telecentre.org resources.

All of this will increase the online information and service delivery capacity of telecentre networks in countries and regions around the world. This increased capacity provides a foundation on which to roll out our distributed approach to information delivery and community building. It is also an important first step towards creating a healthy online ecosystem to support telecentres.

6. What do we need to build?

*This section provides an **overview of the tools and content the telecentre.org will offer to regional networks** (and also deliver on the telecentre.org site). The regional network sites created (or improved) through the use of these tools and content will serve the needs of people who work in local telecentres around the world.*

As outlined above, telecentre.org's online strategy is based around a distributed approach. To deliver on this approach, we will need to build out a distributed content and technology infrastructure that networks can pick and choose from to meet their own needs. Offerings will include:

- A '**support.net.in.a.box**' for telecentre networks that need a new web site (or a web site overhaul).
- A collection of **online tools and content plug-ins** for telecentre networks that already have their own web site.
- A **telecentre.org web site** that offers a generic entry point to information brokers, news about telecentres and the curriculum library.

Open standards, open content and offline access to content will also be critical to success. Standards such as RSS, OAI and Creative Commons will be central to our strategy. Offline access will be provided by RSS, yearly CDs and partnerships with offline providers.

6.1. Support.net.in.a.box

The core 'platform' offering of telecentre.org will be the support.net.in.a.box – a simple web content management and mailing list system for the creation of telecentre network web sites. It will include:

- A **basic** content management system (CMS) for publishing news, articles and documents produced by a telecentre network or its members.
- Integrated versions of all 'plug-in' tools including the **reference desk**, **curriculum library** and **meta-search**; all the tools we provide as optional plug-ins to existing sites will be part of the built-in functionality of the support-net-in-a-box by default.
- **Blogs** that allow telecentre network members or telecentre users to tell their own stories about telecentres ... or any other stories that matter to their lives, communities and regions.
- **News and blog aggregators** that make it possible to collect information from sources like telecentre.org, other network sites and member blogs onto one page.
- A **membership database** that serves both as a registration system for an individual support network web site and a member management tool for regional support networks.

- **E-mail newsletter and mailing list** software that is tied into the member management database.

The support.net.in.a.box service will be based on a single hosted solution provider working under the direction of telecentre.org. Networks will also have the option of hosting their own version of support.net.in.a.box at their own expense. As outlined below, it is expected that at least basic versions of all these features will be available in the 'phase one' slated for November 2005.

6.2. Web site tech and content 'plug-ins' for networks

telecentre.org will also offer a collection of technology and content 'plug-ins' for use on regional, national and partner network web sites. It will be possible to use these services on their own or as a part of the support.net.in.a.box service. Services will include:

- A back end for offering **reference desk** services and capturing knowledge generated by this service. In phase one, this will be a simple e-mail form and private e-mail list used by information brokers + an FAQ system. In phase two, it will include a full support ticketing system designed with the input of information brokers. (*phases one and two*)
- An online **library that houses curriculum and management tools** useful to people who work in telecentres. In phase one, this will be a simple document repository + meta-data housed on telecentre.org and partner sites. In phase two, it will be a service that allows searching and access across multiple curriculum library web sites using the Open Archives Initiative (OAI) protocol. (*phases one and two*)
- **A collection of news and library feeds** that can be easily republished on any web site that accepts RSS feeds, or read offline by anyone with an RSS news reader. At a minimum, these feeds will include 'telecentre news', 'new telecentre curriculum' and 'recent reference desk questions and answers' in English, Spanish and French. (*phase one*)
- **event.in.a.box mini-web sites** that provide a platform for running and documenting face-to-face events. Each mini-site will include its own wiki, blog aggregator, mailing list and community photo-blog. Also, sites will have their own third level domain (e.g. event.partnernetwork.org or event.telecentre.org). (*phase one*)
- A **telecentre.org meta-search service** that provides an index of the best web sites, mailing lists and blogs in the 'telecentre universe'. This service will also allow local partner network site searches and web searches. (*phase two*)

Plug-in services will be provided by telecentre.org (content) and a variety of different solution providers (technology). These services will be available free of charge to all partner networks. Partner networks will be responsible for integration with their own sites and ongoing content management.

6.3. telecentre.org web site

In addition to providing online tools to help networks build or improve their web sites, telecentre.org will also create its own site. This site will serve as a generic entry point to all of the services listed above and as a 'pick up point' for content feeds that can be re-published on other sites. Built on the support.net.in.a.box platform, the site will:

- Provide a **constant feeling that there are 'people behind this site'** by showing regularly changing news, blog postings and reference desk questions on the front page. Visitors should feel that the site is alive and thriving.
- **Promote participation** in mailing lists, blogging, content ranking and other activities. Visitors should feel welcome to participate.
- Make it easy for users to find **regional and national telecentre network web sites**, especially those affiliated directly with telecentre.org.
- Use a **'flat' architecture** that makes it possible to undertake most tasks – ask a reference desk question, read telecentre news, find curriculum – right from the front page of the site.
- Offer editors and community members ways to **'promote' content to the front page** if they think it is important. This will include: highlighted event mini-sites, monthly themes, good blog posts, particularly useful curriculum.
- Offer services in at least **English and Spanish** (or French?) from day one, expanding quickly to include French (or Spanish?) and other languages when there is content and demand.

As noted elsewhere in this document, the critical factor in all of this will be the people behind the web site. Site editors and reference desk information brokers will be in place well before the site launches in November. Also, training and support kits promoting the use of blogging and RSS will be included in all contact with partners/ scholarship recipients/workshop attendees during the first year of operation.

6.4. Open standards and open content

Open standards and open content will be absolutely central to the success of the telecentre.org web strategy. Key standards and content licenses include:

- **Really Simple Syndication (RSS)**, which provides a standard way to share, find or organize content – a blog posting, a news article, a description of a curriculum module – across multiple web sites. RSS makes it easy for users to keep up-to-date on the latest content added to the network, and also makes it possible for people to access web content offline using a client-side 'newsreader'. Significant portions of the telecentre.org site will be available in RSS format.
- **Open Archives Initiative (OAI)**, which offers a standard format for publishing descriptions of curriculum and other materials in an online library. With OAI, it is possible to search for curriculum across multiple library web

sites from a single interface. This will make it possible for telecentre.org and partner sites to maintain their own libraries while at the same time offering unified access to all curriculum.

- The **Creative Commons**, a content licensing system that both promotes the sharing of material and protects the rights of copyright holders. Copyright holders may choose how people who pick up their material. All original material funded or published directly by telecentre.org will be released under a license that grants modification and redistribution rights to non-profits and people in the developing world. telecentre.org online systems will include a system for indicating the license associated with a specific piece of content.
- **UNESCO Multi-Media Toolkit (MMTK)**, a standard format for publishing technology curriculum and documentation. This format is being used by more and more organization in the ICT4D community who work in the curriculum and training realms. telecentre.org aims to join the MMTK consortium and will encourage all partners to prepare curriculum and documentation in this format.

Combined with the proper content and facilitation, these standards have the potential to dramatically improve the content and knowledge sharing within the global telecentre movement – a core goal of telecentre.org.

6.5. The importance of OFFLINE access

Many telecentres have limited or expensive access to the Internet, and some are still disconnected from the Internet altogether. Given this reality,

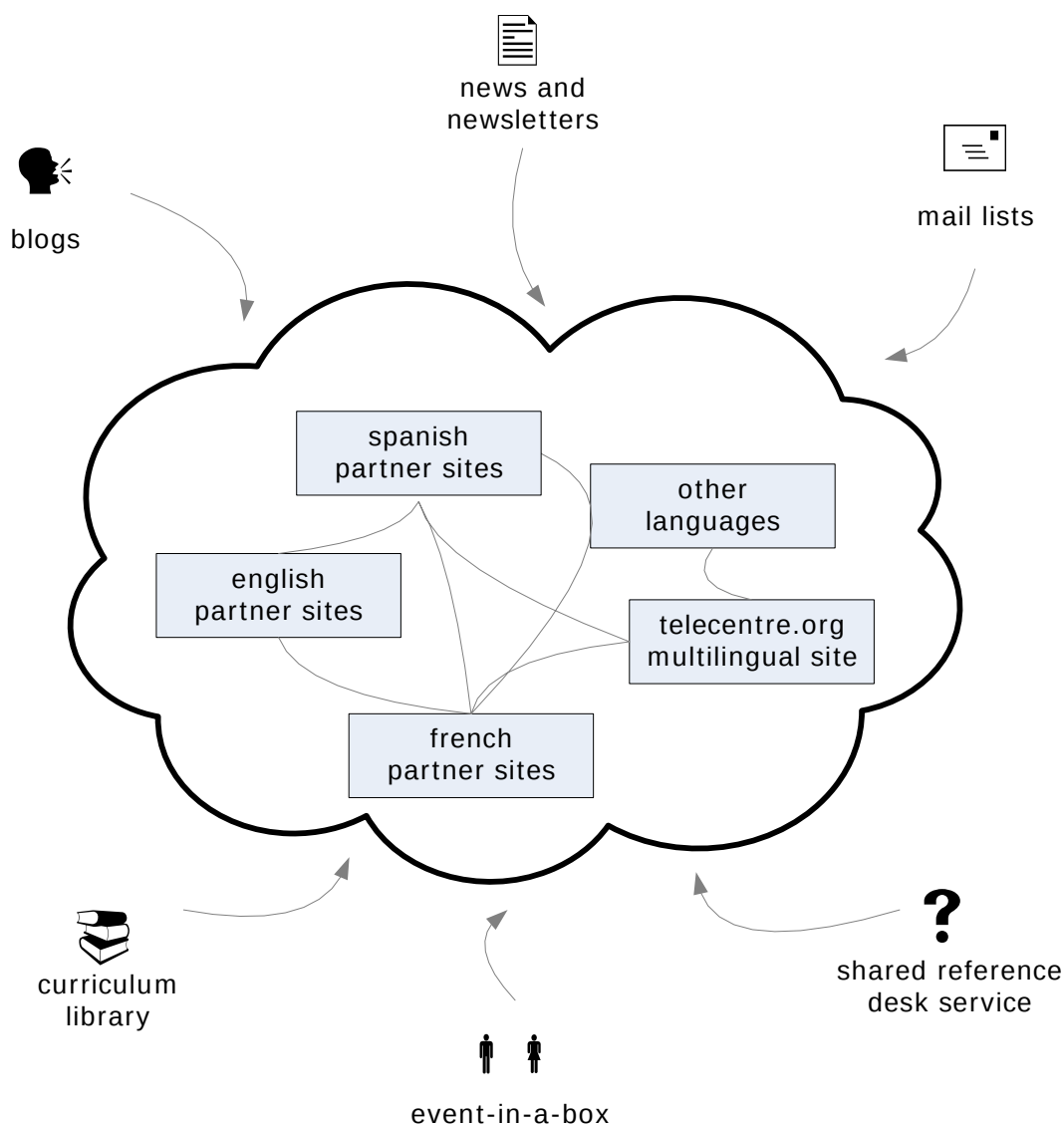
- **Really Simple Syndication (RSS)** offers the opportunity to access web content offline using an RSS newsreader. Significant portions of telecentre.org site and partner content will be available by RSS.
- **Posting content by e-mail** will eventually be included as a feature in telecentre.org blogs and wikis. This will make it possible for people to post web resources even if they do not have reliable web access.
- **E-mail lists** are often a preferred method of online interaction for people with limited connectivity. E-mail lists and searchable list archives will form a central part of our strategy.
- **CD-ROMs** containing the best curriculum and resources will be released on a yearly basis. This will be done on a regional basis by partners with the support of telecentre.org.
- telecentre.org hopes to work with **offline content partners** such as the Open Knowledge Network (OKN). OKN maintains an offline database of useful local content for telecentres and others.

Of course, telecentre.org will also have many ways of providing offline support that do not involve electronic communication including face-to-face events and national support networks. These activities are supported through telecentre.org social investments in telecentre networks and other partners.

7. How will we deliver it (together)?

*This section describes the **network partnerships and other strategies** that will be necessary to turn our vision of a distributed information ecosystem into reality.*

This document began with an important statement – the aim of this online strategy is NOT to build a single web site for telecentre.org. Rather, **we hope to create a rich and resilient online ecosystem within the international telecentre movement.** In practice, this means creating a set of common resources that strengthen many partner web sites. This might look something like this:



People working in telecentres may access this universe of information and relationships through any of the sites shown in the cloud – through partner sites or telecentre.org. No matter where they go, they will get useful information to help them in their work, albeit with a different spin and presentation on each site.

On the service delivery side, partner networks would each focus on their own constituencies and competencies, while at the same time contributing to and drawing from the common resource pool. telecentre.org will provide resources to some partners in order to hire staff who have both local and network-wide roles. Other partners will be motivated to participate as a way to gain access to free tools and content that will help them to better support the telecentres that they serve.

7.1. Sharing content and technology

As the diagram above implies, sharing content and technology with networks and other partners sits at the core of the telecentre.org strategy. This will make it possible to building an ecosystem of mutually reinforcing sites. Key sharing arrangements will include:

- **Content sharing – blogs and news:** telecentre.org, partner site editors and the community will have a chance to aggregate the best news and blog postings into aggregated news feeds. These feeds will be available by RSS for republishing on partner sites or offline access.
- **Content sharing – library:** telecentre.org library partners will agree to use a common metadata standard such as the Open Archives Initiative (OAI). This will make it possible for partners to offer library searches and access across all library repositories in the network. Also, descriptions of new curriculum items added to telecentre.org and select partner sites will be available by RSS for republishing or offline access.
- **Technology sharing – support.net.in.a.box:** Hosted on a central application service provider (ASP) server for telecentre.org. Partner sites can be set up quickly and then 'skinned' to reflect the graphic design of partners. Partners can have their own URL (www.partner.org) or a telecentre.org subdomain (partner.telecentre.org). Partners will be able to take their site and content onto their own server at their own expense.
- **Technology sharing – event.in.a.box:** Also hosted on a central application service provider (ASP) server for telecentre.org. Event sites can be quickly set up based on a fixed template with a telecentre.org (eventname.telecentre.org) or partner (eventname.partner.org) domain.
- **Technology sharing – web site plug ins:** Web site plug-ins such as the meta-search and the reference desk service will mostly be simple HTML forms that can easily be added to existing partner network web sites.

It is important to emphasize that all of this content and technology sharing happens on an opt-in basis. telecentre.org partners may take as little (a single RSS feed) or as much (a whole web site for their network) as they like. The idea is NOT to force partners to buy into the telecentre.org model wholesale, but rather to give them building blocks to help them in their work. **We anticipate that telecentre.orgs will combine these building blocks in a range of different ways, creating a world of telecentre support sites that are as diverse as telecentres themselves.**

7.2. Who does what?

The people and organizations behind the telecentre.org online strategy will be central to its success. They will be the ones who make the 'online ecosystem' come to life. Key roles for people and organizations include:

- **People who work in telecentres** use various telecentre.org sites to find information and contribute content by posting to blogs or participating in mailing lists. Individual telecentres and the people who work in them do not have their own telecentre.org web sites, although they may have blogs.
- **Telecentre network partners** use tech tools and content provided for free by telecentre.org. Networks that offer their own reference desk service to their members receive priority/escalated support from reference desk staff funded by telecentre.org.
- **Reference desk partners** are existing telecentre or community technology networks that house at least one information broker funded by telecentre.org. They provide reference desk services on their own site and within a specific language area on the telecentre.org site. They also contribute back to various information products including the library and blogs. telecentre.org tools and content are included on partner sites as desired and needed by the partners themselves.
- **News and documentation partners** provide an initial foundation of news and curriculum for telecentre.org and partners at start up. They continue to contribute to this pool over time and can promote themselves as part of the telecentre.org ecosystem.
- **Technical partners** provide, host and update technology needed to run telecentre.org and partner sites. These partners **MUST** have an interest in maintaining this technology for other clients and markets – they can't just provide custom tech for telecentre.org.
- The **telecentre.org site management partner** is an NGO with a strong track record managing online community sites. They house editors/online facilitators who are funded to update and manage the telecentre.org multi-lingual site. They also coordinate (or implement) tech systems among all partners. They produce regular newsletters in three languages and facilitate information flow among partners.
- **IDRC's telecentre.org team** leads and coordinates online strategy implementation across all partners. They make strategic investments in online service delivery partners and manage this investment portfolio. They also monitor the quality of work by reference desk and site management partners.

As suggested above, staff responsible for day-to-day operations of telecentre.org web site are located outside IDRC in partner organizations. Servers and other technology are housed by technical partners. telecentre.org will publish information on how a network can become a partner on its web site.

7.3. Key milestones along the road

telecentre.org's online strategy will not roll out over night. It will take at least a year to create all of the building blocks, and much longer than that to build up the community of partners and users that will make the ecosystem 'live'. Major phases in the rollout include:

- **Creating a basic prototype:** support.net.in.a.box platform is selected and implanted as a telecentre.org beta web site. It is imagined that this initial system and site will include a basic CMS, blogs, wikis, newsletters, RSS feeds and simple reference desk access. **By September 2005.**
- **Testing and site launch:** Basic system is tested with community members and at least two partner sites are created. The telecentre.org site and support.net.in.a.box service are launched at WSIS in Tunis. Requirements for additional models are also being gathered during this period. **By November 2005.**
- **Additional services beta:** All of the main online service offerings are reading for testing and integration into partner sites. This includes the curriculum library, membership management database, meta-search and event.in.a.box. **By February 2005.**
- **Training and promotion:** Extensive online and offline training and promotion around telecentre.org online services, especially RSS use. Modifications to system based on user feedback. **Up to May 2005.**
- **Full release:** All online services are available and tested for partners. Documentation on how to sign up and use these services is available. **June 2005.**

Of course, the evolution of these services will continue beyond June 2005. User feedback will be gathered on a constant basis to help improve online content and tools. telecentre.org will regularly invest in upgrades to both tools and content, and will target its ongoing investments to reflect the priorities and experiences of its partner networks and telecentre users.

8. What does success look like?

*This section outlines the **success indicators and success factors** that will keep telecentre.org's online strategy on track.*

The success of telecentre.org will be measured by the same criteria used to assess any ecosystem: does it meet the needs of its members? Is it stable? Is it resilient? Is it sustainable?

All of these questions hinge on whether telecentre.org is fulfilling its core mission of supporting telecentre people around the world. Our success indicators reflect this people-centered mission, and our success factors point to keeping the people focus front-and-centre.

8.1. Measuring success

Our success indicators reflect our people-centred perspective: ultimately, telecentre.org is successful to the extent that it meets the needs of people who work in telecentres and people who support telecentres within regional and national networks. The point of this online strategy is not to build the world's best-looking or biggest web site: it's to provide tools that help telecentre people deliver training and services in their communities. If telecentre people are able to work more effectively, more easily, and with ever-greater satisfaction in their work, then we'll know that telecentre.org is doing its work. We will know that is happening when:

- It is demonstrably easier for telecentre managers to find the curriculum and management tools they need to do their work, no matter where these tools are actually located. (*reference desk and library*)
- People in the telecentre movement are more aware of each other's work, and innovative new ideas from one telecentre are more quickly adopted by others. (*newsfeeds and newsletters*)
- A culture of storytelling and continuous documentation has emerged in the telecentre movement, creating more diverse sources of information and helping good ideas to travel more quickly. (*blogging and event.in.a.box*)
- Face-to-face meetings in the telecentre movement regularly serve as a foundation for collaboration between individuals and leave a legacy of documentation and storytelling for people who did not attend the event. (*event.in.a.box*)
- Telecentre networks and people who work in telecentres are able to communicate with each other quickly and effectively on topics they are most interested in. (*member directories*)
- There are at least 20 lively, active regional telecentre network web sites around the world, and these web sites are sharing content and resources with each other. (*support.net.in.a.box*)

These high level success indicators will be used as the basis of a telecentre.org online strategy evaluation framework. Regular evaluation will be used to improve the online services offered by telecentre.org.

8.2. Critical success factors

This online strategy has been developed in response to the articulated priorities of the telecentre movement, and draws on the leading models of online collaboration. We are confident that the combination of dedicated people, distributed responsibility, and flexible tools will support a vibrant and effective telecentre movement.

Nonetheless, success is not guaranteed. For this project to realize its full potential, both telecentre.org and its partner networks must maintain their commitment to the key principles underlying this model of distributed collaboration. As we move forward from outline to discussion to implementation, we hope to foster continued attention to these principles – and to the practical success factors that are linked to each of them:

- Place priority – and focus funding – on the people side of things, not on technology. Make sure that good reference desk staff and editors are in place.
- Provide flexible tools for regional networks, making it easy for them to provide good services and content to their members.
- Provide people working in telecentres with useful content and quick answers. Where we can't provide answers, use this information to improve our content.
- Play a key role in aggregating and disseminating current information, and in helping people find the best resources.
- Lead by example, showing how informal communication and small pieces loosely joined make a dynamic whole. Make sure that we have staff blogs, innovative use of wikipedia, creative commons, etc.
- Start small and simple, and then evolve based on feedback. Remember that telecentre.org is raw material for building a movement online.

Alongside the design principles outlined above, this list of success factors will guide the day to day decision making and focus people delivering telecentre.org services.

APPENDIX A – Research and planning inputs

Past research and consultation

The thinking behind the telecentre.org project is based on a significant foundation of consultation and planning. The following tables provide an overview of major needs identified through: 2004/05 IDRC meetings with telecentre leaders (column 1); 2002/03 IDRC supported telecentre support net meetings in Paris and Maputo (column 2); the Microsoft GSN business planning process (column 3); and a recent IDRC survey of telecentre managers, networks and people who support telecentres. The content needs analysis information included in section three of this document is based on these tables.

Telecentre needs				
Item	Meetings	IDRC	MS-GSN	Survey
Training and professional development for people working in telecentres	✓✓✓	✓	✓	✓
Help with telecentre management, including fundraising and sustainability	✓✓✓		✓	✓
Access to reliable technical support and advice	✓✓	✓	✓	
Ability to connect with and learn from people in other telecentres	✓✓	✓	✓	
Access to ready-made curriculum for use within telecentres		✓	✓	✓
Access to new ideas produced through tc.org 'action R+D' projects	✓		✓	
Access to useful and appropriate technologies	✓			✓
Access to advice and ideas from leading experts	✓			
Help with local needs assessment and market analysis	✓			
Ways to share content with other telecentres	✓			

Network and partner needs				
Item	Meetings	IDRC	MS-GSN	Survey
Tools to organize and document face to face learning events	✓✓		✓	
A way to provide technical support to local telecentres	✓	✓	✓	
Ways to share content with other networks (open content)	✓✓	✓		
Web site that supports operation of regional networks	✓		✓	✓
Help with fundraising and sustainability			✓	✓
Ability to organize and communicate with a community of members			✓	✓
Access to new ideas produced through tc.org 'action R+D' projects			✓	

telecentre.org needs				
Item	Meetings	IDRC	MS-GSN	Survey
Ways to increase awareness about the value and importance of telecentres	✓		✓	✓
Tools to organize and document face to face learning events	✓		✓	
Tools and content that can be shared with partner networks to help them succeed		✓	✓	
Ability to organize and communicate with a variety of online communities			✓	✓
Channel to share information from funded projects and networks				
Recognition for major tc.org partners, especially founding social investors				
Share descriptive information about the telecentre.org initiative				

Content				
Item	Meetings	IDRC	MS-GSN	Survey
Business planning and sustainability ideas, for telecentres and for networks	✓✓✓		✓	✓
Training for telecentre managers	✓	✓	✓	✓
Training curriculum for use by telecentres		✓	✓	✓
Technology support and documentation	✓		✓	
New ideas and innovations that telecentres can adopt	✓		✓	
News stories about telecentres and telecentre networks	✓		✓	✓
Regular reports on telecentre lessons learned and best+ worst practices	✓	✓		✓
Fundraising support materials			✓	✓
Monitoring and evaluation tools for telecentres	✓			
Needs assessment and market analysis tools	✓			
Compelling, regularly updated information from and about telecentre.org projects			✓	
Software downloads		✓		

Online services				
Item	Meetings	IDRC	MS-GSN	Survey
Discussion forums and listservs (for the telecentre community)	✓✓	✓	✓✓	
Directory of individuals and telecentres (also works as regional net member management)	✓✓	✓	✓	✓
Searchable knowledgebase (the 'best' management materials and curriculum)	✓✓		✓	
Ask the expert resource on key topics	✓	✓✓		
All components must have multilingual ability	✓	✓	✓	
Technical support via e-mail and FAQs		✓	✓	
Web-based trouble ticketing service for tech support (and reference desk)			✓✓	
Online training for telecentre operators	✓	✓		
Blogs, news feeds and other ways to share 'what's happening' with telecentres	✓			
Web site for regional nets that build on functions of telecentre.org site	✓			
E-newsletters on topics of interest to telecentre operators	✓			
Mini-sites to support and document face to face events				

Findings from recent telecentre.org survey

The following tables provide *draft* overview of findings on telecentre and network information needs from a recent telecentre.org survey. Survey respondents included telecentre managers, telecentre networks and other people who support telecentres. The survey findings reinforce the conclusions of earlier consultation and planning efforts described above.

What topics do you think our knowledge sharing efforts should focus on? What kinds of information do you need most in your work?	%
Management capacity and community participation/awareness	36.5
Provision of useful resources & information	33.3
Best practices and sharing of experiences/strategies	25.4
Sustainability (models and best practices)	23.8
Appropriate technology	19
Training and education (especially for children)	19
Capacity-building	15.9
Content development, management and dissemination	14.3
Network alliances, especially regional	14.3
N=63	

On a scale from one to five, what are the biggest 'information gaps' telecentre.org and its partner networks need to address?	Avg.
Social enterprise and sustainability strategies	4.3
Resources to help with local content development	4.3
Information on managing telecentres effectively	4.2
Business planning information	4.0
Information on how to market a telecentre	3.8
Fundraising support materials	3.8
Curriculum for other types of training	3.8
An e-mail helpdesk to answer telecentre questions	3.8
Standardized technology training curriculum	3.7
Information on how to start a telecentre	3.3
N= 75	

Are there other information gaps or online service needs you think telecentre.org should address?	%
Multi-stakeholder involvement and support (particularly governments)	20
Adaptation to local cultures and languages	15
Content development and sharing	12.5
Appropriate technologies & use of technologies	10
Management & marketing skills	10
Nothing else is needed	10
Civic engagement/ community mobilization	10
Appropriate service delivery support for specific telecentre initiatives	10
N=40	

What web sites or mailing lists do you find useful in your telecentre work?		%
Websites		
IDRC International Development Research Centre	www.idrc.ca	15.8
UNESCO	www.unesco.org	15.8
UgaBYTES Initiative	www.ugabytes.org	13.2
General Search Engines	Such as: www.google.com or www.yahoo.com	10.3
Somos @ telecentros	www.tele-centros.org	10.3
Development Gateway	www.developmentgateway.org	7.9
IICD	www.iicd.org	7.9
Mailing Lists		
Ugabytes Initiative		13.2
IDRC telecentre.org list		7.9
Dgroups		7.9
Bytes for All		7.9
Somos @ telecentros		7.9
N=38		

On a scale of one to five, which of the following would be most useful to support telecentre networks?	Avg.
Examples of how other networks have succeeded	4.4
Events that provide a chance to meet other telecentre networks	4.1
Tools for publishing and sharing information online	4.1
Online tools for managing and communicating with members	4.0
Support for business planning	4.0
Concrete, pre-packaged services to be offered to members	3.6
Fundraising information support	3.9
N= 76	

If you had to pick one of the following services for networks as a top priority, which one would it be?	%
Examples of how other networks have succeeded	26.3
Support for business planning	17.1
Events that provide a chance to meet other telecentre networks	13.2
Concrete, pre-packaged services to be offered to members	13.2
Tools for publishing and sharing information online	10.5
Online tools for managing and communicating with members	10.5
Fundraising information support	9.2
N=76	

Do you belong to a network or association of telecentres?	%
Yes	59.2
No	40.8
N=76	

<i>If yes, please indicate below its name, web address and services provided</i>			
Network Name	Web address	Services	%
Somos @ Telecentros	www.tele-centros.org	A network of support, learning, resource and information exchange in Latin America and the Caribbean	13
World Links Global Telecenter Network	www.world-links.org	Monitoring and evaluation, administration software (in development), telecenter management training, and financial and program support the first year after the creation of a new telecentre	8.7
Mission 2007: Every village a knowledge centre	www.mission2007.org	Provides a platform for symbiotic partnership at the national, state, district and local levels which plan and implement its own objectives	6.5
N=46			

What are the two face-to-face knowledge-sharing activities are you personally most interested in?	%
Regional workshops engaging other telecentre staff	29.8
Global events linking telecentre leaders and practitioners	22.4
Small workshops on specific topics (e.g. business planning)	24.8
One-on-one exchanges between telecentres	10.6
Small workshops on specific technologies	12.4
<i>N = 116</i>	

Appendix B – Support-net-in-a-box requirements

<This section will include high level tech requirements for the support net in a box and the content and web site tech plug ins. The idea is to have enough info here that we can go through a rigorous process of reviewing tech options.>

Appendix C – telecentre.org web site requirements

<telecentre.org is basically one instance of the support-net-in-a-box service ... this section holds the design and implementation requirements that will help us create an actual tc.org web site>