



telecentre.org

# Annual Report

**A Review of the Year 2012**

# Contents

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Message from the Chairman of the Board .....	3
Message from the Executive Director .....	4
Redefining the Role of TCF .....	5
Telecentre.org Foundation in Action	
Deepening existing network presence and building new network links .....	6
Bringing the impact of ICT where the need and potential of upliftment is greatest .....	7
Developing competent telecentre knowledge workers .....	8
Introducing new models for success .....	8
Enhancing knowledge sharing .....	9
Acknowledgments .....	10

# Message from the Chairman of the Board

It is my pleasure to share with you the Telecentre.org Foundation 2012 Annual Report. As one of the founding members of telecentre.org, Microsoft remains a strong supporter of the global telecentre movement as a means to unleash the potential of people around the world. In fact, the vision of Telecentre.org Foundation—Better lives and smarter communities through information and communication technologies—reflects the values of Microsoft demonstrated in initiatives such as YouthSpark, which seeks to provide opportunities to 300 million youth around the world through the power of technology.

Telecentres, or community technology centers, are in transition. As the digital divide closes in many ways through the rapid expansion of mobile devices, increased broadband access and the explosion of social media, the “opportunity divide” remains. Telecentres increasingly serve not only as places for people to learn basic computer skills, but as hubs for job skills training, innovation, and civic engagement activities that help people pursue a range of opportunities. At the same time, the traditional funding sources for telecentres are increasingly constrained, and new partnerships, products, and services are emerging in the most innovative telecentres.

The mission of Telecentre.org Foundation is to lead this transition by sharing best practices, highlighting success stories and providing relevant resources. The 2012 Annual Report shows the many ways Telecentre.org Foundation supports a global community of leaders, attracts resources to the sector, and points the way forward in terms of issues, trends, and technologies. I look forward to a continued partnership with this organization and wish to say thank you to the leaders, staff, and community members who support Telecentre.org Foundation every day in many ways.

Sincerely,



Akhtar Badshah  
Chairman, Board of Trustees, Telecentre.org Foundation and  
Senior Director, Microsoft Citizenship and Public Affairs

# Message from the Executive Director

As we end 2012, I reflect upon what Telecentre.org Foundation (TCF) has achieved this year. I also look back on my first year as Executive Director since taking on the role in October 2011. This has been a period of significant change for the organization. We have accomplished much together, but there have also been challenges. The coming year will bring many opportunities and I am confident that with our global stakeholders, TCF will emerge as a leader in realizing our vision of better lives and smarter communities through information and communication technology (ICT).

Redefining and clarifying TCF's value and capabilities summarizes my first year as the Executive Director. It has been a year of intense review and reorganization on many fronts, all aimed to develop a set of programs and services to improve TCF's strategic value as partner for our stakeholders in the global information and communication technology for development (ICT4D) arena. Our focus has been on much more frequent and substantive communication with all regional networks and global partners. We have also increased the visibility of TCF programs and opportunities among many key ICT4D players worldwide.

Clarifying and simplifying TCF's role and value to the networks and stakeholders has had a particularly positive impact in strengthening current and future partnerships with the regional telecentre networks. In addition, the team has made significant improvements to TCF communication channels, including a new corporate website and more active engagement on social networking sites. Feedback from the telecentre community and the regional leaders has been very positive.

Rebranding the TCF message, programs, and services for fundraising purposes has taken more time than I expected. However, identifying new sources of funding has been a key priority in parallel to organizational strengthening and development of an effective frame to work with the networks. Today we have a much better understanding of the funding opportunities for TCF, as well as the requirements of new potential partners. The future for TCF and for telecentres remains positive and full of opportunities; however, to take full advantage of this, I will continue to review key areas of operations, update our funding strategy, and implement changes to the framework with regional networks.

In summary, it has been a strong year full of positive learning and work experiences for the TCF team. However, the biggest challenge for TCF is to capitalize on the investments and changes made during 2012 and transform 2013 into a year where we demonstrate that we are indeed worthy of new social investors, showing significant progress in fundraising, data collection, and expanding program activities that generate their own revenues--tasks that will dominate most of 2013, and where every member of our organization can and will be expected to contribute.



  
Miguel Raimilla  
Executive Director,  
Telecentre.org Foundation

# Redefining the Role of TCF

*Telecentre.org Foundation celebrated its 3rd year as an independent entity, carving a place for itself in the greater field of ICT for development.*

Much of Telecentre.org Foundation's (TCF) third year has been about reinvention. With a new Executive Director at the helm, TCF set about forging a stronger identity for itself as a global leader in the growing telecentre movement. The first order of action was the formation of a new mission, vision, and organizational goals.

## Our Vision

## Better lives, smarter communities through ICT

With TCF's long-term directions clearly defined, it was important to align priorities with partners and members working with the organization. For the first time since TCF's establishment as an independent entity, a Regional Telecentre Network Leaders Meeting was held on March 5-7 in Barcelona, Spain to present TCF's plan with its regional telecentre stakeholders. The 8th Board of Trustees (BOT) Meeting also took place in Barcelona and included an election of BOT Committee Chairs for the Foundation as well as the identification of members under each Committee.

By July 2012, TCF's reinvention continued with the makeover of its corporate website, showcasing a design that not only featured a more visually attractive template and short biographies of TCF's key global players but, more importantly, highlighted the members affiliated with each regional telecentre network and TCF's three priority programs: Telecentre

Academy, Telecentre Women, which would be transitioned into a full-fledged program after its campaign period, and Telecentre Sustainability, a new program established to explore and introduce a variety of topics, models, and opportunities for the long-term sustainability of telecentres and telecentre networks.

TCF's third year was also marked by increasing recognition in the wider field of information and communication technology for development (ICT4D), beginning as early as January, when the organization received membership status to the International Telecommunication Union's Telecommunication Development (ITU-D) Sector. As a member of the ITU-D Sector, TCF joins a prestigious network of more than 700 information and communication technology (ICT) regulators, policy-makers, and industry and academic experts across the globe in receiving access to the latest trends and information and eligibility to participate in all activities of the ITU Development Sector.

On May 15, TCF received yet another distinction when its Global Community Program was awarded the prize for cultural diversity and identity, linguistic diversity and local content in the World Summit on Information Society Project Prizes 2012.



*Above: TCF Executive Director Miguel Raimilla receives the award for the Global Community Program from Dr. Hamadoun Touré, Secretary-General of the ITU.*

TCF's accomplishments in Year 2012, however, extend beyond these accolades. While it is difficult to quantify the impact TCF has had in the telecentre movement as a whole, this Annual Report strives to provide a succinct but accurate review of the year that was by presenting the numbers, highlighting key accomplishments, and sharing the stories in each program.

It is expected that many of the programs and initiatives mentioned in this report will be continued and enhanced in the Year 2013.



*Above: TCF's new corporate website*



# Global Focus

*Deepening existing network presence and building new network links*

On March 5-7, TCF hosted a Regional Telecentre Network Leaders Meeting in Barcelona, Spain to work with the six regional networks in identifying areas of collaboration between TCF and the networks as well as among the networks themselves. Discussions from this meeting went on to have an impact on the activities of the regional telecentre

networks, particularly on the newer ones such as NetAfrica, the Asia Pacific Telecentre Network (APTN), and the Middle East and Northern Africa Telecentre Network (MENA), which focused their efforts, with support from TCF, on formalizing their organizations, identifying network hosts, and building membership within their networks. For

the more established networks such as Telecentre-Europe and the Latin America and the Caribbean Telecentre Network (LAC), a number of activities from webinars, trainings, and regional summits were held throughout the year.

The table below displays the number of organizational members for each network by the end of the Year 2012.

## Calendar of Events 2012

\*Official events attended by the TCF Core Team; \*\*Hosted/Co-hosted by TCF

JAN 12-13  
Guadinfo Facilitators Meeting, Granada, Spain

FEB 27-MAR 1  
Mobile World Congress Barcelona, Spain

MAR 5-7  
**Regional Telecentre Network Leaders Meeting Barcelona, Spain\*\***

MAY 1-3  
Connecting Up Australia Sydney, Australia

MAY 14-18  
World Summit on the Information Society Forum 2012 Geneva, Switzerland

MAY 16-18  
ITU Asia-Pacific Regional Development Forum Bangkok, Thailand

JUN 13-15  
3rd Asia NGO Innovation Summit Seoul, Korea

JUN 28  
1st International Congress for Telecentre Managers Vitoria-Gasteiz, Spain

JUL 17-19  
Connecting Americas Summit Panama City, Panama

JUL 31-AUG 2  
**Asia Pacific Telecentre Network Leaders Meeting\*\* Thailand, Bangkok**

AUG 29  
Training on Information Access Centers Operators Seoul, South Korea

SEP 23-24  
Knowledge Network & Multi-sector Partnership Symposium Muscat, Oman

SEP 25  
**Middle East North Africa Telecentre Network Meeting\*\* Muscat, Oman**

OCT 1-4  
SOCAP 2012 **Telecentres as Social Market Channels\*\*** San Francisco, U.S.A.

OCT 10-11  
Women with the Wave Gender Media Forum Seoul, South Korea

OCT 14-18  
ITU Telecom World Dubai, United Arab Emirates

OCT 17-18  
Telecentre-Europe Summit Warsaw, Poland

OCT 18-20  
Microsoft Chief Information Officers Summit Baguio, Philippines

OCT 25-26  
8th Knowledge Exchange Conference on Community eCentres, Davao, Philippines

DEC 6  
Microsoft/EDF Web Accessibility Forum Brussels, Belgium



**37 members operating in 28 countries**



**9 members operating in 9 countries**



**23 members operating in 16 countries**



**16 members operating in 12 countries**



**10 members operating in 10 countries**

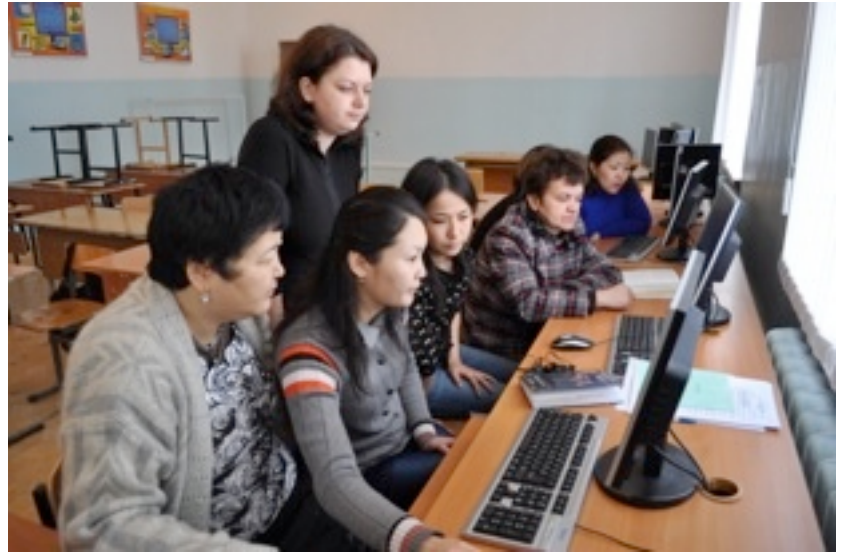


**9 members operating in 7 countries**

**A New Partner.** On May 11, TCF established a partnership with the National Information Society Agency of the Republic of Korea (NIA) with a Memorandum of Understanding (MOU) aiming to benefit telecentres and Information Access Centers worldwide. Among the areas covered under the MOU are the sharing of community networks, resources, and materials, as well as the exchange of human resources for training and other related services.

# Telecentre Women: Digital Literacy Campaign

*Bringing the impact of ICT where the need and potential is greatest*



The Telecentre Women: Digital Literacy Campaign, which was launched in 2011 at the 3rd Global Forum on Telecentres in Chile as a joint effort between TCF and the International Telecommunication Union (ITU), received overwhelming support from partners and on March 2012, at the Regional Telecentre Network Leaders Meeting in Barcelona, TCF announced its plan to transition the 1-year campaign into a permanent program beginning 2013.

Since the announcement, TCF has already completed the development of the program framework in consultation with key partners, and will guide the implementation of the program in the coming years.

## Campaign Status

Telecentre Women: Digital Literacy Campaign has taken great strides in reaching its goal of training one million women in digital literacy

Women Trained

0567411

As of December 2012

As of December 2012, the campaign has trained a total of 567,411 women and engaged 146 partner organizations in 84 countries.

Thirty-one percent (31%) of the reported number of women trained come from Asia, with Europe registering 26% and

Eurasia 34% of the total number of women trained. Latin America and the Caribbean account for 7% of the women trained, while the Middle East and North Africa region accounts for 2%. Africa has the lowest reported percentage of trainees at .3%.

Stories of women who have been trained in digital literacy have also been collected through Microsoft's Local Impact Map of Stories viewable at the Telecentre Women website.



*Left: The official campaign logo and slogan: "Empowerment through Technology" will remain with minor modifications when the campaign transitions into a permanent TCF program in 2013.*

## 2012 HIGHLIGHTS

### Partnership with Intel & Ashoka Changemakers

The TCW was a Content Partner for Intel and Ashoka Changemakers' She Will Innovate competition in July, curating the ChangePulse conversational space and hosting a Twitter-based #SocEntChat on technology challenges and solutions faced by women and girls.



### Partnership with Cherie Blair Foundation for Women (CBFW)

TCF's partnership with CBFW will identify at least 50 women for the latter's Mentoring Women in Business Programme.

### Digital Literacy Training Contest

TCF and ITU organized a contest aimed at rewarding the telecentre that trained the most women from April 7, 2011 to September 1, 2012 in digital literacy. It was participated in by 221 organizations and telecentres from 65 countries. The winner, a telecentre from the Philippines, was awarded

CHF 15,000 worth of ICT equipment from ITU.



### Donation Page

A online donation page was launched in October to solicit funds for the Telecentre Women program to allow individual donors to contribute funds for the Telecentre Women program. The page is currently accessible from TCF's various websites.

DONATE NOW



# Capacity Building

*Developing competent telecentre knowledge workers*

Esplai Foundation was contracted in 2012 to develop the new Telecentre Academy and pilot the (TCA) Business Plan, which was completed in November 2012.

The new TCA Plan places a focus on financial sustainability and introduces a revenue-sharing scheme, a franchise strategy, and a new content management approach. All courses under the Telecentre Academy will include certification thanks to a partnership with the ITU Academy and other specialized national partners, academia, and governments.

The model will be piloted in 2013 in the Latin American region and select Spanish telecentre networks before implementation in select English-speaking networks in Europe, Middle East and North Africa for a second pilot.

The partnership with Open University of Malaysia is also ongoing. Three training batches for the Telecentre Management Course were conducted in 2012.



*Above: The newly designed logo for the Telecentre Academy Program*

# Sustainability

*Introducing new models for success*

Following the Regional Telecentre Network Leaders Meeting in March, the Telecentre Sustainability (TCS) program was established to address issues affecting the long-term sustainability of telecentres. Building on previous efforts exploring the issue of sustainability, TCS aims to become a repository of resources from which telecentre networks can learn about good practices, models, services, tools, and other key factors that contribute to secure telecentre operations at the regional, national, and community levels. Its major activity is the Technology, Innovation, and Sustainability Talks (TIS Talks), a webinar series which showcases

business models, best practices, ICT tools, and successful stories of entrepreneurs and organizations. Through the TIS Talks webinars, participants are expected to learn how to develop services and improve business practices to bolster the TIS Talks sustainability of telecentres and telecentre networks worldwide.

The TIS Talks webinars are available at TCF's Online Library and are accessible to members and non-members alike.



*Above: The newly designed logo for the Telecentre Sustainability Program*



**From June 21 to November 28,**  
**32 webinars were held**  
**in 3 languages (English, Spanish, Arabic)**  
**with 15 partner organizations worldwide.**



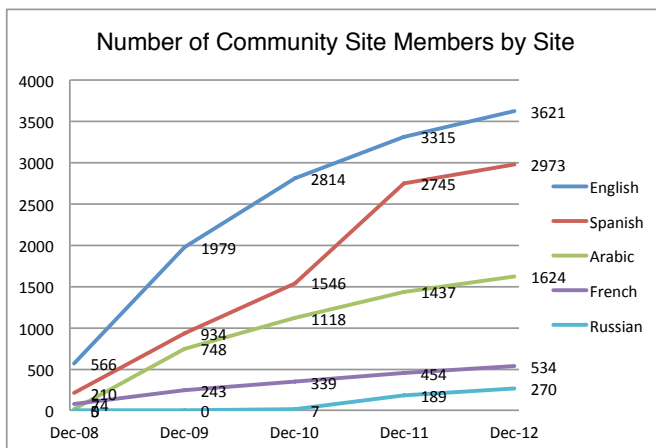




# Global Community *Enhancing knowledge sharing*

For the online community, the five language community sites (English, French, Spanish, Arabic, and Russian) continue to be the main interaction space for telecentre.org community members, supported by TCF's pages in social media channels such as Facebook, Twitter, and YouTube.

As evidenced by the graph on the right, the telecentre.org community continues to grow in numbers with the English community leading the pack (with 3,621 members by the end of December 2012), followed closely by the Spanish community.



## TIMELINE: A look at the significant events and activities of the telecentre.org online communities in 2012



**January:** Feedback from a members' survey and usage tracking reports are collected to inform improvement plans for the community sites.



**February 27:** The 2nd eSpeak webinar hosted by the LAC network is conducted; this is followed by a 3rd one, in October 3 hosted by NetAfrica.



**May 15:** The Global Community program bags the award for *cultural diversity and identity, linguistic diversity and local content* in the UN WSIS Project Prizes 2012.



**August:** Enhancements are incorporated in the Online Library including the addition of an online resource submission form.

**November:** Improvements are made to increase the functionality of the Global Telecentre Map.



**December 20:** The 1st Global Telecentre Awards is launched.



**February:** The Telecentre Chronicles, a blog and video series telling the stories of telecentres around the world, makes its debut.



**March:** The Telewise Community Contest invites members to submit their best tips throughout March.

**July 23:** The 1st TIS Talks webinar is held; 31 more are conducted until November 28



**October:** An Online Twitter Training for Newbies is held on October 3, followed by the TweetIt community contest on October 23.



**November 24:** TCF celebrates its 3rd Anniversary with a collaborative video from members and partners around the world.

# Acknowledgments

## Telecentre.org Foundation Global Team

- Miguel Raimilla, Executive Director
- Maria Teresa Camba, Director of Operations
- Timothy Dubel, Director of Strategy and Business Development
- Maria Josefina Echeverria, Global Community Manager
- Vida Zorah Gabe, Communications Manager
- Jimena Betancourt, Telecentre Sustainability Manager
- Eduardo Layag, Finance and Administration Officer
- Laia Fauro Gual, Program Associate
- Arlyn Amores, Program Assistant for Technical Operations
- Katrina Fajardo, Program Assistant for Operations
- Zendie Gabitanan, Program Assistant for Administration and Finance
- Christian Hizon, Online Librarian

## Regional Community Coordinators

- Ahmed Shaban Mohamed Ali  
Arabic Language Site  
Middle East & North Africa Telecentre Network
- Ion Braga  
Russian Language Site  
Eurasia Telecentre Network
- Lize de Clercq  
English Language Site  
Telecentre-Europe
- Nabil Eid  
Arabic Language Site  
Middle East and North Africa Telecentre Network
- Chanikan Jibkhokwai  
English Language Site  
Asia Pacific Telecentre Network
- Eiko Kawamura  
Spanish Language Site  
Latin America and the Caribbean Telecentre Network
- Yuliya Melnyk  
Russian Language Site  
Eurasia Telecentre Network
- Cleopa Otieno  
English Language Site  
NetAfrica
- Seuwand Yapa  
English Language Site  
Asia Pacific Telecentre Network

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