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The opening session concluded with a panel session moderated by Dr. Alipui, addressing some of the key ideas presented in the previous talks of the morning. Panelists included Alp Sezen, Director, Via, Dr. Christopher Dye, Director, Health Information, Office of HIV/AIDS, Tuberculosis, Malaria & Neglected Tropical Diseases, World Health Organization, Paul Molinaro, Logistics Officer, Emergency, Supply Chain, UNICEF, Kate Cusick, Director of Integrated Marketing, RED Campaign and Bonin Bough Director of Global Social Media, Pepsi.

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Background

Web4Dev is a community of practice focused on applying Internet related technologies towards the achievement of the Millennium Development Goals (MDGs). Created by the World Bank in 2003, Web4Dev brings together practitioners and experts in the field of web communication and information management to maximise the effectiveness and impact of web resources within the UN system. The UN system is in the business of generating and sharing knowledge and members of the Web4Dev community are the experts in this field. Membership also extends to include civil society, academia, government, and development agencies and is, therefore, defined by common development targets. Annual conferences support the exchange of best practices while an online community and mailing list has furthered ad-hoc networking needs. The responsibility of community coordination was transferred from the World Bank to CEB Secretariat, in March 2007. Web4Dev remains an informal community with a flat structure, convening annually at conferences to provide a valuable knowledge sharing platform for its membership.

Introduction

The adoption of web and mobile technologies within the area of development has given rise to the role of web strategy as an enabler of UN system objectives, as well as an opportunity to transform how development is advanced. Now, more than ever, the Web4Dev community has a role to play in key priorities such as delivering as one, greening the UN and delivering more with less. The United Nations is increasingly using online communication as a policy and knowledge tool, rather than simply as a means of conveying information. Moreover, rapid changes in social media and the digital communication channels offer new, cheaper, and more effective ways to communicate with more people in all areas of the world. This creates opportunities that benefit developing nations and underserved minorities. By focusing on innovation, collaboration, knowledge and skills sharing, the UN system can present itself as One UN online, thereby supporting the efficient and effective delivery of our economic, trade and development programmes. The 2009 conference addressed the advantages of harmonizing online policies and practices and concluded with discussions on the role of this community as an agent of change as well as its own need to evolve.
Innovation for Access

The fifth annual United Nations system Web4Dev conference, hosted by UNICEF in February 2009, brought together global thought leaders and innovators from the United Nations, academia, the development and private sectors to focus on the value of strategic partnerships, innovation and new technologies.

The process of writing the agenda initiated with the creation of a core committee. Representing the interests of the UN system, experts from eight organizations set the direction and priorities for the fifth Web4Dev conference in New York. An online survey was undertaken for the purpose and together with lessons learnt from previous conferences, these were applied to the writing of an agenda spanning the interests of the community and the need to increase awareness on innovations.

The task of writing the agenda was divided among UNICEF, for innovation themed presentations and the CEB Secretariat, which developed a series of knowledge sharing workshops. This balance of innovation and knowledge sharing presentations facilitated the identification of opportunities in the context of challenges facing the UN system organizations. Meetings between the two camps at the end of each day also allowed participants to compare emerging opportunities with current needs and practices.

Opening

Web4Dev Innovation for Access was opened by Ann M. Veneman, Executive Director, UNICEF. She welcomed the in-house participants of approximately 300 people as well as those joining by live webcast from around the world. In her talk discussing the role of innovation and technology in achieving sustainable results, the Executive Director proclaimed to the group representing the development sector, academia and the private sector, “Our goal is to further expand the reach of technology.”

At the conclusion of her talk the Executive Director introduced John Gage, Team Member, Kleiner, Perkins, Caufield & Byers, Former Chief Researcher and Vice President, Science Office, Sun Microsystems. Mr. Gage discussed the future of innovation and the responsibilities of professionals in the development field at this transformational point in history. After delivering his presentation, he joined the Executive Director on stage to field questions from the audience and the online chat from the live webcast.

Keynote presentations by Bhartendra Singh Baswan, Director of the Indian Institute of Public Administration and Tony Salvador, Director of Research & Definition for the Emerging Markets Platforms Group (EMPG), Intel, were followed by Q&A moderated by Dr. Nicholas Alipui, Director of Programme Division, UNICEF.
Innovation Track

This track was divided into 3 workshops, each addressing one of three key event themes: Access to Innovation; Monitoring and Evaluation; Supply Chain. Leaders representing the development sector, academia and the private sector were brought together on this unique occasion to share first-hand perspectives and ideas to propel innovation utilizing online and mobile technologies in the developing worlds. These thought-leaders and innovators representing each of these three areas of innovation guided participants in provocative discussion and real-world problem-solving exercises. By sharing resources and expertise, the foundation for future collaboration was put forth for not only the Web4Dev community, but for academia and the private sector as well.

Access to Information Workshop

The workshop began with three presentations around the idea of enabling access to participation, methods for enhancing existing communication mechanisms and a rural African perspective on the challenges of improving access. A break-out session then followed with the participants divided into seven different groups: Hacking/Making in the Third World, Community Mapping, Trans-Media and Synergy, Design as R/D, Education and Mobiles, and Participation in Challenging Environments. All participants reconvened and each group presented one or more of their ideas.

Monitoring and Evaluation Workshop

The workshop began with three presentations addressing best practices for using mobile technologies for Monitoring and Evaluation. A break-out session then followed with the participants divided into these groups: Evaluation issues; Harnessing local systems at scale; Gathering Institutional data and Crowdsourcing data; Quality control and data accuracy; Large organizational buy-in; Using communities for simple surveys. All participants reconvened and each group presented one or more of their ideas.

Supply Chain Workshop

The workshop began with four presentations addressing the pros and cons of utilizing innovative technologies for improving the supply chain in developing areas, focusing on “track and trace”, emergencies and end-user monitoring. A break-out session then followed with the participants divided into the following breakout groups: Track and trace; Emergency response, End-user monitoring; Design in Context. All participants reconvened and each group presented one or more of their ideas.

The working group participating in the Supply Chain workshop of the Innovation Track discussed the importance of adapting a more robust and sustainable technology. With this technology we could more quickly correlate supply outputs to their impact on program outputs. The Innovation Group at UNICEF is currently collaborating with organizations such as Grameen Solutions to pursue further development with mobile and online technologies and innovative solutions for their use in the field.

Knowledge Sharing Track

Web4Dev Knowledge Sharing Track was divided into three workshops, each addressing key areas of work within the UN system. Leaders will showcase their work and together with peers, share experiences and lessons learned. Aside from a shared understanding of issues facing central web teams, intended outcomes of these workshops include the creation of guiding principles, the identification of best practices and the emergence of focal points in specific professional areas.

Open Content and Online Communication Strategy Workshop

Topics included content sourcing, accessibility, management, delivery and metrics applied to the achievement of predefined communication and information sharing objectives. Successful online communication campaigns within and outside the UN System will serve as examples of what can be done to reach audiences, share information and raise awareness. The volume of material and information continues to grow and encompass a wide range of publications, statistical and substantive information and news from all areas of the United Nations. While the scope of information is vast, that information is often locked away in disparate silos of information or sub sites with no overarching collaboration, workflow or navigational structure.

Now entering a period of rapid information growth (there are currently + 74 million pages of ‘United Nations’ information on Google search results, another 7+ million blog search results), the United Nations must look to a new online approach that will fundamentally change the way it is positioned (as well as positioned with its technical cooperation partners) and thereby create a more effective response and reader experience for our targeted readers. Organizations use communication increasingly as a policy tool rather than simply as a means of conveying information. In order to position itself, the United Nations must re-prioritize its online activities and increase the coherence, quality, timeliness of its online content, upgrade its technical platform and increase resources and skills.

Web Governance Workshop

This workshop brought together individuals with a wide variety of experiences of web governance. Representatives from international development organizations, the UK government and private sector took part and presented best practices and lessons based on their experience. The workshop helped the UN system to consider whether and how a common set of web governance principles and approaches could be adopted across the system. Presentations were given by the UK government, the World Bank, UN, FAO, UNCTAD, the Internet Governance Forum, and Welchman Pierpoint (a private sector group). Through case studies, the event provided participants with examples to compare with their own web governance programs. The event generated a sense of urgency among UN agencies to make progress in coordination with web governance. It became apparent that significant similarities exist in the challenges faced by organizations seeking to
introduce web governance, including:

1. Engaging senior management in support for the web,
2. Aligning the web with overarching organizational goals,
3. Managing an organization’s transition to a more coordinated approach to the web,
4. Resource management,
5. Agility in the adoption of new technologies,
6. Measurement of progress on governance goals in relation to impact of the web and its contribution to organizational objectives,
7. The organizational changes needed to support web governance, including: process and cultural changes; introduction of a rules (policies, guidelines and standards) and enforcement.

**One UN Online Workshop**

This workshop brought together those interested in standards and technologies supporting common UN system endeavours, such as One Source (aka UN System Portal). Discussions addressed existing publishing practices, policies and processes that facilitate the delivery of coherent messages across various channels. Topics touched upon uniform approaches to the collection, definition and presentation of content aggregated through RSS from UN system organizations. It was argued, that increasing the value of information published by the UN system may be assured by adopting standards that define our content and reflect the interests of our stakeholders. This workshop, therefore, provided an opportunity for UN system Web Managers to identify best practices that further the sharing of content and the delivery of One United Nations online.
THREE NEW DIMENSIONS

Adding to an agenda focused on the needs of the community and individual members, this conference also introduced three cross-cutting themes to the Web4Dev conference agenda and execution: New Media, Greening and Partnerships.

NEW MEDIA

The fifth Web4Dev conference was delivered across several channels. Social media technologies created a “public sphere” in which participants, near and far, participated in the conference planning and execution. Objectives supported by incorporating new media included a reduced environmental impact of travel, an increased volume and reach of information transfer, faster feedback and the convergence of communication channels to produce an event that extended beyond conventional boundaries.

Although literate in social media tools, benefits gained by this audience may prove useful to other communities and special interest groups. The planning and preparation of the W4D conference incorporated a range of online tools and applications to coordinate tasks undertaken by CEB Secretariat, UNICEF teams (located in Geneva and New York respectively) as well as from other agencies located worldwide.

The online polling tool, WebMonkey, facilitated the identification of areas of interest to the community members. All conference related material was written on Google Docs (an online collaboration tool). Regular exchanges with thought leaders and committee members were performed using Skype or Oovoo (online video-conferencing tools). Feedback and modifications were channelled through the community mailing list and all related material was published on the Web4Dev conference Wiki (an online collaboration tool). Versions of all tools are available free of charge and were selected with due consideration to their ease of use.

During the event, video-conferencing provided speakers from afar to present and participate in discussions; questions received on the chat stream and via email were responded to by keynote speakers. In addition to being posted on UN and UNICEF websites, webcasts were subsequently uploaded to the UNICEF channel on YouTube. A Twitter channel (an online mini-blogging tool) provided running commentaries and feedback. Photographs of the event were tagged and posted on Flickr (an online photo sharing site). Announcements were posted on Facebook and a new group (UN system New Media Professionals) was created on LinkedIn (a professional networking site).

Considering the low cost, ease of use and accessibility of these tools, the use of new media is a key consideration for the future development of this and other UN system communities.
Following the Secretary-General’s urging to “lead by example”, the CEB decided in October 2007 to move towards a climate neutral UN. A UN Climate Neutral Strategy devised through the UN’s Environment Management Group provides the framework for doing so.

UNICEF placed significant attention on the organization of a green Web4Dev event. Initiatives included a paperless policy (with all presentations and documents instead distributed on free USB keys), the provision of voluntary off-setting programmes to those who travelled, the use of power efficient technologies and the selection of environmentally friendly catering services. Although great strides were made, pursuing green goals became more of a learning experience than a measurable achievement.

The Green Meeting Guide, produced for the UN system by UNEP made its debut at the Web4Dev conference. With this practical tool, organizations are now better equipped to organize and implement meetings that minimize negative environmental impacts and leave a positive legacy for the host community. In order to retrieve a copy, or better understand how to develop a green meeting, contact UNEP DTIE: Sustainable Consumption and Production Branch - Education and Procurement based in Paris.

Innovative partnerships with business and civil society have become a common phenomenon at the United Nations in recent years. In order to contribute to the UN system in its efforts to collaborate with the public and private sectors, the Web4Dev conference 2009 focused on promoting innovative partnerships related to the area of web for development.

During the conference partnerships that brought together the individual strengths of development organizations, academia and the private sector were announced with the hope of creating awareness and informing the audience about new ways UN organizations can work together with different sectors to tackle pressing world issues in the area of online and mobile information, communication and technology. Partnerships promoted at the conference included: the Ninemillion.org Campaign, Text to Change, Proniño, Crabgrass, Influenza Resources, United Media Partnerships, Waterwiki, and Literacy Bridge.

Discussions during the conference also lead to the establishment of partnerships between UNICEF and Grameen Solutions, as well as UNICEF and InSTEDD.

We, the Heads of the United Nations agencies, funds and programmes, hereby commit ourselves to moving our respective organisations towards climate neutrality in our headquarters and United Nations centres for our facility operations and travel.

Statement of the Chief Executives Board for Coordination of the United Nations, 26 October 2007
Conference Conclusions

The Web4Dev Innovation for Access built on the achievements and lessons of previous conferences and exceeded expectations through the engagement of knowledge leaders, whose expertise resonated with the needs of the Web4Dev community. This event affirmed the relevance of the community, made evident by the active participation of approximately 300 attendees who came from far and wide. Discussions on the future of the community underlined the need to maintain momentum and direction.

The development of separate Innovation and Knowledge Sharing tracks allowed for audience segmentation (decision makers - practitioners) and the creation of targeted sessions. Attendees benefited from presentations on lessons learnt, new technologies and innovative solutions; these are presented in Annexes A, B and C. Conclusions from each track, summarized at the end of each day complemented the overall goal of the conference.

A broad spectrum of subjects was represented by practitioners from an expanding range of fields. Many such communities or special interest groups within the UN system but, despite the best intentions, knowledge often remains contained within islands they each form. Because the Web4Dev encompasses other business areas, notably Communication and ICT, it is necessary to ensure that links are made with all related entities and to recognize that through an open membership a supporting structure will emerge.

Driven by the concept of Delivering as One Online, panel discussions on day three addressed the form of the community’s supporting structure. While integrating with other communities or mechanisms within the system, the community’s role was refined to include the recording, sharing and mainstreaming of innovative web approaches and solutions. Conclusions of this discussion indicated that the leadership, direction and momentum of the Web4Dev community would best be ensured through the following initiatives, as summarized by CEB Secretariat:

1. Establish UN System Web Governance Committee

The mandate of the group would be to promote the mainstreaming of common principles, policies, guidelines and standards in the area of web management and publishing. This action point arises from the need of the community to speak with one voice on issues that are shared among members, to identify synergies and improve the collective impact of the UN system community. The Governance Committee would, therefore, be responsible for the future direction of the community.

As demonstrated in the Web Governance workshop, the World Bank and UN agencies are all introducing formal web governance into their organizations. This is based on the recognition that the tremendous potential of the web to further the goals of these institutions cannot be realized without effective leadership and governance for the web. Similarly, a formal governance arrangement is needed for the Web4Dev to deliver its goals which are valuable to the MDG and UN system.

Recommendation 7 of JIU Report Management of Internet Websites in the UN System Organizations
which include:

- Becoming the mechanism for inter-agency cooperation on the web across the UN system;
- Adopting a common set of principles and standards for the web across UN agencies, which may include a commitment to open data, open content, technology transfer to developing countries, multilingual content, empowering the poor and connecting their voice online, and following the European Commissions lead in supporting the development of open source software;
- Collaborating on common projects, incorporating technologies such as API and RSS;
- Shared content within the UN system (a single intranet for the UN, and possibly an extranet or intranet with other development agencies such as the World Bank);
- A coordinated approach to strategic partnerships with leading private sector companies, such as Google, for the UN system to reach larger audiences with its messages and content;
- Representation of the UN system web community at conferences. Increased involvement in Internet governance or policy related discussions.

This initiative echoes recommendations of the JIU and recent studies, which highlight the need for improved inter-agency coordination in this area. CEB Secretariat, therefore, will approach organizations individually in order to identify a focal point, responsible for developing web strategy within their own organization. Membership will not be confined to CEB member organizations.

Outputs: Web4Dev Governance mechanism for pursuing UN system web management principles, policies and publishing guidelines.

2. Establish Focal Points or Specialized Working Groups

This conclusion reflects the need to promote knowledge sharing, collaboration and synergies within specific technical and business areas. It reflects the awareness that expertise, spread across organizations as well as related communities of practice, needs to be channelled more effectively.

The aim, therefore, is to make accessible a central list of focal points in different technical areas, including: Internet security and fraud; web governance; content management; semantic technologies; usability and design; taxonomies; metrics; search; geographic interfaces; content visualization; social media; communication strategy; open content; APIs and a host of emerging technologies and practices that support key business practices.

Under the guidance of the Governance Committee, Focal Points are encouraged to either:

(a) Lead Working Groups that bring together experts in their particular field. Working Groups could also be tasked to research and recommend solutions for the Web4Dev community at large;
(b) Help establish links with related communities, including the UNCG, UNGWG, ICT4DEV, WSIS, UNGAID and the ICT Security Group. In this case Focal Points are responsible for liaising with other communities on issues of common concern;
(c) Evaluate partnership opportunities.

The UN System Governance Committee and specialized Working Groups, therefore, represent an evolution in the structure of the Web4Dev community and present an opportunity to channel expertise and advocate one UN system position on common web related issues.

The value of this community in the longer run will depend equally on strategic partnerships with private, public and academic organizations. Focal points could, therefore, be established on the basis of their engagement with open source communities or vendors, leadership of One UN programmes, strategic partnerships or positioning within the continuum of MDG mechanisms. Ensuring the right partnerships are identified and furthered by Working Groups would ultimately be the responsibility of the Web Governance group.

Outputs: List of Focal Points to facilitate mainstreaming of solutions and the establishment of specialized networks.

3. Establish Collaboration Platform for the Community

During the conference, various Web 2.0 platforms were showcased at the conference, including Crabgrass and TeamWorks. These implementations demonstrated clear benefits for the community, including notably the means to coordinate special interest groups and share information between conferences.

A decision on which platform scales best to the growing interest of this group should also facilitate coordination with related interest groups and lead to the replacement of the existing mailing list and conference Wiki. This decision will be taken by CEB Secretariat on the basis of key selection criteria identified during the conference, such as usability, scalability, support and functionality. All conference presentations will be hosted on this platform.

Outputs: online workspaces in for members to share solutions and support policy decisions.

FOLLOWING CONFERENCES

Discussions on the next Web4Dev conference have already started between CEB Secretariat and prospective hosts. Two UN system organizations have expressed interest in hosting the next Web4Dev conferences: UNESCO (Brazil) and UNCTAD (Geneva) in February 2010 and May 2010 respectively. These proposals have been conceived with the understanding that the community needs to convene a Web Governance Group in addition to an annual knowledge sharing conference and so are considered complementary. More detail on the programme of each proposal is provided in Annex F.
I would like to participate more actively, help and animate a session. We need to harmonize our efforts so we know who is doing what and where. Web4Dev was a great experience. I think two days was long enough to cover well the basics. The conference was well organized and the presentations by various speakers were good and informative. I’m looking forward for the next Web4Dev event. Our mindset needs to change from the organizational level to the system level. As we tell member states; in order to have a better system, we need a systemic approach. We are not doing this ourselves. I will definitely attend next year! I much enjoyed this presentation and the opportunities to share and learn from such a diverse and esteemed group of colleagues. Consider participating in causes, thereby contribute to their mobilization. Funding is found where causes are working. We can transform the way development is seen, thought about and carried out. I hope this is the way we will advance. I would welcome the opportunity to participate, contribute and/or collaborate with the UN/UNICEF on any such programs moving forward. Great companies and institutions invited and attended. I would love to be invited in the future and to get updates. Very excited to see the community continue to grow and take shape.

Source: Web4Dev Feedback Survey and audience comments, February 2009

Source: Geneva web group survey, January 2009
The conference presentations were relevant to the participant’s work

The conference served as a good catalyst for future development/innovation

Participant Professional Sector

Participant Job Function

Participants implementing new projects resulting from their participation at Web4Dev 09

Participant satisfaction rating of Web4Dev 09 green initiatives

Source: Web4Dev Feedback Survey - February 2009
We are in the behavior changing business. Breeds creativity. The first step is to use what we already have and change people’s mind with data.

The Executive Director began her opening address by asserting the “task at hand,” urging the community to put innovation and technology at the service of humanity. With immediate access to data we can more quickly and effectively deploy food, water, etc., drastically lowering the number of children dying per year (9.2 million as of 2/09). Mobile phones, for example, can be used to inform the youth community in underdeveloped areas about AIDS, and can be used as a tool to report violence (i.e. Kenya elections). Ann M. Veneman cited some of the recent initiatives deployed by UNICEF and other organizations as examples of how innovative technologies can be used to share and disseminate data.

- RapidSMS – Developed by the Innovation Unit at UNICEF, RapidSMS is an SMS-based tool that allows for mobile data collection and bulk SMS messaging. It is being used to collect information to ensure that distribution centres have the necessary materials and supplies.
- The Digital Doorway – The Meraka Institute in South Africa has launched initiative that provides people with access to computer equipment and open source software which can be used without formal training, in rural and disadvantaged areas that may not always have internet capability.
- StopX – Created by UNICEF and several partnering organization such as MTV Exit and Save the Children, StopX is an online youth community focused on the fight to end the sexual exploitation of children and adolescents. The internal platform of StopX is run by the social networking web application Crabgrass, developed by Rise-up Labs in collaboration with UNICEF. Crabgrass consists of tools which allow people to connect, collaborate, and organize in new ways. Ann M. Veneman concluded her talk by declaring the goal of the community: “to further expand the reach of technology.”

The Future of Innovation
John Gage, Team Member, Kleiner, Perkins, Caufield & Byers, Former Chief Researcher and Vice President, Science Office, Sun Microsystems

John Gage began his talk by stating that our responsibility is to more widely spread information and knowledge to hard to reach areas. All we need is physics, chemistry, and the life sciences, the foundations of the business transformations of the century, especially in the poorest countries.

“We’re at a transformational point”, stated Gage. “There has been a change in awareness and lifestyle. The economic crisis in America in particular has forced us to reinvent capitalism which breeds creativity. The first step is to use what we already have and change people’s mind with data. We are in the behavior changing business.”

Mr. Gage referenced examples of global innovations as inspirations. These references included Gapminder (software which converts numbers into animated and interactive graphs, the Amazon Kindle (wireless reading device), and Munich’s “Garbage Garage” (a system of radiating garbage with bacteria to turn out compost without a molecule of methane escaping).

During the Q&A portion of John Gage’s session (moderated by Ann M. Veneman, Executive Director, UNICEF), a question was relayed via virtual chat, a new component introduced to Web4Dev in 2009.

Question from Shane in Johannesburg: “With regard to knowledge sharing tools – how can we guarantee quality? Also, what can be done to supply these gadgets and tools?”

Response by John Gage: “Quality is certainly a challenge in a changing world; organizations are looking at peer-reviewing information before it goes on the Internet and encourage people to question the information and verify it.”

Reaching Out
Bhartendra Singh Baswan, Director, Indian Institute of Public Administration

Bhartendra Baswan intrigued the audience by providing a list of statistics on the overwhelming poverty in India (200 million, highest in the world), the status of ownership of traditional technologies (i.e. radio), and a description of the governments influence over the adoption of advanced technologies. He then asserted that the community can still take part in India’s current “innovation revolution”, despite the various, additional obstacles, including an apathetic public, a lack of information, lack of rights to information and limited access to online facilities.

According to Baswan, the current accidental reform in India has been closing the inequity gap, providing information to people living in the small villages and towns as well as the cities. The ownership of mobile devices, for example, has become a status symbol. Thus competition has been created and the price of advanced technologies has declined.

The Heroism of Innovation
Dr. Tony Salvador, Director of Research & Definition for the Emerging Markets Platforms Group, Intel

Dr. Tony Salvador framed his presentation around the Greek mythological story of Jason and the Golden Fleece, in order to emphasize the importance of seeing this challenge as a “human story”. “The successful hero becomes the master of two worlds” hence, master of two systems.

Citing the Classmate PC as an example of a success story, Dr. Salvador offered such recommendations for engaging social systems, a key factor in successful implementation: network systemically, vertically and horizontally, identify where the power lies in the system, think about development
as a threat and come up with solutions for mitigation, seek “supernatural aid”, those who can influence the system in subtle ways that won’t be threatening, and pilot test the social system/structure of the area of implementation, vs. the technology.

Panel Session - Response to Keynote Talks
Moderated by Dr. Nicholas Alipui, Director of Programme Division, UNICEF Alp Sezen Director

Via Alp Sezen asserted that the technology is there, we need to bring information to the local level so the people can help themselves to create a culture where there is potential to make money.

Dr. Christopher Dye, Director, Health Information, Office of HIV/AIDS, Tuberculosis, Malaria & Neglected Tropical Diseases, World Health Organization

Dr. Dye discussed how to better exploit information and put it to public use. He referenced existing issues in the monitoring and evaluation process such as a lack of information about the individuals and barriers to accessing certain data, as well as issues in setting up sustainable communication networks.

Paul Molinaro, Logistics Officer, Emergency, Supply Chain, UNICEF

Paul Molinaro discussed his concerns about the “supply chain revolution”, where “people in the civilized world are being fed, clothed and watered”, claiming that the developed world is well-supplied but not familiar with its suppliers. He talked about how this lack of communication creates little room for maneuverability of supplies and materials in the case of emergencies (i.e. Hurricane Katrina). Supply logisticians cannot hear what people need and cannot speak to let the people know what is coming down the line. Mr. Molinaro asserted that the development world must align financial flow, information flow and supply flow.

Kate Cusick, Director of Integrated Marketing, RED Campaign

Kate Cusick spoke about the RED Campaign, a brand created to figure how to get a sustainable flow of money to Africa. By partnering with large corporations such as Starbucks, money goes to The Global Fund, which puts it to work in countries like Ghana, Lesotho, etc.

Bonin Bough, Director of Global Social Media, Pepsi

Mr. Bough stressed that instead of thinking local and acting global we need to think globally and act locally. By being open to partnerships we can leverage size and resources. Bough asked “If we can get Pepsi anywhere in the world, how come we can’t get essential drugs to where they are needed?”

After moderating Q&A, Dr. Nicholas Alipui, Director of Programme Division, UNICEF, delivered a closing statement for the opening session, “It is clear that this work cannot be done alone; the centres of gravity where the problems lie are the ones that will generate solutions to those problems.”

Annex B - Innovation Track Workshops Summaries

Access to Information Workshop:

Enabling Access to Participation
Steve Vosloo, Fellow, 21st Century Learning, Shuttleworth Foundation

Summary: While access to information is critical, what we should be aiming for is access to participation. Participation is different today (i.e., cheaper, easier, faster, more visible, and more potential to include more people). This implies that increasing participation will lead to greater access to information, better data and peer-to-peer learning across time and space and more self-organization.

The Power of Organizing without Organization
Clay Shirky, Author, Here Comes Everybody, Adjunct Professor, NYU Graduate Interactive Tele-Communications Program

Summary: Prof. Shirky walked through five operations to think about with existing communications patterns to determine whether we can add to what we are already doing. This included asking whether we can make a communication from A to B a conversation, whether we can broadcast the communication, whether it can be aggregated, whether it can be multi-texted/broadcast to get around the chain of command, and whether you can convene or get around the hub-and-spoke system.

Access to Information, Challenges and Obstacles: a Rural African Perspective
Grant Cambridge, PMP, Engineering Technologist, The Meraka Institute, South Africa

Summary: Mr. Cambridge first went through a “reality check” with respect to challenges to implementing high (or even low)-tech approaches in rural South Africa. The Digital Doorway was presented as a response to some of these challenges and obstacles, although it, too, faces certain challenges in its design and implementation. Despite these challenges, however, the DD is enormously popular and continues to be re-conceptualized as a development tool.

Some ideas developed by the breakout groups included the following:
- Hacking/Making in the Third World: Move from the idea of hacking to making; Create “maker spaces” and provide used/donated equipment for people to take apart and create with
- Community Mapping: Develop the idea of community mapping as a public policy issue related to access to geo-data
- Trans-Media and Synergy: Focus on knowledge transfer with push and pull - i.e. a program where people can send their questions via voicemail/voice-messaging/sms/text-messaging, then broadcast answers or discussion via radio or internet
- Design as R/D: Develop a universal icon language that would be a living product
- Education and Mobiles: Set up community kiosks – i.e. set up youth media centres to create and
Web 4Dev 2009 - Innovation for Access

Participation in Challenging Environments: Create a one-button alert system that could, in the case of an emergency or crisis situation, send information regarding location, height, weight, etc., to an individual or group by the touch of one button on a mobile phone.

Concluding thought: Develop a system of supporting pilot programs that develop out of these conferences as well as a system of accountability that charts the progress. Make conferences obsolete.

Technology Innovations for the Poor: Challenges and Opportunities
Kazi Islam, CEO, Grameen Solutions

Moderator- Robert Kirkpatrick, CTO, InSTEDD

Kazi Islam asked the group what their role should be regarding innovations for the poor. He cited examples of challenges in Bangladesh that could be seen as opportunities. He discussed the mobile phone as a platform for assisting the Bangladesh population with financial services, healthcare, education and overcoming language barriers, and for bringing a voice to the people. The people of Bangladesh are innovative because they do what they need to do to survive. He asserted that we must better understand the communities we’re trying to help in order to develop successful services and products.

Robert Kirkpatrick moderated a brief Q&A and talked about good management as the key to sustainable innovation.

Monitoring and Evaluation Workshop

Collaboration Technology for Humanitarian Action and Global Development
Robert Kirkpatrick, CTO - InSTEDD

Summary: What kinds of technologies will help us adapt to a changing world and prepare for the unexpected? Not what’s typically used. Collaboration is the solution, there is currently a gap in human interaction. The design of collaboration is key to success. Need to create a tool to collect all necessary data with collaboration technology and establish a collaborative team/human collaboration to evaluate the data.

Ushahidi: Crowdsourcing Crisis Information
Erik Hersman, Co-Founder - Ushahidi

Summary: The goal of Ushahidi is to make it easy to crowdsourced information through an open source platform. It lets ordinary people to use what’s in their pocket (mobile phone) to circulate information. If it works in Africa, it will work anywhere. How do you harness data from the masses without crippling your own infrastructure? The more data is collected, the less likely it is that bad data can have an adverse effect. The capacity to report eyewitness info is vastly increasing, but the capacity to consume it is not...there is information overload. The Next Big Thing: To filter the information by technology and humans, to refine the results and ultimately establish weighted results. We need to understand what will give us a better probability of truth or untruth with any given data.

GigaPan Dialogues: Diversity and Inclusion in the Community
Christopher Strebel, UNESCO IBE

Summary: GigaPan is a robotic camera being used by children in Soweto, SA, and Trinidad and Tobago. It is easy to implement, to learn, even by children who had never used a computer. The cost is low. It is versatile and adaptable. Camera lets you view across the earth, not just down at it. Students in Trinidad use GigaPan in a school program which has them taking pictures of their school and community, post the photos and making comments and sharing their stories with students across the world. Students learn how to work together, empowerment with technology. GigaPan was created by Carnegie Mellon in conjunction with NASA. (Part of technology has been used by Google Earth, and to monitor Hurricane Katrina).

Some ideas developed by the breakout groups included the following:

- Evaluation issues: Create standards for the publication of raw data; know your indicators, outputs and outcomes
- Harnessing local systems at scale: Provide incentives (money); involve the community with results of the program (send a text message with results)
- Gathering Institutional data and Crowdsource data: Promote validation for organizations and provide decision support; ask the community what their needs are
- Quality control and data accuracy: Internal system- provide incentives and recognition, External system – “tagging” people who consistently report quality data
- Large organizational buy-in: Boil-down the data and present as a video to executives
- Using communities for simple surveys: create incentives by offering free phone call with response; Do we even need to use simple surveys? Utilize high-tech along with low-tech (RFID tags)?

Participation in Challenging Environments: Create a one-button alert system that could, in the case of an emergency or crisis situation, send information regarding location, height, weight, etc., to an individual or group by the touch of one button on a mobile phone.

Concluding thought: Develop a system of supporting pilot programs that develop out of these conferences as well as a system of accountability that charts the progress. Make conferences obsolete.

Technology Innovations for the Poor: Challenges and Opportunities
Kazi Islam, CEO, Grameen Solutions

Moderator- Robert Kirkpatrick, CTO, InSTEDD

Kazi Islam asked the group what their role should be regarding innovations for the poor. He cited examples of challenges in Bangladesh that could be seen as opportunities. He discussed the mobile phone as a platform for assisting the Bangladesh population with financial services, healthcare, education and overcoming language barriers, and for bringing a voice to the people. The people of Bangladesh are innovative because they do what they need to do to survive. He asserted that we must better understand the communities we’re trying to help in order to develop successful services and products.

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Supply Chain Workshop

“Commodity Logistics Systems in Kenya” (slide illustration of the complex supply chain system in Kenya)
Paul Molinaro, Logistics Officer, Emergency, UNICEF

Summary: How can technology improve the efficiency of getting the product to the end-user? Challenges include 1. Organizations have separate standards for reporting 2. District-level staff who in many cases do not have a computer or the necessary tools required for tracking. High-data demands are put on very few people, creating great inefficiencies and ineffectiveness in the supply chain.

Mahfoud Bouhembel, Logistics Officer, WFP

Summary: Organizations are challenged with getting their product to end-users. The multitude of players along the supply chain creates difficulties in obtaining feedback about good distribution. Goods are not efficiently tracked. When there is a perceived problem along the supply chain, over-ordering tends to occur. Response to lack of information is inadequate. Trust among partners, collaboration and appropriate technology are vital.

Simon Conesa, Researcher, MIT-Zaragoza Logistics Centre

Summary: When deciding how to strengthen the supply chain we need to ask ourselves: Who has the information? Do we have an effective communication channel? What are the constraints? Etc. Regarding “track and trace”: Do the health clinics have connectivity? What devices could be used? Regarding end-user monitoring: Does the end-user have connectivity? In an emergency response the first thing to be implemented is a channel of communication.

The Rapid Android
Jonathan Jackson, Co-Founder, President & Chief Executive Officer, Dimagi

Summary: The Rapid Android application (run on the Google phone) was built with the UNICEF innovation group. Rapid Android is an easy to deploy application for end user SMS use. It is multi-functional and easily customizable. Using this device, the user is able to define the data set they want, collect data and analyze data.

Some ideas developed by the breakout groups:

• Track and Trace: Create a hybrid – Utilize a smart phone with GPS tracking, as well as bar code scanning; Set-up a community phone in villages; Provide an instructional video for the smart phone
• Emergency response: Must always assume there is no structure in the country where an emergency happens; Assume you will not receive support from the govt. or NGOs; Train partners and NGOs on the ground how to use supplies and devices; Assign a lead coordinator; Identify a private sponsor to supply funds; Customize response and technologies to fit as many countries as possible
• End-user monitoring: PDAs require the most training, are typically more expensive, not as easy to use, require higher investment costs, travel and initial assessments, but are best if you are trying to collect detailed data. Voice and SMS technologies are best for simple reporting.
• Design in context: Engage design early in the process to envision the future in a broader way; analyse the ecosystem – who are the stakeholders and when do you engage them
• Concluding thought: With a more adapted, robust and sustainable technology, we could more quickly correlate supply outputs to their impact on program outputs.
Annex C - Knowledge Sharing Track Presentations’ Summaries

Open Content and Online Communication Strategy Workshop:

Nick Harrison, World Bank

Traditionally websites were perceived as needed by large organizations. This approach to web management and structure needs to be revised since the emphasis is not on how you produce it or what you do internally but it is about the words you use. A Customer-Centric Approach is relating words to people’s needs.

Relevant for the United Nations (and their Web Managers): UN Web managers/Content managers need to understand and create content that is relevant for the websites and technical cooperation portals in support for the flagship publications. New website needs to focus more on priority AUDIENCES instead of simply representing the organization.

Bonin Bough, Global Director of Social Media, Pepsi Company

Listen, learn and work with stakeholders. Maximize impact with global partnerships. Innovative business models equal sustainable propositions. Digital Relevance: approach digital with the same guiding principles that you approach your business. Digital must be a lever that is considered at the on set of all initiatives. Digital can provide value across the spectrum, insights, operations, POP, customer conversations, etc. United Nations system Web Managers should look to private sector and academic partners to help fulfill its online content/functionality mission and mandates. There are several opportunities available but an open discussion must take place to define what is required and who could be possible partners.

Robert Bourgoing, Manager of Online Communications, The Global Fund

Most of the challenges are not technical but moderation. Moderation cannot be under-rated. They are more about human challenges, political, institutional, cultural, psychological, educational and linguistic challenges. The GF wants people (staff) to share their successes and challenges in an open dialogue.

Relevant for the United Nations (and their Web Managers): Web Managers should consider the need for online collaboration; not only internally between staff but also with and between key stakeholders including Civil Society. The Global Fund is a perfect example to facilitate an open dialogue and participation.

Kate Cusick, Director of Integrated Marketing, (RED) Campaign

The Red Campaign as a tool to help fighting against HIV/AIDS in Africa. Objective is to get people to understand Red and to make a choice. Get people to buy the products that they want and do something/donate/care about HIV/AIDS in Africa. If the objective is to get people to engage with the issue - not the product, then Red needs to be the brand to get people to donate. Media is part of the tools to achieve the objective.

Online tools allow us to figure out in an ongoing basis the best way to continue to engage people and raise awareness and raise the “care meter”. Relevant for the United Nations (and their Web Managers): Web Managers can benefit from a holistic approach to Communications - Key messages to selected audiences using several traditional and new media channels. This aspect should be developed and included in an organizationally accepted Web Strategy.

Scott Schneider, EVP, Ruder Finn Interactive

Alongside the web, media engagement is growing across all channels. The key is to get the message on various online forums pushed to a call to action on website. The strategy should be constructed that way. Clear message and call for action. Build a campaign around this. What are you trying to say? Who are trying to reach? What do you want to do? What is the intent?

Relevant for the United Nations (and their Web Managers): Communications strategy MUST take into account the power of online communications and web channels. For example, in the old world - an organization REPORTED the news - now, due to all the noise and competition for attention, an organization must CREATE the news - this is done by using several coordinated tactics and channels. It takes planning and resources to be heard now-a-days.

Daphne Nederhorst, Founder, SAWA Global

People from one of the 50 poorest countries in the world. They have made a significant difference and continue to work on some of the key issues we are all trying to solve. Working together to achieve the MDGs by aiming to satisfy people’s basic necessities: education, major diseases reduced, environment to be protected and gender equality.

Relevant for the United Nations (and their Web Managers): the United Nations (and their Web Managers) is now looking at new strategies for outreach and working with NGOs/CSOs. This example shows that it works and can have a very positive effect for grassroots initiatives that affect policy making.

Paula Claycomb, and Maria Cristina Gallegos UNICEF, Voices of Youth

Communication for development (c4d) is linked to all programs which uses consultation and participation of communities and UNICEF advocates for understanding and appreciating local context and culture to ensure that the programming is adapted to local context that elicits buy-in of behaviour change rather than rejection.

Relevant for the United Nations (and their Web Managers): The United Nations (and their Web Man-
The UK experience provides international development organizations with something of a blueprint of why and how to introduce web governance. Specifically, the UK has committed to an ambitious program of web transformation, and significant improvements in the provision of its services to citizens, businesses, and public healthcare recipients.

The web transformation program which began in 2005 is ongoing, but has already made significant progress in achieving its program goals to adopt a customer-centric approach to the provision of public services through the web; to adopt a shared services model to get the government working together around a common set of goals; and to professionalize staff and the government’s capacity to deliver through the web. To achieve these goals, the government is taking the radical step of cutting 99% of its sites from 2,500 to 27. It is also overhauling how it is organized itself, to better meet the needs of customers through improvements in coordination and professionalism across government, and by taking an evidence-based approach to understanding the needs of customers. Significant similarities exist between the UK and other organizations seeking to transform their web operations through better web governance.

Lessons from the World Bank
Nick Harrison, Senior Consultant - World Bank

The World Bank’s web governance program was launched last year and seeks to transform the Bank’s external website and supporting organizational arrangements. The World Bank has a large and decentralized organizational structure with 100 country offices and 10,000 employees worldwide and an estimated 3,600 external sites with content that focuses on knowledge, operations, research, data and learning. In the absence of an effective governance system, concerns were raised about reputational risk, increasing user dissatisfaction with the site, unclear leadership and accountability, and the inability of the organization to take advantage of emerging opportunities presented by the web.

With the Bank’s significant emphasis on knowledge transfer as an organizational goal, it was also important to understand how best to use the web to support this goal. During 2006-2007, internal reviews of metrics, staffing and processes were undertaken, and an internal audit and assessment were made by a consulting group. In 2008, a Web Governance Council was established, as well as an...
Welchman Pierpoint
Lisa Welchman, Founding Partner - Welchman Pierpoint

Welchman Pierpoint, a leading consulting firm in the area of web governance, presented lessons from its experience with public and private sector organizations. Ten core concepts for web governance were identified to improve the quality of sites including: establishment of guiding principles; formalization of governance authority; creation of supporting polices, guidelines and standards; establishing a governance implementation and enforcement team; and adoption of usability and monitoring and evaluation to measure progress on goals.

UNCTAD
David Galipeau, Chief, Web Communications - UNCTAD

UNCTAD presented the results of the Geneva Web Group survey that provided a high-level snapshot of the current state of the web in members’ organizations, including many UN agencies. The survey focused on staffing patterns, staff sentiment, resourcing of the web, use of web analytics, involvement of senior management, the extent to which their web content is user-driven. UNCTAD also highlight the results of the JIU report that makes recommendations for enhancing the UN’s web.

The iSeek Experience
Nathalie Leroy, Department of Public Information - United Nations Secretariat

The UN presentation focused on governance of the intranet, and the important goal of aiming for a single intranet system across the UN. Using the intranet to build a community of staff across duty stations presented many challenges in a large, changing, and widely spread organization. With a champion at the top, a governance structure was established comprised of a dedicated team, a network of focal points, and a governing body. The action plan provided for the division of labour for content creation, and a phased implementation to ensure access by all duty stations. In implementing the action plan, in the face of resistance to change, the dedicated team realized that building trust and providing compelling and relevant content were essential to the success of the project. This approach resulted in significant gains such as improved collaboration, cost and efficiency savings, and enhanced organizational effectiveness.

FAO
Romolo Tassone - FAO

The FAO presentation highlighted progress on web governance for the external website, and indicated early success in establishing a governance structure driven by the rapid expansion in the number of sites and the need for a more coordinated approach to better meet audience needs.

The Internet Governance Forum
Markus Kummer, Executive Coordinator - Secretariat of the Internet Governance Forum

The Internet Governance Forum presentation challenged the UN system to become a model for others and recommended adoption of the WSIS principles (e.g. interoperability), observance of UN treaties by UN Web sites, such as on accessibility (the UN Treaty on Rights of People with Disabilities).
One UN Online Workshop

UNESCO Experiences in Brazil
Vincent Defourny, Director Brasilia Office, UNESCO

This discussion addressed the need to communicate as one. Main challenges were identified: (1) the need for the UN system to set the example worldwide using simple and common tools (CMS, search, etc.) and working towards improving accessibility and complying with the UN; (2) provide operational packages that are ready to use, offer service delivery such as book sales, online registration etc. and call for concrete action (mobilization); (3) knowledge sharing of innovative solutions using communities of practice as tools. Conclusion: It is important to improve the communication at the country level making available new tools and mechanisms in country offices.

One Source
Richard Maciver, Web Manager - UN system Chief Executives Board Secretariat

The aim of One Source is to provide a clear, comprehensive and complete coverage of UN system activities and interests through the thematic, regional or country based navigation of aggregated content. The solution was explained in terms of the content, technology, process and governance. It promoted each organization’s control over their content and publishing practices alongside the adoption of open information exchange standards, in particular RSS. Rather than replace any existing website or service, this portal complements the emergence of many targeted websites by linking them and providing an alternative means to identify and locate related information.

One Source is an approved HLCM Business Practice proposal and is currently within a funding prioritization process. Unique in its scope, it was emphasized that this undertaking presents the UN system web community with an opportunity to regroup on the basis of expertise, so to arrive at a common solution. It is hoped, therefore, that the development of this project will align with the future structure of Web4Dev community itself.

World Bank API
Jeff McCoy, World Bank

The World Development presented their Application Programming Interface (API) project that permits access to basic development and indicator data for all countries. Although targeted at application developers familiar with Web Services, the benefits of this publishing approach are directed to the development community. Benefits of creating an API include an ability to reach out to new audiences and thereby make data available. It also contributes to making our data more effective and relevant by allowing it to be combined with development related content from other sources. Challenges cited included the perception of custodians that their content was being given away. It can also be perceived as a way of losing control of content since it may be used in ways unforeseen, which may for example prove detrimental to brand and integrity.

One successful implementation is healthmap.org. This site shows how combining information from different sources (including Google News feeds and WHO data) stakeholders and can make content more relevant, meaningful and helpful. With this in mind, it is important to develop legal protections that consist of terms and conditions for the API and its use. Best practices employed by the Bank for the promotion of this service included engage with developers, the creation of sample applications, the creation of query builders and promotion at conferences which showcase how value is added.

The Geospace and Media Tool
Brian Willison, Director, Parsons Institute for Information Mapping

The Geospace and Media Tool (GMT) is an advanced knowledge visualization application that fuses streaming news, geospatial, social network and demographic information into a single, enterprise-quality, web 2.0 solution for the US Congress. It was shown how the US Congress applied this tool to opening access to publicly available information, generating knowledge from information, performing quantitative analysis on qualitative data and creating knowledge hierarchies and credibility ratings. Although explained by means of a broad range of functionality (content clustering, ranking, discovery and personalization), its aim is simply to uncover the most effective visualization of complex data.

Open Source GeoPortal of the UN High Commissioner for Refugees (UNHCR) Lessons Learnt and Best Practices
Luc St Pierre, UNHCR

UNHCR manages important amount of geospatial information and is looked after to increase its dissemination to a large community of partners and users. This ranges from large scale mapping at the level of refugee camps, to global aggregated distribution maps of displaced populations. The stack of open source solutions allowing for offline editing will bring geospatial information to the professionals (non-GIS) of UNHCR and their partners. This portability is also an answer to the marginal connectivity conditions the field operations have and to the need for simple and “procedural-light” mechanisms for database development and maintenance. In the spirit of One UN and the One Source Project, this reflects the commitment of UNHCR to the UN Spatial Data Infrastructure (UNSDI) for better standardization and free exchange of reference data within the UN System and the wide range of partners, data providers and data users.

Decentralized Data Collection and Real Time Mapping
Eric Gundersen, Development Seed

You have access to tons of information about the programs you work with, but getting that information into a digestible format that answers your immediate questions can be challenging. Eric Gundersen of the online strategy shop Development Seed will talk about how interactive maps,
data visualizations, and other online tools can quickly show you the bigger picture around large scale international issues.

Eric demonstrated the new Pandemic Preparedness Mapping site built for InterAction, which is designed to identify the capacity of programs on the ground to prevent the spread of a catastrophic disease like bird flu. He also talked about how online tools can improve data collection from programs working on the ground abroad. You can read more about the work on his blog: “Pandemic Preparedness: When Data Visualization and Workflow Matter”. He also showed off the latest piece to the preparedness site that is currently launching, the food security portal.

Pandemic Preparedness Mapping: http://preparedness.interaction.org
Food Security Portal: http://preparedness.interaction.org/foodsecurity

Waterwiki
Mikel Maron, UNDP

Waterwiki started in 2005 as pilot project attempted to gather and record all the resources on water governance in the community of practice in Central Europe and Asia within UNDP. Waterwiki is now a place where the entire UN system (26 agencies involved in water) can come together and share knowledge. The idea is to come together and share knowledge in one place, a wiki. Rather than duplicating efforts, waterwiki is based on mediawiki which works on Wikipedia so it has been tried and tested. Open participation – transparent and accessible discussion and decisions. All project plans and ideas are available for everybody. In conclusion, we can achieve One UN if we think of an Open UN by opening up data and sources.

Agrifeeds Presentation
Gauri Salokhe, FAO

Agrifeeds is the FAO agricultural news and events aggregator. It is a service that allows users to search and filter news and events from several agricultural information sources: a “one-stop shop” on recent news and upcoming events related to agriculture. Sharing the same vision as One UN, though on a smaller scale, this project underlined the importance of building partnerships with those who share the vision of the organization. This service is different from other RSS aggregators in that it aims at higher quality in collection and dissemination of news and events through the process of selection, subject indexing, metadata description and tailoring of information. A scalable and inclusive approach was reasoned as the key success factor to the delivery of this unique value offering.
APPENDIX D : VIDEO ARCHIVES

INNOVATION FOR ACCESS

UNICEF Hosting “Web4Dev” Conference: http://www.youtube.com/watch?v=7uPsc1c4Pm0

KEYNOTES

Innovation And Technology In Achieving Sustainable Results Part I:
http://www.youtube.com/watch?v=MzF8SvL8zk&feature=PlayList&p=B69CFA239C57A745&playnext=1&playnext_from=PL&index=19

Innovation And Technology In Achieving Sustainable Results Part 2:
http://www.youtube.com/watch?v=vXKh5ikiRIo&feature=PlayList&p=B69CFA239C57A745&index=20

THE FUTURE OF INNOVATION

John Gage Web4Dev 2009 talk - part 1:
http://www.youtube.com/watch?v=b-TCZMZRdYQ&feature=channel_page

John Gage Web4Dev 2009 talk - part 2:
http://www.youtube.com/watch?v=6blYpn--yxQ&feature=channel_page

John Gage Web4Dev 2009 talk - part 3:
http://www.youtube.com/watch?v=RZmrk9i_9_M&feature=channel_page

Q&A with Ann Veneman, John Gage - part 1:
http://www.youtube.com/watch?v=TFKI3XYL0&feature=channel_page

Q&A with Ann Veneman, John Gage - part 2:
http://www.youtube.com/watch?v=XqpdRUlITZc&feature=channel_page

Q&A with Ann Veneman, John Gage - part 3:
http://www.youtube.com/watch?v=KTULCPHToHo&feature=channel_page

Q&A with Ann Veneman, John Gage - part 4:
http://www.youtube.com/watch?v=gczcNnZqbHM&feature=channel_page

REACHING OUT

Bhartendra Singh Baswan talk, part 1:
http://www.youtube.com/watch?v=HWfLaPa0jK&feature=channel_page

Bhartendra Singh Baswan talk, part 2:
http://www.youtube.com/watch?v=N5hI08k0hi4&feature=channel_page

Q&A session with Bhartendra Singh Baswan:
http://www.youtube.com/watch?v=CHyMLye_ezA&feature=channel_page

Tony Salvador’s talk - part 1:
http://www.youtube.com/watch?v=Txri2B-2K1o&feature=channel_page

Tony Salvador’s talk - part 2:
http://www.youtube.com/watch?v=ZU_pHU5APo&feature=channel_page

Tony Salvador’s talk - part 3:
http://www.youtube.com/watch?v=LzHSu5ss--&feature=channel_page

PANEL SESSION - RESPONSE TO KEYNOTE TALKS

Alp Sezen presentation at Web4Dev 2009 - part 1:
http://www.youtube.com/watch?v=Va3Ah9_wqjE&feature=channel_page

Alp Sezen presentation at Web4Dev 2009 - part 2:
http://www.youtube.com/watch?v=Ur1Zl-Th5GA&feature=channel_page

Alp Sezen presentation at Web4Dev 2009 - part 3:
http://www.youtube.com/watch?v=BRcJv8p9SQQ&feature=channel_page

Christopher Dye presentation at Web4Dev 2009:
http://www.youtube.com/watch?v=1M8tkj3c3IA&feature=channel_page

Paul Molinaro presentation at Web4Dev 2009:
http://www.youtube.com/watch?v=MjX0o8bDnwY&feature=channel_page

Q&A following Panel Session, Day 1 Web4Dev - part 1:
http://www.youtube.com/watch?v=5Q8Qn008cQ&feature=channel_page

Q&A following Panel Session, Day 1 Web4Dev - part 2:
http://www.youtube.com/watch?v=kMMd9Ky0iw&feature=channel_page
ACCESS TO INFORMATION WORKSHOP:

Steve Vosloo - Access to Information workshop - Part 1:
http://www.youtube.com/watch?v=Ig_j-RundGU&feature=channel_page

Steve Vosloo - Access to Information workshop - Part 2:
http://www.youtube.com/watch?v=kQ-Dr4e9xT8&feature=channel_page

Steve Vosloo - Access to Information workshop - Part 3:
http://www.youtube.com/watch?v=MVqWy0qJUZI&feature=channel_page

Clay Shirky - Access to Information workshop - Part 1:
http://www.youtube.com/watch?v=Bs3gdHOqFLE&feature=channel_page

Clay Shirky - Access to Information workshop – Part 2:
http://www.youtube.com/watch?v=wY8UtTb1Z4&feature=channel_page

Grant Cambridge – Access to Information workshop – Part 1:
http://www.youtube.com/watch?v=YMNh5fIEE&feature=related

Grant Cambridge – Access to Information workshop – Part 2:
http://www.youtube.com/watch?v=cZ1-i6epFM&feature=related

Grant Cambridge – Access to Information workshop – Part 3:
http://www.youtube.com/watch?v=hHNOWoU1BE&feature=channel_page

Working Groups - Access to Information workshop - Part 1:
http://www.youtube.com/watch?v=bTylzfqLd4Q&feature=channel_page

Working Groups - Access to Information workshop - Part 2:
http://www.youtube.com/watch?v=XRLjwQmnxug&feature=channel_page

Working Groups - Access to Information workshop - Part 3:
http://www.youtube.com/watch?v=rZd6sf_GNj8&feature=channel_page

Working Group - Access to Information workshop - Part 4:
http://www.youtube.com/watch?v=Mp6dqcG6qio&feature=channel_page

Working Group - Access to Information workshop - Part 5:
http://www.youtube.com/watch?v=hzdHRdWI6GgNR=1

Working Group - Access to Information workshop - Part 6:
http://www.youtube.com/watch?v=kxLOIW621A0&feature=channel_page

Kazi Islam Web4Dev 2009 keynote speech - Day 2 - part 1:
http://www.youtube.com/watch?v=g_4KMGWb0X4&feature=channel_page

Kazi Islam Web4Dev 2009 keynote speech - Day 2 - part 2:
http://www.youtube.com/watch?v=cTqjIR_jvkr&feature=channel_page

Kazi Islam Web4Dev 2009 keynote speech - Day 2 - part 3:
http://www.youtube.com/watch?v=PPqvXvwnt4&feature=channel_page

Kazi Islam Web4Dev 2009 keynote speech - Day 2 - part 4:
http://www.youtube.com/watch?v=8JBE-HWm-c&feature=channel_page

Q&A with Kazi Islam at Web4Dev 2009:
http://www.youtube.com/watch?v=2xQCD-NO3P9&feature=channel_page

MONITORING AND EVALUATION WORKSHOP

Robert Kirkpatrick presentation at Web4Dev 2009 - part 1:
http://www.youtube.com/watch?v=HQIymj3Xvxc&feature=channel_page

Robert Kirkpatrick presentation at Web4Dev 2009 - part 2:
http://www.youtube.com/watch?v=djhLX2AFMd1&feature=channel_page

Eric Hersman presentation at Web4Dev 2009:
http://www.youtube.com/watch?v=5cp2tWdDgsw&feature=channel_page

Christopher Strebel presentation at Web4Dev 2009 - part 1:
http://www.youtube.com/watch?v=f1ctY0oH-fY&feature=channel_page

Christopher Strebel presentation at Web4Dev 2009 - part 2:
http://www.youtube.com/watch?v=MFLsO8I8JU8&feature=channel_page

M&E workshop Q&A, Innovation Track, Day 2 - part 1:
http://www.youtube.com/watch?v=6yZMdpDVbc&feature=channel_page

M&E workshop Q&A, Innovation Track, Day 2 - part 2:
http://www.youtube.com/watch?v=GhIpoOax6WE&feature=channel_page
M&E breakout groups formed:
http://www.youtube.com/watch?v=cPix-L4WX54&feature=channel_page

M&E breakout groups report back - part 1:
http://www.youtube.com/watch?v=MkOlfyUid70&feature=channel_page

M&E breakout groups report back - part 2:
http://www.youtube.com/watch?v=f0wAbiQaykU&feature=channel_page

Supply Chain Workshop
Paul Molinaro gives introduction to Supply Chain workshop, Web4Dev 2009:
http://www.youtube.com/watch?v=Bg0FukPFe64&feature=channel_page

Presentation by Mahfoud Bouhembel at Web4Dev 2009:
http://www.youtube.com/watch?v=il1i-qnVxKpc&feature=channel_page

Presentation given by Simon Conesa at Web4Dev 2009 - part 1:
http://www.youtube.com/watch?v=3U1SJ-xPy2Y&feature=channel_page

Presentation given by Simon Conesa at Web4Dev 2009 - part 2:
http://www.youtube.com/watch?v=WhzoAWw_lSE&feature=channel_page

The Rapid Android
Q&A session after Supply Chain presentations, Web4Dev 2009 - part 1:
http://www.youtube.com/watch?v=cst5hp8AtM&feature=channel_page

Q&A session after Supply Chain presentations, Web4Dev 2009 - part 2:
http://www.youtube.com/watch?v=YK7whj5UHQ8&feature=channel_page

Knowledge Sharing Video Archives
Open Content & Web Communication Strategy:
HTTP://WEBCAST.UN.ORG/RAMGEN/ONDEMAND/SPECIALEVENTS/2009/SE090211PM.RM

Web Governance

One UN Online
ANNEX E - PREVIOUS CONFERENCES

As has been shown, Web4Dev conferences provide a forum for showcasing technologies and techniques that assist international organizations communicate and engage with the public through the Internet. Conferences shape the future work of the Web4Dev community and in turn contribute towards the effectiveness of UN system organizations’ online communication, outreach and engagement strategies.

2003 - Washington D.C.

The first W4D conference took place in Washington D.C in 2003. Some of the key topics were: Open Standards for Information Access; Web as an Agent of Change; The Next Generation of the Web; Google - Challenges and Opportunities; Promoting Internal Web Thinking; From Chaos to Cohesion; The Future of Web Development; and IT Enabled Collaboration among others. As a result of these conferences, many organizations started to develop their own courses for Web Managers and writers. Enjoying widespread recognition and adoption, a focus on web content developed and delivered with an understanding of stakeholder needs became highlighted as a key concern of the group and mainstreamed into some programmatic areas.

2007 - Nairobi

The organization and hosting of the fourth Web4Dev conference was delegated to UNHABITAT (Nairobi, 2007) and focused on how United Nations agencies can work together, delivering as one, to maximize the impact of the Internet in accelerating the achievement of the Millennium Development Goals. It presented an excellent opportunity for UN agencies and stakeholders to take stock of past and on-going Internet-enabled development programmes with a view to producing an enhanced framework for coordinating future action. Topics explored in the session included: web solutions for youth, and best practices from developing countries such as the Digital Villages (and initiative to take ICT to rural areas and provide a suite of services like e-learning, e-banking and e-health, among others).

2006 - New York City

The Third Web for Development Conference was held at the United Nations, New York in November 2006. Organized by the United Nations Department of Public Information and the Global Alliance for ICT and Development (GAID) in collaboration with a number of other Organizations, it was held in conjunction with the 18th Annual Conference and Exhibit of AIT Global, a global association of information technology professionals. Topics explored in this conference included: the scope of the opportunity to ICT in all its forms, to advance worldwide economic and social development, particularly in Developing Nations; Service Oriented Architecture; Innovation: Open, Collaborative, Multi-disciplinary and Global; The Role of Digital Inclusion in Economic and Societal Development; On-line Safety for our Children and Communities; Governance and Evaluation of Data; Comprehensive Insider Threat Management; Securing the Multimedia Web Experience; Sharing knowledge to communicate more effectively: rethinking the UN’s intranet; and Workshop on Collaboration Tools, Blogs among others.

2005 - Washington D.C.

The World Bank funded and hosted the community’s first two conferences (in Washington D.C.), focusing each time on a specific area of interest. In 2005 emphasis was placed on value added web content. With high-level internal sponsorship, key speakers from the industry were invited to share best practices, encouraging attendees to rethink their approach to online communications, capacity building, advocacy and stakeholder engagement. Topics explored in this conference included: the value of joint efforts, making key connections: a content odyssey; W4D as a catalyst for action; unlocking successful content; local experiences, international potential; performance driven web management; information technology and communications: working together in web 2.0, and more.

2003 - Washington D.C.

The first W4D conference took place in Washington D.C in 2003. Some of the key topics were: Open Standards for Information Access; Web as an Agent of Change; The Next Generation of the Web; Google - Challenges and Opportunities; Promoting Internal Web Thinking; From Chaos to Cohesion; The Future of Web Development; and IT Enabled Collaboration among others. As a result of these conferences, many organizations started to develop their own courses for Web Managers and writers. Enjoying widespread recognition and adoption, a focus on web content developed and delivered with an understanding of stakeholder needs became highlighted as a key concern of the group and mainstreamed into some programmatic areas.
Proposal 2 - Hosting Web4Dev Governance Group Meeting
Organization: UNCTAD
Date and Venue: May 2010 - UN Palais, Geneva, Switzerland

It is proposed to UNCTAD to host the UN System Web4Dev Governance Group for a 1 day conference, in conjunction with a the UNCTAD-led WSIS cluster week (18-22 May), the Commission on Science and Technology for Development (25 - 29 May), and the World Information Society Day is (May 17, 2010). It is proposed that during this conference of Web4Dev Governance Group, Civil Society partners and ministerial delegates would be invited to participate and facilitate an open and valuable dialogue. The opportunity also exists to commence an Expert meeting, for example, ‘The Internets role for Development’ during this time.

Participation:
UNCTAD proposal to the CEB that the conference could be a multi-sector conference - opened more to civil society, delegates and Private sector, e.g. by accepting representatives of WSIS-accredited entities into the room, instead of the “by invitation only” principle. Participation is limited to the Web4Dev Governance Group with included the led Web Managers from the UN system agencies and secretariats.

Program
Duration: 1 day

Expert Meetings: focusing on ICT/Web and the impact on economic development and competitiveness of developing countries - in particular LDCs -to coincide with the Web4Dev Conference
Lead: CIO/DTL

Attendees: approx. 50 UN systems wide Web and Internet Managers including World Bank, WIPO, WTO, IMF, ITC, ITU, UN, CEB, UNDP, WFP, WHO, ILO, etc.

For questions or comments on the content of this report please contact:
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