



International  
Land  
Coalition

Secretariat at IFAD  
Via del Serafico, 107  
00142 Rome, Italy  
Tel (+39) 06 5452644  
Fax (+39) 06 5043463  
Email: [landcoalition@ifad.org](mailto:landcoalition@ifad.org)  
Web: [www.landcoalition.org](http://www.landcoalition.org)

### Note to File

**Topic:** Web 2.0 for Development Conference: Overview of Web 2.0  
**Date:** 25-27 September 2007  
**Participants:** Louisa Cass

*Circulation: Coalition staff, members and partners*

#### **Background**

The Web2ForDev Conference was held in Rome from 25-27 September 2007 (with a pre-conference session on 24 September). It was the first conference dedicated to exploring how international development stakeholders can network, collaborate and exchange knowledge in agriculture, rural development and natural resources management using Web 2.0 methods, approaches and applications. The conference was held during e-agriculture week at FAO, during which the organisation launched [www.e-agriculture.org](http://www.e-agriculture.org) to enhance sustainable agricultural development and food security by improving the use of information, communication, and associated technologies.

Participants were from civil society organizations (CSOs), inter-governmental bodies, government departments, research organizations and Web 2.0 suppliers. CSOs from Africa were very well-represented, but there were few from Asia, the Pacific and Central and South America. This is an issue the organizers intend to address for future conferences.

Information on the conference, including speakers' presentations are available on the conference website: <http://www.web2fordev.net>. A blog (<http://blog.web2fordev.net/>) and a wiki ([http://wiki.web2fordev.net/index.php/Main\\_Page](http://wiki.web2fordev.net/index.php/Main_Page)) were also set up.

This file to note provides an overview of the Web 2.0 tools and information from the conference. A second file note provides information on organizations which may be useful contacts for ILC as an institution or for its members and partners. It is intended that these documents may be useful inputs for planning an ILC web strategy. It is acknowledged that many of ILC's members and partners are using these tools and may be able to provide expertise and experience in this regard.

#### **What is Web 2.0?**

Web 2.0 describes a "second generation" of web technology that is free or low-cost and interactive. Services are designed to enhance online collaboration and information sharing, where the consumer of content becomes the producer. It is focused on the way software developers and users use the web, rather than the technology itself. It is also sometimes known as ICT4D.

As the conference information states, while the web as we have traditionally known it “is largely static and focuses on information dissemination with the flow of content moving from the producer to the consumer, Web 2.0 is based on user centred applications that promote communication, user empowerment, collaboration and social networking. (It is) primarily a social, rather than a technological evolution.” Tim O’Reilly, who is credited with coining the term, describes Web 2.0 as allowing the “harnessing [of] collective intelligence”, the “architecture of participation”, and “rich user experiences”.

Tools include blogs, wikis, RSS feeds and tools like Flickr, FaceBook and Skype. Definitions are provided below. Many of these have been around for a while as keynote speaker, Ethan Zuckerman, pointed out. The creator of the Global Voices blog aggregator said:

*Email preceded the Internet... blogs are ten years old, and Wikis have been around since 1995... If most of this stuff is twenty years old, why are we talking about it now? **Because it’s not about the tools, it’s about the people....** The reason that it matters **now** is that we are experiencing a seismic shift – it’s about **who** can be **brought together** with these tools.*

What kinds of things do Web 2.0 tools do? These points are amalgamated from the conference organizers and Amit Dasgupta, from IBM India.

- They allow non-Web designers to put their own content (writing, audio, video, etc.) online easier than ever before.
- They make content more portable than ever and easier to remix, mash together or reuse in a different context. By linking information from multiple sources it can improve the quality of the information. Information can also be accessed through multiple devices (computers, mobile phones etc).
- They utilize this user-generated content and the economy of scale/ network multiplier effect created to draw valuable connections between related users and content. This also reduces the cost of content creation and deployment.
- They make the discovery of new content more automated and relevant than ever before.
- They have the potential to exponentially increase the amount of information that any of us are able to access, store and recall.
- They provide richer content using collective intelligence of user communities and experts.
- They allow effective information exchange and knowledge management between geographically dispersed stakeholders through a collaborative web program.

These characteristics make Web 2.0 valuable for collaboration and knowledge sharing to improve people’s livelihoods. It is also an important advocacy and media tool, giving people the opportunity to be political, with some level of protection through global attention. The use of Web 2.0 for citizen journalism and campaigning is increasing.

A useful overview of Web 2.0 is provided on YouTube called *The Machine is us/ing us*: [http://www.youtube.com/watch?v=NLIgopyXT\\_g](http://www.youtube.com/watch?v=NLIgopyXT_g)

## General observations

The conference demonstrated the powerful possibilities of these tools for development. There are many possibilities for ILC to consider, for internal collaboration, to facilitate communication with poor people on land issues, and for advocacy. It is important that the user and their needs are the primary focus, not the tools.

Some of our members and partners are using these tools already and it would be valuable to identify how, as well as their expertise and experiences. In fact, Anriette Esterhuysen from the Association for Progressive Communication cited **CEPES** as an example of ICT4D and participatory development working well. She referred to the project in the Huaral valley north of Lima where they have established a wireless telephone and open source internet network. The project is linked with the local Water Users Association and the service is used by communities along the valley to manage their water supplies and agricultural inputs and to collaborate to market their produce. The service apparently also has had positive social effects as a general communication tool, including between generations. Training was provided to users.

However it is important to remember that, as FAO stated, only 18 percent of the world's population currently have access to the internet. The International Telecommunication Union (ITU) estimates that one billion people worldwide still lack connection to any kind of information and communication technology. Of these people, most depend in some way on agriculture for their livelihoods. Even more fundamentally, even in some areas with access, electricity supply is unreliable and inconsistent. It has been recognized for some time that unless this gap is addressed, it could widen the gap between rich and poor.

Many speakers emphasized the importance of establishing low-cost infrastructure to extend the reach of the internet. Until that happens, it is critical that these tools are integrated with other accessible communication activities. As access to computers is limited, applications need to support multiple devices, such as cell phones and television, if they are to be widely used. In other words, the needs of the user group needs to be foremost. In the cases where this has been done, the solutions are often very creative (see case studies). They can also be useful even when users are illiterate, through the power of audio and visual tools.

As Ethan Zuckerman stated:

*When we think about [participatory web](#), it's not about laptops and high bandwidth... it's about mobile phones. There are 3 billion handsets worldwide, and its estimated 80-90% of people in the developing world can access a mobile phone if they need to. **This is a level of penetration of technology that changes the rules of the game.** We need to broaden our thinking beyond the Web.*

It is interesting to note that for some people in areas where internet access is only now being realized, they are being introduced immediately to Web 2.0 tools, as they are easier to use than traditional tools. Training is essential however, as is ensuring that the tools are actually meeting the needs of the users and helping them improve their lives. Anriette

Esterhuysen emphasized the importance of people have access to the tools to develop their skills, as well as giving them the opportunity to play. She highlighted that unlike in developed countries, there is a puritanical approach taken in developing countries that means the use of ICTs is for the purposes of development only, with “no play, no exploration, no personal use”. But she said this is needed to allow users to develop their comfort and to develop the applications of the systems. She also stated that users need to be supported through the constant system changes to ensure that fatigue doesn't set in as people try to keep up.

Another issue repeatedly emphasised during the conference was that even with technology, the tools are worth nothing without content. Web 2.0 requires hands-on sharing of information from the grassroots level and this is often challenging for people. Knowledge and information represents power and so trust is required to share it. Many speakers said that one of the most effective ways to demonstrate to people the value of sharing information was to share information with them first. At an institutional level, there were many examples of opportunities for pulling data from several organizations to provide single access for users. For example, farmers would benefit from information on weather forecasts, crop advice, market prices, etc, all of which come from different sources. This requires these organizations to work together effectively for their common clients.

Other issues that need to be considered are related to the ease of access to information, such as privacy of data, particularly as so many people are using the same providers, most of which are American. Speakers emphasized the need for governments and organizations to have clear policies relating to privacy. Copyright and intellectual property is another issue and is being addressed by the global creative commons project which provides options to content creators to protect and make available their work:

<http://creativecommons.org/>

### **Definitions, uses and tools**

A glossary of terms is provided on the conference website:

[http://www.web2fordev.net/glossary\\_of\\_web.html](http://www.web2fordev.net/glossary_of_web.html). The most common ones are provided here, with an explanation of their uses and some systems, based on information from the sessions I attended. Some examples of open source tools are provided.

### ***Open source software***

Many Web 2.0 tools are open source. Open-source software refers to any computer software whose source code is available under a license (or arrangement such as the public domain) that permits users to study, change and improve the software, and to redistribute it in modified or unmodified form. It is often developed in a public, collaborative manner. It is generally free or low cost.

Examples of open source software include:

- Survey Monkey for designing and distributing online surveys and collating results  
<http://www.surveymonkey.com/>

## ***Blog***

Blog is an abbreviation for weblog, which is a frequently updated website featuring diary-type commentary and links to articles, other websites and other media related to its topic. Blogs range from personal diaries to political, news and commentary and can focus on one narrow subject or a whole range of subjects. Readers can usually leave comments in an interactive format. Blogs can be an alternative to a web content management system. Wordpress and Yahoo 360<sup>7</sup> are some tools to create blogs.

### ***Examples***

When used as intranet sites, blogs have reportedly helped teams communicate better and improved accountability compared to long email threads. The World Bank has created Commnet as its intranet and one feature is a tool to filter information, including for dates, locations, events, key topics. This allows people in different locations to work together and stay across relevant issues. When they realised staff in Africa had problems accessing it, they worked out how to email the blog. Apparently you can also publish to blogs directly through emails and text messages and they are useful when publishers and users have low band width.

In Uganda, a blog is being used by the Hope Children's Club for children to use the online journal platform [http://360.yahoo.com/hope\\_childrens\\_club](http://360.yahoo.com/hope_childrens_club) to express their perspectives. They have also used it to conduct constructive debates and share their experiences.

While most blogs are primarily textual, some focus on photographs using tools such as Flickr ([photoblog](#)), videos (vlog), or audio (podcasting).

### ***Podcasting (audio blog)***

A podcast is a media file that is distributed over the Internet using syndication feeds (see below), for playback on portable media players and personal computers, similar to a radio program. The host or author of a podcast is often called a podcaster. Though podcasters' web sites may also offer direct download or streaming of their content, a podcast is able to be downloaded automatically, using feed readers such as RSS or Atom.

### ***Examples***

Podcasts have been used in a variety of ways, such as to capture people's stories, to distribute school lessons and crop advice and for public safety messages.

### ***Vlogs (video blog)***

Vlogs have become increasingly popular, largely through YouTube. Vlogs provide a way of presenting otherwise long stories or presentations in a very simple and attractive manner. They have an added advantage in that the visual component helps promote deeper understanding of stories, especially for people who do not have a reading habit. Vlogging also has become a valuable tool for independent and citizen media. Users report that it is easy, fast and lowcost, with basic equipment and minimal technical skills required.

### *Examples*

The conference heard that vlogs have been used to capture and share cultural knowledge by indigenous communities in Australia and Canada. The Ghana Information Network for Knowledge Sharing (GINKS) in collaboration with the International Institute for Communication and Development (IICD) has used vlogging to work online through conferencing and to increase exchange of knowledge and experiences at grassroots level. One condition is that rural connectivity needs to be available. ([www.ginks.blogspot.com](http://www.ginks.blogspot.com)).

Both podcasts and video blogs could be useful ways for ILC members and partners to share learnings. These could also be used as part of the strategy to attract members and, used offline, to attract donors.

### ***Webcasting***

Webcasting is sending audio and/or video live over the internet. In essence, webcasting can be thought of as broadcasting over the internet and is different to vlogging and podcasting because it is live. The ability to webcast using cheap/accessible technology has allowed independent media to flourish.

It is unlikely that ILC would have need for webcasting.

### ***Wikis***

A wiki is a Web site that allows users to add, remove, edit and change content. It also allows for linking among any number of pages. This ease of interaction and operation makes a wiki an effective tool for mass collaborative authoring. The term wiki also can refer to the collaborative software itself (wiki engine) that facilitates the operation of such a site, or to certain specific wiki sites, like encyclopedias such as Wikipedia. A little trivia – the name is derived from wiki wiki, which is Hawaiian for very quick.

### *Examples*

Many organizations use wikis to develop documents, including consultation processes. Some rules may be needed depending on the purpose. This would be a useful application for ILC to coordinate the development of policy and position papers, publications and lessons learned, with member and partner input.

### ***Feeds and feed readers (RSS etc); Content aggregation and syndication***

Feeds allow users to subscribe to websites to receive automatic notification (or feeds) when content on the sites is updated (for example, the latest news or forum posts). This allows the user to keep track of a large number of web sites or blogs without remembering to check them manually or cluttering the inbox. It allows publishers to instantly distribute content and make it “subscribable”. Web feeds are also known as syndication. Today many different types of content are syndicated on the Internet. Millions of online publishers including newspapers, commercial websites and blogs now publish their latest news headlines, product offers or blog postings in standard format news feed. Another form of syndication is to make part of a website available to other sites.

A feed reader is a software or online service that uses a web feed to retrieve syndicated content such as blogs, podcasts and vlogs, and mainstream web sites. Readers are also known as aggregators or podcatchers (for podcasts). A search aggregator uses a defined set of queries to search a large number of sites for a customized set of search results.

Feed readers keep checking web sites to see if they have been updated with new content. If so, they collate the new content and display the title, and a link to it, with an excerpt (or the whole contents) of the new information. Users just add the feeds of the desired web sites to the feed reader.

The two main families of Web syndication formats are RSS and Atom. RSS is alternately defined as Rich Site Summary or Really Simple Syndication. Readers can be installed as software or web-based, such as FeedReader, a free software developed by i-Systems or a browser with an embedded RSS reader (Firefox for instance).

#### *Examples*

Participants at the conference use feeds to distribute their organisation's new content to their subscribers, including using SMS messages. For example, Tradenet makes market information available to producers via SMS.

Other organizations are content aggregators and source content from a number of sites to make it available to users in one place. This was the case with a number of research and information providers, such as

UNESCO also uses this tool to aggregate training services from NGOs and other organizations on its Online Training Platform.

#### *Mobile phones*

While mobile phone technology is not new, its spread, particularly in Africa has been enormous in recent years. Web 2.0 tools are being developed to integrate with mobile phones so that people who do not have access to computers or the internet, but do have access to a mobile (whether they own it or not) can still access information in a timely, inexpensive way. The free online phone service, Skype, is also increasingly popular as a way of staying in touch inexpensively.

#### *Examples*

The BROSDI-run CELAC project in Uganda sends SMSs to farmers every Monday with a message of the week (they choose which language they want to receive it in). Farmers also use SMS to send in information about agriculture and then it is posted online and sent out to others in the network. The project has a growing database network composed of phone numbers of farmers, government leaders, NGO staff, etc from both within and out of Uganda. BROSDI staff also use mobiles to read emails especially when they are in the field and unable to access the Internet.

## **Mashing**

Until recently, web content has been created in html, where content and form are inputted together and inseparable. Now it is more common that it is done in xml, in which the content and form are separate. This allows content to be reused / exported separate to the way it is presented. (The YouTube presentation explains this very well.) This characteristic allows mash-ups, a term that refers to web applications that allow you to mix at least two different services from disparate and even competing, web sites.

## *Examples*

A mash-up, for example, could overlay traffic data from one source on the Internet over maps from Yahoo, Microsoft, Google or any content provider. Amit Dasgupta, from IBM India gave an example of weather information from the Bureau of Meteorology being combined with crop information for the same region from an agriculture department.

## ***Social bookmarking and tags***

Most people are used to bookmarking their favourite websites. Social bookmarking websites like del.icio.us allow users to store their bookmarks online instead of in the browser, which means they can access the same bookmarks from any computer and add bookmarks from anywhere.

Social bookmarking is also a way for users to see what other people bookmark, and share links with them in return. Social bookmarking sites are a popular way to store, classify, share, rank by popularity and search links. This is made possible through the use of **tags**. A tag is a (relevant) keyword or term given by the user or publisher to a piece of information (like a picture, article, Web site, video clip or bookmark), that describes the item. Typically, an item will have more than one tag associated with it. Tags are informal and people use words that make the most sense to them so they can organise their bookmarks better.

This is great for organizing and finding personal data, but it goes even further when someone else posts related content using the same tags. This creates a collaborative repository of related information, driven by personal interests and creative organization.

Many social bookmarking services allow users to subscribe to web feeds based on tags, or a collection of tag terms. This allows subscribers to become aware of new resources for a given topic, as they are noted, tagged and classified by other users.

This process of tagging is sometimes referred to as folksonomy and is intended to make information increasingly easier to search, discover, and navigate over time. Two widely cited examples of Web sites using folksonomic tagging are Flickr and del.icio.us.

Some sites have tag clouds, which are listings of the tags with the font size indicating the popularity or volume of content related to that tag. Search engines use the tags as a way of filtering, so it is a good idea to think about the tags applied to a website.

One application is that you can apply a filter over a search engine, such as Google, to pull out references to identified key words or tags. For example, the World Bank used it to assess when it was mentioned at the same time as the IMF and analyse why, such as if they were peaking at the same time.

### ***Google maps***

This tool is used in a number of ways, including for participatory mapping and for location-based web information.

The CELAC Project uses maps <http://www.celac.or.ug/map.html> to locate farmers in its network, their specialty and phone numbers to make it easier for market middle men and other persons looking for products to purchase. The local chair of the group is identified as a contact point. This is proving to be a valuable tool for the farmers for marketing.

The application of this tool should be investigated further for ILC's work on land, particularly for its GIS-participatory mapping work. It may also be useful for mapping the location of members and partners, providing a visual tool that assists them and other organizations to become aware

### ***Social networking***

Social networking tools like MySpace, YouTube and Facebook create spaces where people can share information about themselves with friends and identify interests which may put them in touch with others, either socially or professionally. Other tools include Bebo and Orkut (Indians and Brazilians are very high users of these sites).

These sites were set up primarily for social purposes, but are now being used as a way to undertake other activities such as advocacy. For example, they are being used as a resource for tasks such as community fund-raising or local campaigning. Further, users network with others to share learning, solve problems collectively and spread campaigning messages.

### ***Examples***

Oxfam has a number of sites on these tools, but there are even more that have been set up by users in support of Oxfam. It has 23,000 friends on MySpace. The organization has used these tools to run campaigns, such as to pressure Starbucks to recognize the intellectual property of Ethiopian coffee growers. Supporters even took photos of themselves with messages in support of the farmers. Starbucks ended up responding on YouTube, then a spokesman for the Ethiopian farmers did too. (One clip from YouTube: <http://www.youtube.com/watch?v=Lfvp550PtU>). Other examples include the Oxjam concert series to highlight different issues. The concerts were held in different cities and they each created their own sites. Oxfam provided a site and online advice but everybody did their own work. As presenter Pete Cranston said, "Oxfam traded control for reach."

While Oxfam has a strong brand and this no doubt helps, Pete Cranston believes social networking sites have great possibilities for small CSOs as well. He suggests introducing campaigns by starting with friends and related organizations and extending from there.

### **Conference facilitation techniques**

In addition to the information on web 2.0 tools and their applications, there were some interesting techniques used during the conference that might assist others.

- **Web 2.0 Taster Day** – a pre-conference day dedicated to providing an overview of Web 2.0 tools for the uninitiated. This seemed like a good idea where the conference topic is complex and attendees have differing levels of familiarity with the content.
- **The Wall** – a number of notice boards were placed outside the conference room in the meeting area for participants to note throughout the conference what they learnt, what they felt and provide feedback and suggestions. It was better than completing a feedback form as it was more interactive and immediate.
- **Open spaces:** the agenda was very full, but the organisers acknowledged that people might have other topics they wanted to discuss. People could write on the board ideas for other sessions. There was time allocated in the agenda, as well as rooms for the sessions.
- **Popcorn/Wrapup session:** At the end of the conference, the facilitator ran a session called Popcorn. We broke into groups of four, and discussed two questions: a) what had impressed us most? b) what we were going to take back from the conference? The facilitator randomly asked people for their comments and these were incorporated by the final speaker into his reflections on the conference, as well as the comments from the Wall. It was very positive, and a great way to reflect on what we'd learnt and who we'd met. There was also praise for people.

### **INTERESTING ORGANISATIONS**

During the conference, I attended a number of sessions and met people from organisations which may be relevant for ILC as an institution, or for members and partners individually or regionally. A brief explanation of the organisation and contacts are provided, and the relevance for ILC is suggested. Regions and areas of interest are indicated at the head of each entry.

This list is not exhaustive; the programme and speaker details are available at [http://www.web2fordev.net/programme.html?no\\_cache=1](http://www.web2fordev.net/programme.html?no_cache=1).

*Africa, Asia; Communication for development*

**Global Farmer Field Schools; Arnoud Braun (The Netherlands), Edwin Adenya (based in Kenya)**

<http://farmerfieldschool.info/>

This Foundation is based in The Netherlands, but its programs started in Indonesia and developed in Asia before being implemented in Africa. In Kenya, they are using lessons with student farmers on integrated pest management as a way to introduce health concepts. For example when they talk about disease in plants, they can also talk about disease in the young people, especially HIV/AIDS; when they talk about planning for the future of the farm, they can talk about the future of the young people. It was a good example of lateral communication.

*Global; Research; documentation of lessons learned*

**Centre for Information on Low External Input and Sustainable Agriculture ; Wilma Roem, Information specialist (The Netherlands)**

<http://www.leisa.info/>

ILEIA promotes exchange of information for small scale farmers in the South through identifying promising technologies involving no or only marginal external inputs, but building on local knowledge and traditional technologies and the involvement of the farmers themselves in development. Information about these technologies is exchanged mainly through the LEISA Magazine. They have also published a **book on how to document experiences** in the field. This would be useful to look at to see if it can assist in ILC's processes. A copy is with the publications collected from the conference.

*Africa; Research*

**Systeme d'Information Scientifique et Technique**

<http://www.sist-sciencesdev.net/>

This system of aggregating research was set up by the French government to ensure scientific information is available in Africa and to allow local researchers to publicise their research as well. The platform does not store data but provides a search engine that indexes and aggregates information from a number of sources, such as scientific databases. Regardless of the format of the initial source, SIST provides results as an RSS link, including title, author, where it was sourced from as well as relevance. Like Google it then links to the source site. The service supports regional research along the priorities defined by countries (health, renewable resources , agronomy, human and social sciences, Information and Communication Technology).

*Africa; Marketing using Web 2.0*

**Tradenet - Agric Market Information Systems 2.0: Making it Private, Profitable and peer2peer; Mark Davies**

<http://www.tradenet.biz/>

TradeNet is the largest SMS-enabled market information service in Africa. Already active in 12 countries and over 500 markets, it is available to users anywhere in the world, whether they are small-scale rural producers seeking up-to-the-minute price alerts on their mobile phones, or larger international exporters that require a powerful toolset to manage their supply chain. TradeNet has a 'mobile-only' philosophy for most of its users, pioneering in-market kiosks where tradeagents offer market information advice, and register and configure alerts for other people's phones from their own. In using and paying for TradeNet, the market will create its own information repository that will then be a sustainable and accurate public service for all. TradeNet is 100% built by African software developers in Ghana (one of the developers said it is a "system built by Africans for Africans, and not just by Africans, but by really really young Africans and that's something to be proud of.")

A powerful SMS gateway enables easy and fast integration with any mobile operator and flexible payment options for subscribers. It allows realtime uploads from markets using a mobile phone – someone at a market could send an SMS and it would be available immediately, which means the information is current and accurate. Users can

request data by entering a code into mobile phone, including with country code and currency and four languages. The services provides for the complexity of pricing, including highest, average, lowest, retail, wholesale, lorry prices, prices across regions. It also generates SMSs, with offers of sales to those who are registered to receive them.

*India, Community networks*

**Sharing Knowledge, exchanging solutions and community information updates through blogs and social networks: case study from India ; Anup Kumar Das, Jawaharlal Nehru University, India**

Although blogs and social networks on the social welfare and social development issues are very new in India, they are rapidly becoming common in developmental organizations. CSOs and local governments in India are using the tools to share knowledge - both modern and indigenous, exchange practical solutions, update community information and community of practices through Web 2.0 applications, such as blogs, collaborative social networks, file sharing platforms, etc.

The Government of India recently announced the community radio policy allowing establishment of community radio stations across the country and is also extending connectivity to villages. For example, information on an issue, including questions, is broadcast on the radio, then identified coordinators will seek input from the community. This is done through a mix of online and social processes, with coordinators going to the community to gather and record its experience and then they reproduce it in blogs. It also works the other way. More information is in the presentation:

<http://www.web2fordev.net/447.html>

Another interesting issue he raised is that a number of Indian **language applications are available in Free and Open Source Software**. Others may also be.

*Global; Training; Communities of practice;*

**UNESCO Open Training Platform, Armelle Arrou**

<http://opentraining.unesco-ci.org/cgi-bin/page.cgi?d=1>

The Open Training Platform was launched in March 2007 to create a knowledge hub for training and capacity building resources from development stakeholders. The intention is to make resources from around the world openly available for community workers, trainers and learners particularly in developing countries. Content is free and in many cases open sources, and can be localised. A few of the 21 domains covered are adult literacy, water, agriculture and environment, community development, IT, micro entrepreneurship, health, HIV AIDS, food and sanitation, gender issues, etc. Resources are from all UN agencies, NGO, associations, foundations, Governments and private companies. The site is only available in English at the moment (although some resources are not).

*Global; Research and knowledge sharing; NRM*

**FRAME – knowledge sharing among a global NRM community; Denise Mortimer and Anna van der Heijden**

<http://www.frameweb.org/>

FRAMEweb is an online interactive portal for the natural resources management community. It aims to foster discussion on emerging trends in environmental and natural resource management across disciplinary and geographical boundaries, and provide timely and relevant information on innovative and strategic options to address these issues. To do this, it also conducts field studies identified by members, builds institutional partnerships, organizes workshops and meetings and distributes the [FRAMEgram newsletter](#). It is funded by the US Agency for International Development but the information is not purely their content. Content is classified by theme (including land tenure, gender, forestry issues etc), by region, and online communities (including land tenure for drylands). People can run their own online communities of practice. Postings are done by email so it's straight-forward.

*Australia, indigenous people*

**Outback Movement for Cultural Survival Using Web 2.0: An Australian Aboriginal Case Study; Kado Muir, Jon Corbett, Guy Singleton**

In remote parts of Australia Aboriginal people struggle to strike a balance between protecting their “sacred sites” (cultural heritage) and engaging with multinational mining developments. Ngalia people have been active in protecting Aboriginal sacred sites from the impact of mining since settlement of their lands in the 1890s. Ngalia have engaged in Aboriginal Heritage Surveys as a means of protecting sites by identifying their location and “negotiating” impacts at the start of mining activities. In recent years the mining industry have taken to using GIS systems to build datasets of Aboriginal sites on Ngalia land and the State government has digitised the State based register of Aboriginal sites. These actions and the passing of elders pose a threat to the ability of Ngalia people to protect their cultural heritage effectively. Through the adoption of Web 2.0 technologies the Ngalia people have embarked on a mission to develop effective cultural heritage management strategies to protect their sacred places/sites and develop sustainable livelihood options for their community.

Along with digital video and community web sites, the Ngalia community has embraced technologies such as You Tube, Skype, My Space, blogs, Google and Wikipedia. Plans are in place to develop a participatory GIS system also. Several of the Ngalia youth were recently awarded runner up in the International Lonely Planet short video competition, for their video on goanna hunting. This video can now be found on You Tube and Lonely Planet TV.

*Canada; indigenous people*

**Anti-social computing: indigenous language, intellectual property rights and digital video; Jon Corbett and Tim Kulchyski**

<http://www.web2fordev.net/503.html>

This project has used DVDs to document, communicate and revitalize the Hul'q'umi'num' language (in British Columbia). Participatory video techniques were

used to record important cultural practices, while giving young people skills in video production. The DVD medium was chosen because it enabled community members to access language-related information using high levels of user-interactivity in their own homes and without reliance on costly broadband Internet access. Some materials are also being provided on YouTube to reach a younger, wider audience. There was some reticence to record traditional knowledge, language and culture, but rules around the use and distribution of the materials were put in place.

*Global advocacy; human rights*

**Oxfam and online social networking; Pete Cranston**

<http://www.oxfam.org/en/>

Oxfam is a big user of social networking tools such as YouTube and MySpace for its advocacy campaigns. While its goals of fighting against poverty and social injustice haven't changed, the tools it is using have, allowing for distributed campaigning. This combines the power of customization and reach.

*Africa, ICTs, linking CSOs*

**Web 2.0 in African Civil Society; Tobias Eigen, Kabissa**

[www.kabissa.org](http://www.kabissa.org)

*"When spider webs unite they can tie up a lion."* Ethiopian proverb

Kabissa supports CSOs to implement web 2.0 technologies, and is particularly seeking to help them use the technology to pursue their missions. It also provides internet services and training to help African organizations work better, including hosting of email accounts, websites and mailing lists and even voicemail through the internet. Among other services, it has a member directory including **advocacy and policy organizations**, with organizational information and address details. Each member organisation's site also identifies similar organizations based on tags (under development). This would be a useful approach for ILC's theme-based and for partner organizations. It has excellent resources, including links to collaboration and advocacy tools and how to use them. Tobias is very enthusiastic and would be keen to work with other African CSOs.

*Extractive industries*

**Dr Caleb Wall: Cairo concept – village to village knowledge sharing**

Dr Wall works in corporate social responsibility for extractive industries. He may be a useful contact if we pursue further work with extractive industries. I explained ILC's purpose and he agreed that he could be an appropriate contact.

*Africa (Uganda); Social development*

**Busoga Rural Open Source and Development Initiative (BROSDI) in Uganda - Enhancing knowledge sharing in rural communities through Web 2.0; Ednah Karamagi Akiiki**

[http://www.brosdi.or.ug/about\\_us.html](http://www.brosdi.or.ug/about_us.html)

This was a highly inspiring presentation. BROSDI has a number of programs it runs on agriculture, education, ICT and health. It uses a number of web 2.0 tools, integrated with other communication and engagement techniques. The site includes a download centre of open source tools for pdf readers, chat tools, text message tools, telecentre management,

document editors and web browsers. It also has a resource centre on ICT for development, knowledge and information management. One of its sites is CELAC (Collecting and Exchange of Local Agricultural Content) <http://www.celac.or.ug/>. It includes weather, crop information, market prices, success stories, and government information when it is relevant.

*Global; Aid and development*

### **World Bank Development Gateway Foundation portal**

<http://www.developmentgateway.org/>

The portal provides web-based platforms to make aid and development efforts more effective around the world. It includes information from many organizations, not just the World Bank. It includes:

- an online directory of official aid and development activities around the world : <http://aida.developmentgateway.org/>
- online knowledge sharing and collaboration between worldwide development practitioners, including discussion groups <http://topics.developmentgateway.org/> and country-specific information <http://www.developmentgateway.org/cg>

*Global; Aggregator*

### **World Bank, BuzzMonitor**

<http://buzzm.worldbank.org/>

The World Bank developed BuzzMonitor to monitor blogs and other sites for references to the World Bank. This “super aggregator” has now been made available as open source for communities and organizations interested in tracking blogs, podcasts, videos, photos that talk about a specific issue.

*Africa; NRM, specifically drylands*

### **Drylands Resources Knowledge and Practice Network: Pauline Maingi, Kimetrica International**

<http://www.indigenousvegetation.net/Home.aspx>

The new network is using web-based technologies to facilitate networking and knowledge sharing amongst stakeholders in the drylands of Botswana, Kenya and Mali. Network members will share information on community-based indigenous knowledge, findings of scientific research, remote sensing, and past and present experiences in managing resources in the drylands. The tools are developed using open source software, and include mapping tools, discussion forums, syndication feeds, online library etc. The tools were selected based on findings of a survey and workshops held in each of the three countries. It also uses online and offline collaborative mapping. The network partners include leading government institutions, NGOs, universities and private bodies with an interest in the conservation and or marketing of indigenous vegetation.

*Global blog aggregator; citizen media*

### **Global Voices Online, Ethan Zuckerman**

<http://www.globalvoicesonline.org/>

Global Voices is a site that aggregates, curates, and amplifies blogs (particularly citizen media), highlighting places and people mainstream media often ignore. It develops tools,

institutions and relationships that will help all voices, everywhere, to be heard. It assesses the millions of blogs produced all over the world, assesses their credibility, and provides context and analysis.

*Knowledge management*

**Knowledge management for development:**

<http://www.km4dev.org/journal/index.php/km4dj>

*Global; ICTs; knowledge sharing*

**FAO: e-agriculture**

[www.e-agriculture.org](http://www.e-agriculture.org)

FAO has just launched an interactive web-based platform focusing on the role that Information and Communication Technologies (ICT) can have in supporting agriculture and rural development. The site will enable users to exchange opinions, experiences, good practices and resources related to e-agriculture, and to ensure that the knowledge created is effectively shared and used worldwide. It is part of an e-agriculture Community of Expertise, a global initiative of policy makers, rural service providers, development practitioners, farmers, researchers and information and communication specialists involved in agriculture and rural development.

*Global, Internet and ICTs for Social Justice and Development*

**Association for Progressive Communication, Keynote speaker Anriette Esterhuysen**

<http://www.apc.org/english/index.shtml>

The Association for Progressive Communications (APC) is an international network of civil society organisations dedicated to empowering and supporting groups and individuals working for peace, human rights, development and protection of the environment, through the strategic use of information and communication technologies (ICTs), including the internet.

*Europe; International cooperation; information aggregator*

**Euforic – Europe’s Forum on International Cooperation; Chris Addison and Pier Andrea Pirani**

<http://www.euforic.org/>

Euforic is a not for profit cooperative of NGOs, research institutes, educational institutions, networks, governments, and other interested groups. It shares and disseminates information on international cooperation policies and practices. It uses emerging Internet applications to produce web-based information services, including alerts, country profiles, thematic dossiers, organisation directories, an email digest, an online repository, event listings, and search tools. It has a Feedfinder service which aggregates related information from many sites. Organisations can provide their information through Euforic as well.

*Global, ICT solutions consultant*

**Development Seed, Eric Gunderson**

<http://www.developmentseed.org/>

Development Seed was started in Peru to deploy communications portals for international development organizations working on the ground in Latin America. Initially they worked with small grassroots organizations working to rebuild the region's economic infrastructure and create stability through the provision of basic social services like healthcare. It is now based in Washington and also works with larger organisations in the field, such as the UN and World Bank.

*Africa; ICT support to CSOs*

**Ghana Information Network for Knowledge Sharing (GINKS); Prince Deh**

<http://www.ginks.org/>

GINKS is an information and knowledge sharing network on ICT4D. It exist to streamline all disjointed ICT projects, initiatives and programs in a way that provides solutions to challenges and problems in the ICT environment. It does this through networking, information and knowledge sharing among all stake holders; conducting research; publicity and advocacy.

*Africa, Latin America, Caribbean; ICTs*

**International Institute for Communication and Development (IICD)**

<http://iicd.org/>

This Dutch non-profit foundation specialises in information and communication technologies (ICT) as a tool for development. It combines modern media such as computers, Internet, email and multimedia, with traditional media such as radio and television to connect people and enable them to benefit from ICT.

*South America; management of the Amazon*

**Amazon Basin Conservation Initiative; Lauren Sorkin, Regional Knowledge Management Specialist**

<http://www.amazon-basin.org/> (the website is under development and requires a password)

The U.S. Agency for International Development (USAID) has launched the Amazon Basin Conservation Initiative to address the continuous threats to the Amazon-Basin Region. The program aims to strengthen regional networks communities and stakeholders in the region to respond to threats using an integrated strategy for communications, knowledge management and capacity building. The project is working to overcome linguistic, geographic and cultural barriers, to connect communities in the Amazon, in part through web 2.0 tools. Lauren said there are links with ILC's work in terms of land use, indigenous rights etc.

*Asia, biofuels, extractive industries*

**Clean Energy Asia** (also USAID; Lauren has also been involved)

Amongst other things, it looks at land use as a contributor to clean energy and extractive industries. <http://www.cleanenergyasia.net/>