2012
Annual Report

CETIC.br UNESCO

Regional Center of Studies
for the Development of the
Information Society

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Foreword

Information and communication technologies (ICTs) have significantly transformed central aspects of the daily lives of individuals, organizations and governments. The use of ICTs as a means of promoting socioeconomic and cultural development and bridging the existing social divide is a key aspect of the information society. Hence, international organizations have been drawing attention to the importance of ICT indicators for monitoring the development of the information society.

It is in this context that the Regional Center of Studies for the Development of the Information Society – CETIC.br UNESCO was conceived as a Category II Center under the auspices of UNESCO. The Brazilian government and UNESCO signed an agreement on 28 March, 2012 for the establishment of the regional centre in São Paulo, Brazil. The Center was born of a need to facilitate the creation of inclusive knowledge societies through information and communication technologies, particularly, in Latin America and Portuguese-speaking African countries. This objective takes into account the critical importance of creation, access, preservation and sharing of knowledge and its key role in the attainment of the long-term targets set by the United Nations' Millennium Development Goals (MDGs) program and by the World Summit on the Information Society (WSIS) in areas aimed at guaranteeing basic human rights, such as those related to health, education, shelter, security, freedom of expression, culture and universal access to information.

The Center is hosted by the Brazilian Network Information Center (NIC.br) in São Paulo, Brazil, and benefits from the Brazilian Internet Steering Committee (CGI.br) groundbreaking model of Internet governance, NIC.br's technological skills and solid experience in conducting ICT surveys in different segments of society. CETIC.br UNESCO intends to articulate productive partnerships between academia, government and non-government agencies, in order to provide a better understanding of the social scope of technology and its impacts on the development of the information society.

This report presents a summary of the main activities carried out by CETIC.br UNESCO in its first year. The Brazilian Network Information Center (NIC.br) is honored to contribute to the development of the objectives stated in the cooperation agreement between the Brazilian Government and UNESCO.

Demi Getschko
Brazilian Network Information Center – NIC.br
CEO

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The Center:
Objectives and Functions

Mission: "to contribute towards building inclusive knowledge societies through information and communication technologies."

The main objectives and functions of CETIC.br UNESCO are outlined in the following lines of action: capacity building; knowledge center for the information society – clearinghouse; laboratory of ideas, and culture and ethics on the Internet.

Capacity Building

This main line of actions aims to:

- Empower public policymakers by offering them means of analyzing survey statistics and of monitoring the impact of ICT policies on the development of the information society;
- Promote awareness among public policymakers so that the government agenda and action plans incorporate issues related to the development of the information society;
- Use and disseminate UNESCO methodologies throughout the region along with the participation of UNESCO;
- Develop and offer courses aimed at capacity building in survey design, including methodology, data collection instruments, execution of ICT surveys, data analysis, etc.;
- Contribute in forums that discuss the construction of ICT indicators and methodology development, such as ITU indicator groups and the Partnership on Measuring ICTs for Development.

Knowledge Center for the Information Society: Clearinghouse on ICT Survey Methodologies

This main line of action aims to:

- Establish a Knowledge Center for disseminating and sharing information and knowledge, including survey methodologies, indicator databases, analyses and publications, special reports, articles and academic papers;

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- Build an academic network of topics of interest based on specific knowledge sources, creating a social network of users and content providers and interacting with them through community tools;
- Contribute in existing observatories of the information society in order to promote the sharing of knowledge regarding the impact of the Internet on societies through the collection of relevant information and monitoring of main trends;
- Identify, collect and organize relevant, high-quality and multilingual information on the evolution of ethical, legal, socio-cultural and policy issues concerning the information society at the national, regional and international levels, with particular attention given to education, science, culture and communication;
- Provide a joint platform for UNESCO clearinghouses related to information society issues.

Laboratory of Ideas

This main line of action aims to:

- Create a periodic "discussion panel" to explore emerging issues of interest in the field of communication and information technologies with international experts, stimulating partnerships for the production of knowledge and new specialized research on ICTs;
- Produce qualitative and quantitative future scenarios for the Internet in order to anticipate upcoming challenges related to the social impact of ICTs and create a digital political agenda to steer the design of public policies towards a knowledge society;

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- Encourage knowledge production in areas related to ICTs in which there are knowledge gaps;
- Develop sector-wide ICT survey methodologies and patterns of data collection for the production of ICT indicators through the use of specialized and sector-wide ICT surveys.

Culture and Ethics on the Internet

This main line of action aims to:

- Develop a survey methodology that includes data collection instruments and the conceptual framework for a survey of cultural industries as well as the audiovisual sector;
- Develop ICT indicators for measuring audiovisual content produced and consumed on the Internet in different cultural settings, including the participation of the audiovisual "cultural industry" and its value chain models;
- Conduct a survey to understand the ethical dimensions of Internet use and its social implications, including issues related to the safety of children on the Internet;
- Foster and participate in the debate about models of regulation that protect cultural diversity in audiovisual productions;
- Build awareness of the importance of protecting the digital heritage, with reference to the importance of preserving information, particularly audiovisual productions.

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2012 Activities

Visits to Category II Centers, UNESCO Regional Offices and other Relevant Institutions

CETIC.br UNESCO´s first initiative was to visit the best practices Category II Centers under the auspices of UNESCO in order to understand their organization, processes and activities, as well as to identify potential areas of cooperation. The Center also visited UNESCO´s Regional Offices in China, South Korea and Bangkok, and the UNESCO Institute for Statistics in Canada.

Visit to INRULED - UNESCO's International Research and Training Centre for Rural Education

Beijing, China | July, 2012

INRULED's mission is to "promote sustainable socio-economic development in rural areas through educational research, training and extension activities, by bringing about positive changes in thinking and behavior of rural people." The center focuses on four different programs: "Skills Development for Rural Transformation," "Rural Teachers' Professional Development," "Gender Equality and the Empowerment of Women for Leadership Roles in Rural Education" and "ICT in Education for Rural Development."

During the visit, different activities were carried out throughout the day. In the morning, members of CETIC.br UNESCO and INRULED met at the center's main office and both institutions presented their activities. In the afternoon, members of CETIC.br UNESCO went on a guided tour of the Beijing National University's campus and visited different areas of study: the College of Information science and Technology, the Institute of Virtual Reality and Visualization Technology, the School of Continuing Education and Teacher Training, the National Union of Networked Teacher Education, the School of Educational Technology, and the Ministry of Education's Digital Learning and Education Public Service Engineering Research Center.

This visit marked the very first step in the cooperation between INRULED and CETIC.br UNESCO. The encounter allowed both parties to better comprehend each other's activities and identify possible areas of collaboration. Both parties expressed interest in working together in common fields, particularly programs and activities for Africa and rural areas.

[1] [2] Visit to INRULED

Visit to UNESCO's Beijing Office

Beijing, China | July, 2012

CETIC.br UNESCO visited UNESCO's Beijing Office, which is the Cluster Office for five East-Asian countries: the Democratic People's Republic of Korea (DPRK), Japan, Mongolia, the People's Republic of China and the Republic of Korea (ROK).

During the meeting, CETIC.br UNESCO presented an institutional overview of the newly established Category II center in Brazil. Likewise, the UNESCO´s Beijing Office presented its main projects, which included Climate Change, Culture & Development, Young Migrants, Food & Nutrition. The Programme Manager for the Education Sector provided invaluable information on UNESCO Category II Centers and the UNESCO Beijing Office Director and Representative highlighted the relevance of such centers.

Both parties identified areas for potential synergies related to ICT4D (ICT for Development), such as the assessment of the effectiveness of public policies for digital inclusion in BRICS countries. In particular, information was exchanged concerning projects related to accessibility, gender and e-government.

Visit to KERIS - Korea Education and Research Information Service

Seoul, South Korea | August, 2012

The Korea Education and Research Information Service (KERIS)'s mission is to contribute to national educational development through ICT use in education and

[3] [4] Visit to KERIS

research. The visit to this organization included a brief overview of KERIS' history and main projects, such as ICT in Education. Among the organization's strategic goals are the creation of smart education systems, the maximization of national research information use and the creation of educational policy support systems, and the strengthening of international cooperation and policy research. Following the institutional introduction, the delegation visited the U-classroom in order to get a sense of the learning experience offered by the future classrooms.

KERIS provided a detailed presentation of the work carried out in relation to ICT in Education, research, and indicator development, as well as the importance of international cooperation. It was an occasion for both delegations to exchange ideas and share mutual research activities, aiming towards cooperation in the near future, especially in the area of ICT in Education.

Visit to the Korean National Commission for UNESCO

Seoul, South Korea | August, 2012

The Korean National Commission for UNESCO acts as an important facilitator for the achievement of UNESCO's goals. It strives to strengthen cooperation between national, international and regional stakeholders. The Secretary General and members of the Korean NatCom team met with the CETIC.br UNESCO delegation and both parties exchanged relevant information on the main activities carried out by their institution.

Detailed presentations were given by both delegations followed by a brainstorming session on common areas of interest such as the education sector.

[5] [6] Visit to the APCEIU

Visit to the APCEIU - Asia-Pacific Centre of Education for International Understanding

Seoul, South Korea | August, 2012

The APCEIU seeks to integrate individuals, communities, nations and international/global systems, and fosters a sustainable relationship between humanity and nature. Working together with 47 UNESCO State Members of the Asia-Pacific region, the center strives to promote a Culture of Peace in the region.

The delegations learned about each institution's projects and found areas for possible cooperation, such as studies on ethics and culture. APCEIU provided invaluable information on matters such as dissemination of information, strengthening institutional capacities, enhancing relevant networks and mobilizing the community. APCEIU also shared their solid experience of areas that are of great relevance to the newly established center in Brazil: capacity-building and training programs, development of institutional educational material and the creation and administration of an information clearinghouse.

Visit to UNESCO's Bangkok Office

Bangkok, Thailand | September, 2012

UNESCO Bangkok is the Asia-Pacific Regional Bureau for Education and the Cluster Office for the six "Mekong" countries: Thailand, Myanmar, Lao PDR, and Singapore, and indirectly through UNESCO country Offices in Hanoi and Phnom Penh. The organization promotes peace and human development through education, sciences, culture, communication and information. Detailed presentations were given by both delegations followed by a brainstorming session on potential areas of cooperation in the field of ICT in Education. CETIC.br UNESCO presented the results of the ICT in Education Survey conducted nationwide in Brazil since 2010.

[7] APCEIU visits the Regional Centre of Studies for the Development of the Information Society

Visit to the UNESCO Institute for Statistics (UIS)

Montreal, Canada | October 2012

The UNESCO Institute for Statistics (UIS) is the statistical branch of the United Nations Educational, Scientific and Cultural Organization (UNESCO). Responsible for the production of relevant data for policymaking and methodologies, the UIS monitors national and international trends. CETIC.br UNESCO visited the UIS in order to discuss opportunities for cooperation. The visit resulted in a mutual interest in signing a memorandum of understanding that expresses both organizations' will to work closely together in the future. Parties agreed to share knowledge in survey methodologies for research related to the integration of ICT. The planned cooperative activities include the development of capacity-building programs and workshops in survey methodologies, production of comparative studies on the integration and use of ICT, participation in meetings to discuss methodology and ICT-related indicator definitions.

APCEIU visits the Regional Centre of Studies for the Development of the Information Society

São Paulo, Brazil | October 2012

CETIC.br UNESCO was visited by the Director of the Asia-Pacific Centre of Education for International Understanding under the auspices of UNESCO. At this occasion, an overview of the main activities of the Regional Centre of Studies for the Development of the Information Society was presented and discussed and both category II centers expressed their willingness to collaborate on areas of common interest, particularly those related to ethics and the Internet. This second encounter further consolidated the interest of both parties to work together in the near future.

UNESCO Brasilia Office visits the Regional Centre of Studies for the Development of the Information Society

São Paulo, Brazil | November 2012

CETIC.br UNESCO was visited by the Director of the UNESCO Brasilia Office. At this occasion, an overview of the main activities of the Regional Centre of Studies for the Development of the Information Society was presented and discussed and potential areas of cooperation, in particular those related to culture and ethics on the Internet.

Participation in International Conferences

Participation in the World Open Educational Resources Congress

UNESCO Headquarters, Paris, France | June, 2012

CETIC.br UNESCO participated in the World Open Educational Resources Congress that was attended by more than 400 participants including representatives of governments, NGOs and universities, as well as educators. The congress' goals were: to release the 2012 Paris OER Declaration; to showcase, through an Open Seminar & Exhibition, the world's best practices in OER policies and initiatives; and to celebrate the 10th anniversary of the 2002 UNESCO Forum where the term Open Educational Resources (OER) was coined.

Participation in the International Conference on Media and Information Literacy in Knowledge Societies
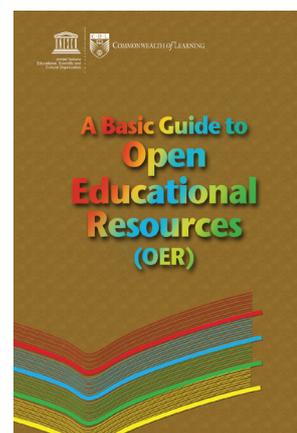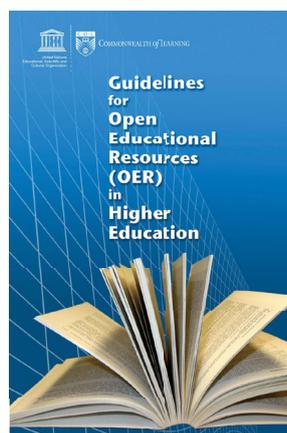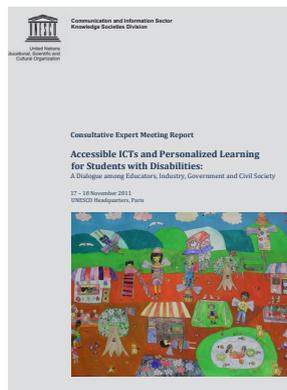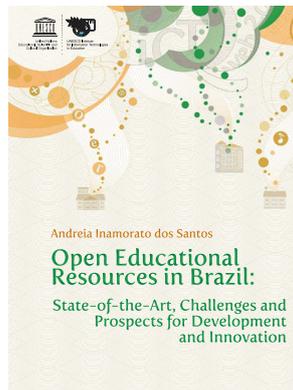
Moscow, Russian Federation | July 2012

Held under the framework of the Russian Chairmanship in the Information for All Program (IFAP) Intergovernmental Council, the International Conference on Media and Information Literacy in Knowledge Societies aimed at discussing indicators for media and information literacy and involved around 120 participants from different fields. The Moscow Declaration on Media and Information Literacy, signed by all countries present, was a relevant outcome of the conference. CETIC.br UNESCO participated in the conference and contributed with a communication on media literacy among children in Brazil.

Contributing to Disseminating UNESCO's documents in the Portuguese and Spanish - Speaking World

CETIC.br UNESCO has cooperated with UNESCO Headquarters in Paris to translate relevant UNESCO documents from English to Portuguese and Spanish.

- The UNESCO Consultative Expert Meeting Report: "Accessible ICTs and Personalized Learning for Students with Disabilities: A Dialogue among Educators, Industry, Government and Civil Society." On the International Day of Persons with Disabilities, UNESCO launched a report on accessible ICTs for students with disabilities in six different languages: English, French, Spanish, Chinese, Arabic, Russian and Portuguese. CETIC.br UNESCO was responsible for the translation and preparation of the Portuguese version of the report.

- Translation of the book *Open Educational Resources in Brazil – State-of-the-Art, Challenges and Prospects for Development and Innovation*, by Andreia lnamorato dos Santos, into Portuguese.

- "A Basic Guide to Open Educational Resources | OER." The document was translated into Portuguese and Spanish.

- "Open Educational Resources Programme | Brochure." The document was translated into Portuguese and Spanish.

- "Open Educational Resources Country Policy Template." The document was translated into Portuguese and Spanish.

- "Guidelines for Open Educational Resources (OER) in Higher Education." The document was translated into Portuguese and Spanish.

Survey Methodology Workshop

In 2012, CETIC.br UNESCO held the second edition of its NIC.br Annual Workshop on Survey Methodologies. The workshop was created as an important initiative to support the CETIC.br UNESCO's main line of action of capacity building. It was designed to create an opportunity for capacity building and to stimulate discussion among policymakers, data producers and academics on topics related to survey methodologies. UNESCO Brasilia Office and Unesco Institute for Statistics (UIS) participated in this event.

The workshop sought to provide conceptual and theoretical information for the production and use of ICT statistics, with a special emphasis on quantitative and qualitative methodologies, data analysis, data presentation and the use of survey data in the policymaking process. Specific objectives:

- Provide an opportunity for capacity building in survey methodologies and the production and use of ICT statistics;
- Offer an overview of different survey methodologies, such as quantitative and qualitative approaches;
- Broaden methodological discussions for users of ICT survey data and promote ongoing quality improvement in planning and conducting ICT surveys;
- Provide conceptual and theoretical knowledge for users and producers of data on ICT.

Target audience:

- Survey analysts, statisticians and managers involved in the planning and implementation of ICT surveys and data analysis;
- Public managers and policymakers;
- Academics and researchers.

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