



United Nations
Educational, Scientific and
Cultural Organization

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Regional Center for Studies on the
Development of the Information
Society under the auspices of UNESCO

2013

Annual Report

CETIC.br

Regional Center for Studies on
the Development of the
Information Society

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FOREWORD

Information and communication technologies (ICTs) are vital components of socioeconomic change today. Indeed, the Internet is the epicentre of innovation, as it enables the flow of new ideas from different fields. In offering universal access to information and freedom of expression, the Internet plays a key role in the building of an inclusive knowledge society; it has become a motor for cultural and socioeconomic development.

Since its creation, in 2012, the Regional Center for Studies on the Development of the Information Society (Cetic.br), under the auspices of UNESCO, has worked towards the development of inclusive information and knowledge societies through ICT access and use. Hosted at the Brazilian Network Information Center (NIC.br) in São Paulo, Brazil, Cetic.br endorses the multistakeholder model of Internet governance that guides the actions of the Brazilian Internet Steering Committee (CGI.br). It is therefore committed to the participation of actors from different sectors in various processes, in particular, those related to the definition of survey methodologies and ICT indicators. Since its inception, Cetic.br has also been committed to increasing its presence in national and international discussions on the development of information and knowledge societies, as well as to carrying out capacity-building activities. In 2013, Cetic.br was responsible for many activities, such as organising events and publishing relevant content, with a focus on a regional scope of action, which includes Latin America and Portuguese-speaking countries.

The Brazilian Network Information Center (NIC.br) is honoured to be part of history in the making, and we hope to continue to assist Cetic.br in achieving its mission.

Demi Getschko
Brazilian Network Information Center – NIC.br
CEO



INTRODUCTION

This report presents a summary of Cetic.br's main activities in 2013. As a recently established UNESCO Category II Regional Center, Cetic.br hopes to play an important role in the development of knowledge societies. It is linked to the Information and Communication sector, one of UNESCO's five sectoral areas, and contributes to UNESCO's strategic objectives by strengthening its efforts to monitor the building of information and knowledge societies. Its regional work covers Latin America and Portuguese-speaking countries of Africa. Cetic.br strives to contribute to the debate on the importance of ICT measurement for evidence-based policymaking. Thus, it encourages the sharing of experiences among key actors in the study of the intersection between society and technology and its implications for society.

Cetic.br's lines of action emphasise the importance of building competences and sharing experience with national and international stakeholders. Its first steps over the last two years have been essential for building a strong foundation as well as productive partnerships so as to expand its scope. In 2013, thanks to financial support from the Brazilian Network Information Center (NIC.br), Cetic.br increased its knowledge-sharing and capacity-building activities, and went beyond Brazil's borders to other Latin-American countries and Portuguese-speaking African countries.

In its second year of existence, Cetic.br strengthened its presence on the international scene by working to build valuable partnerships through networking, participating in international forums and contributing to capacity building in relation to the production of ICT-related data for measuring the information society.

In 2013, the main focus was on capacity building in survey methodologies. The Third NIC.br Annual Workshop on Survey Methodology, held in São Paulo, brought together 61 participants from six countries to discuss survey planning and data analyses for evidence-based policymaking. The Regional Working Group Meeting on Statistics of ICT in Education for Central and Western African

Countries, held in Dakar, co-organised by the UNESCO Institute for Statistics (UIS), Cetic.br and the Korea Education and Research Information Service (KERIS), had 53 participants from 37 African countries. Finally, the Annual Workshop on Survey Methodology, held in Santiago and co-organised by NIC.br and the United Nations Economic Commission for Latin America and the Caribbean (ECLAC), brought together 28 participants from 11 Latin-American countries. Furthermore, Cetic.br's active participation in international and national seminars, workshops and expert group meetings made possible the sharing of experiences and best practices for the production of ICT-related data; thus, allowing the Center to become a brainstorming platform as well as a creator of relevant debate among experts and key stakeholders.

Cetic.br also maintained its tradition of periodically publishing relevant information on access to and use of ICTs in different segments of Brazilian society. In 2013, four nation-wide surveys were published, all of them in Portuguese and in English. These publications share the Brazilian experience in adopting international methodological frameworks for the collection of ICT indicators, including the publication of methodological and data analysis reports and articles written by experts from two different perspectives: (a) government, and (b) academics and civil society organisations. The Portuguese version of the UNESCO Global Report: *Opening New Avenues for Empowerment* is also an important contribution, as it helps to disseminate content to a wider audience.



ABOUT CETIC.br

Cetic.br (Regional Center for Studies on the Development of the Information Society) was created in 2012, as a result of an agreement between the Brazilian Government and UNESCO to create the first UNESCO center for the study of information and knowledge societies through the examination of access to and use and adoption of information and communication technologies. With a focus on Latin-American countries and Portuguese-speaking African countries, the Center contributes to the implementation of UNESCO's strategic goals related to the development of information and knowledge societies.

Cetic.br aims to encourage productive debate on topics such as the measurement of ICT use and adoption, while contributing to evidence-based policymaking. Knowledge sharing is essential to achieving these goals. Thus, participation in national and international events related to the measurement of ICT indicators is of great importance, as it is essential for creating a dialogue with key stakeholders in the building of knowledge societies.

FUNCTIONS AND LINES OF ACTION

Capacity Building

Capacity-building activities are crucial for spurring fruitful discussions on the use of ICT statistics for academic or policymaking purposes. This line of action focuses on the development and delivery of workshops related to survey methodologies and the measurement of ICT indicators, thus contributing to the establishment of high-calibre debate among stakeholders. The workshops are also an appropriate channel for the dissemination of UNESCO methodologies, as well as other internationally acknowledged frameworks, such as those set forth by the Partnership on Measuring ICT for Development. Therefore, capacity-building activities are intended to raise awareness of the importance of measurements, as

well as to empower policymakers in assessing the impact of ICTs for the development of knowledge societies.

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

Disseminating and sharing information and knowledge are essential to Cetic.br's goals. This line of action focuses on the dissemination of relevant information on survey methodologies, ICT indicator databases, data analyses and publications. Cetic.br has nine Expert Groups composed of representatives from government and international organisations, academics and civil society organisations who come together to discuss survey methodologies.

Laboratory of Ideas

Cetic.br also acts as a brainstorming platform and creator of relevant debate among experts and key stakeholders who meet to discuss emerging topics related to the building of information and knowledge societies. The Center is therefore engaged in the promotion of public debate.

Culture and Ethics on the Internet

The social dimension of the Internet has brought attention to topics such as culture and ethics. For this reason, Cetic.br plans to do research on the intersection of these subjects and to conduct studies on ethical issues related to Internet use and its social implications.

CETIC.br ACTIVITIES IN 2013

In 2013, great emphasis was given to capacity building so as to strengthen the debate on the importance of producing ICT-related statistics for evidence-based policymaking. Thus, three workshops were held in different countries in order to share knowledge throughout Latin America and parts of Africa. The publication of relevant content, participation in international panels and debates, as well as collaborations with groups of experts were also important achievements.

CAPACITY-BUILDING ACTIVITIES

Workshops Organised by Cetic.br

2013 was a key year for capacity-building activities. Three workshops were organised, two in Latin America and one in Africa. Each workshop focused on local demands and aimed at disseminating survey methodologies, building awareness of the importance of data collection, sharing knowledge and experiences related to the measurement of ICT use and adoption, and stimulating regional debate over the production of ICT-related statistics.



III NIC.br Annual Workshop on Survey Methodology



III NIC.br Annual Workshop on Survey Methodology

São Paulo, Brazil | April 2013

Designed as an opportunity to promote capacity building among data producers and users, the NIC.br Annual Workshop on Survey Methodology's third edition aimed at highlighting the importance of the production of high-quality and internationally comparable data.

This edition was held in São Paulo, at Cetic.br, in April 2013.

Sixty-one participants attended the workshop, including survey analysts, statisticians, academics, members of government, and representatives from UNESCO's Offices in Brasilia, Bangkok, Santiago, the UNESCO Institute for Statistics (UIS), and the UNESCO Chair in Gender, Sciences and Technology – Facultad Latinoamericana de Ciencias Sociales (Buenos Aires).

During the four-day workshop, the major topics covered were "Quality Survey Outcomes: Planning, Testing and Implementation" and "Data Visualization: Concepts, Implementation and Tools." The event's interactive format fostered discussions between data producers, academics and policymakers, favouring knowledge sharing. The workshop contributed to raising awareness on the importance of producing high-quality ICT statistics and encouraging their use in policymaking and academic research.



2013 Regional Workshop on Survey Methodology

2013 Regional Workshop on Survey Methodology (Co-organised with UN ECLAC)

Santiago, Chile / October 2013

Cetic.br and the United Nations Economic Commission for Development in Latin America and the Caribbean (ECLAC)

co-organised the first Regional Workshop on Survey Methodology, which was held in Santiago, at the ECLAC Headquarters in October 2013.

Twenty-eight participants from 11 Latin-American countries, including regulatory agencies, ministries, national statistics offices (NSOs) and research institutes, took part in the three-day workshop. The focus was on planning and survey analysis for assessing the impact of public policies, as well as questionnaire design and testing.

The opportunities to discuss and share experiences on the collection of ICT indicators with representatives from different Latin-American countries proved quite enriching. Other activities included presentations on ECLAC's ICT Statistical Standards and an overview of the ICT statistics available in Latin America. Cetic.br also contributed by sharing ICT survey frameworks and relevant experience in the collection of ICT indicators in Brazil.

2013 Regional Working Group Meeting on Statistics of ICT in Education for Central and Western African Countries

Dakar, Republic of Senegal / September 2013

The Regional Working Group Meeting on Statistics of ICT in Education for Central and Western African Countries was conducted by the UNESCO Institute for Statistics (UIS) in cooperation with Cetic.br and the Korea Education and Research Information Service (KERIS). It was held in Dakar in September 2013.

The goal was to enable capacity building and to share knowledge on ICT data collection in education (ICT4E) with data producers in African countries, as well as to increase the number of countries producing high-quality ICT4E statistics through the use of concepts and methodologies for data collection that are adapted to national contexts.

The workshop brought together 53 participants from the ministries of education and national statistics offices (NSOs) responsible for ICT4E policies in 37 African countries. Overall, the presence of a wide variety of national contexts was ideal for sharing experiences in data collection and exchanging information on the countries' educational systems and ICT access and use for educational purposes. The Brazilian experience in



2013 Regional Working Group Meeting on Statistics of ICT in Education for Central and Western African Countries



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collecting ICT4E statistics was also highlighted. Cetic.br provided financial support for representatives from four Portuguese-speaking countries, Mozambique, Angola, Guinea-Bissau and Cape Verde, thus allowing these countries to take part in the discussions on ICT4E and contributing to knowledge dissemination in the field of ICT in education.

Clearinghouse on Survey Methodologies

The increasing need for high-quality and internationally comparable ICT statistics has led organisations to define commonly agreed upon methodological frameworks to guide data producers. In order to build a clearinghouse on survey methodologies, Cetic.br not only conducts workshops and promotes expert group meetings, but it also participates in national and international workshops and contributes to the debate on the definition of indicators and methodological frameworks.

e-Government

Cetic.br attended the United Nations Economic Commission for Africa (ECA) Workshop on Measuring Information and Communication Technology (ICT): e-Government Performance, held in Algiers in April 2013. The workshop's main objective was to train national statistics offices and agencies to collect, manage and report national statistics on e-Government.

The workshop was based on the *Manual for Measuring e-Government*, built under the framework of the Partnership on Measuring ICT for Development. The program covered areas such as survey planning, statistical standards, questionnaire design, data processing and dissemination of results. The overall idea was to set common grounds for conceptualizing and measuring statistical indicators for e-Government in a standardized manner that allows for international comparability.

ICT in the Health Sector

In 2013, Cetic.br participated in two workshops on ICT measurement in the health sector. The first, held in Santiago, was co-organised by the Working Group on measuring ICTs of the Statistical Conference of the Americas (CEA) and the Economic Commission for Latin America and the Caribbean (ECLAC). The latter, held in Brussels, was co-organised by the European Commission and the Organisation for Economic Co-operation and Development (OECD).

In Santiago, representatives from national research institutes and government agencies from eight countries (Argentina, Brazil, Chile, Colombia, Cuba, México, Panamá and the Dominican Republic) gathered to collaborate on the creation of core ICT indicators for the health sectors in Latin-American and Caribbean countries.

The workshop in Brussels aimed at discussing recent surveys launched by the European Commission related to ICT in health as well as at validating the draft OECD model survey and methodological guide for measuring ICT adoption and use in health systems. It was an opportunity to discuss the OECD's survey model, and to ensure that it is aligned with current survey practices in different countries and also meets policy needs.

In 2013, the Center focused on two main topics: (a) methodologies for measuring the development of e-government, and (b) access to and use of ICT in the health sector. Its participation in workshops that discussed these themes was thus of great relevance.

EXPERT GROUP MEETINGS

In order to share knowledge and discuss experiences in ICT-related data production and its use in evidence-base policymaking, Cetic.br participates in different expert group meetings held by international organisations that lead the discussions on the definition of ICT indicators and methodological issues.

EGH/EGTI

Since 2009, the Expert Group on Telecommunication/ICT Indicators (EGTI) from the International Telecommunication Union (ITU) has been revising its list of supply-side indicators, promoting debate over methodologies and discussing new ICT indicators. The ITU Expert Group on ICT Household Indicators (EGH), created in May 2012, revises demand-side ICT indicators related to access to and use by households and individuals.



2013 EGH Meeting

Both groups discuss relevant topics through online forums and face-to-face meetings, reporting their work at the World Telecommunication/ICT Indicators Symposium (WTIS). Cetic.br is present in both groups and contributes actively by sharing its experience in the production of ICT-related statistics. Since 2012, Cetic.br has moderated the discussions of the EGH forum, thus contributing to its mission of establishing indicators and methodologies for the production of high-quality and comparable data.

Working Party on Indicators for the Information Society (WPIIS)

The Working Party on Indicators for the Information Society (WPIIS) is an expert group coordinated by the OECD (Organisation for Economic Co-operation and Development). The WPIIS' mission is to establish a set of definitions and methodologies to facilitate the compilation of internationally comparable data for measuring various aspects of the information society, the information economy and e-commerce.

Through its work, the WPIIS aims to increase international coordination in the production of comparable indicators, contribute to benchmarking the progress of ICT adoption and use, as well as to analyse its economic impacts. The WPIIS is responsible for the revision of the OECD survey models on access to and use of ICTs and the *OECD Guide to Measuring the Information Society*.

Partnership Expert Meeting on Gender and ICT Indicators

As ICT becomes increasingly relevant for development, attention must be drawn to the digital divide from a gender perspective, since women and girls are prevented from benefitting equally from the opportunities offered by such technologies. The production of sex-disaggregated statistics is therefore essential for policymaking. Hence, the Partnership on Measuring ICT for Development created the Partnership Task Group on Measuring ICT and Gender (TGG), led jointly by ITU and UNCTAD. Cetic.br participated in two meetings in 2013, one in Washington, DC, and the other in Mexico City, in conjunction with the 11th World Telecommunication/ICT Indicators Symposium (WTIS). Both meetings were aimed at discussing issues related to measuring the existing gender gap in relation to access to and use of ICTs.

ENGAGING STAKEHOLDERS IN THE MEASUREMENT OF INFORMATION AND KNOWLEDGE SOCIETY DEVELOPMENT

Today, many regional, national and international stakeholders are striving to build more equal and inclusive knowledge societies. As common objectives require coordinated actions, the creation of cooperation networks and partnerships is a means of reaching these goals. Hence, global forums have been launched to discuss targets and progress in different countries and regions. Created to discuss opportunities and challenges regarding global access to ICT and its relation with the building of information and knowledge societies, the World Summit on the Information Society (WSIS) is one such example. It is a joint work of the International Telecommunication Union (ITU), the United Nations Educational, Scientific and Cultural Organisation (UNESCO), the United Nations Conference on Trade and Development (UNCTAD) and the United Nations Development Programme (UNDP), and involves key stakeholders, including governments, international organisations, academia, the private sector and civil society. In 2013, at the international level, Cetic.br participated in the First WSIS+10 Review Event and the WSIS 2013 Forum. Within the Region of Latin America, Cetic.br participated in the Fourth Ministerial



Fourth Ministerial Conference on the Information Society (eLAC)

Conference on the Information Society (eLAC), held in Montevideo, Uruguay, to discuss the successes and impending challenges of building an information society in the region. Cetic.br also participated in the Seventh Meeting of the Statistical Conference of the Americas held in Santiago. The development agenda for post-2015 and the challenges faced by the national statistics institutes were the Conference's main topics. More than 100 attendees from over 30 countries were encouraged to actively participate in building guidelines for the post-2015 agenda, which focuses on Sustainable Development Goals (SDG), contributing to making it a global agenda.

During the 2013 World Telecommunications Indicators Symposium (WTIS), organised by the Telecommunication Development Bureau (BDT) of the International Telecommunication Union (ITU), the engagement of stakeholders in the monitoring of development goals was highlighted by representatives from international organisations and governments.

KNOWLEDGE SHARING

The production and publication of relevant content is essential for the sharing of experiences and knowledge, and for the building of high-quality debate on information and knowledge societies. Additionally, the dissemination of relevant content in different languages to as many readers as possible contributes to creating more inclusive discussions, enabling the participation of several stakeholders. In 2013, Cetic.br published four ICT survey reports, both in Portuguese

and in English, and also provided a Portuguese version of a *UNESCO Global Report on Accessibility*.

Sharing Content in Portuguese

In order to reach the lusophone community, Cetic.br translated the *UNESCO Global Report: Opening New Avenues for Empowerment: ICTs to Access Information and Knowledge for Persons with Disabilities* into Portuguese. The content of this report is of extreme importance for those involved in advancing the rights of persons with disabilities, and great emphasis is given to the role played by ICTs. Cetic.br also translated and printed out the Portuguese version of the *Open Educational Resources in Brazil: State-of-the-Art, Challenges and Prospects for Development and Innovation* book by Andreia Inamorato dos Santos.



The **UNESCO Global Report: Opening New Avenues for Empowerment: ICTs to Access Information and Knowledge for Persons with Disabilities** highlights the importance of advancing the rights of persons with disabilities, contributing to a more inclusive knowledge society. This report is based on case studies and good practices. It makes recommendations and offers a useful tool for stakeholders engaged in the empowerment of persons living with disabilities.

The **Open Educational Resources in Brazil: State-of-the-Art, Challenges and Prospects for Development and Innovation** book by Andreia Inamorato dos Santos presents an overview of the Brazilian educational landscape, national educational policies and the strategies of ICT use in education. The author also presents case studies summarizing Brazilian best practices for OER development.



ICT Survey Publications

In 2013, Cetic.br published four ICT survey reports: ICT Households, ICT Enterprises, ICT in Education, and ICT Kids Online Brazil. These studies give an overview of the use and adoption of ICTs in different sectors in Brazil, thus contributing to the dissemination of relevant ICT statistics.

To ensure the quality and legitimacy of its surveys, Cetic.br has a multi-sectoral group of experts for each project, including representatives from government, international organisations, academia, and non-governmental organisations. Nine expert groups consisting of more than 200 experts participate in the survey process. The objective is to promote cooperation and knowledge sharing among experts who are renowned for their competence and expertise in different areas. Cetic.br promotes public discussions when launching its survey publications, thus promoting knowledge sharing and fostering the use of micro-databases for policymaking and academic research purposes.



Carried out annually since 2005, the **ICT Households** survey covers households in urban and rural areas in Brazil and interviews individuals aged 10 or older with the objective of mapping the ICT infrastructures available to households and measuring how individuals use ICTs.

The **ICT Enterprises survey** compiles data on access to ICT infrastructure, as well as use and ownership of new technologies in the private sector, outlining the perception of its benefits.



Since 2010, the **ICT Education survey** has studied how ICTs are used in public and private schools in urban areas in Brazil, and has monitored access to ICT in education. Teachers, students, principals, and directors of studies are interviewed with the aim of mapping existing school infrastructures and how ICTs are used in teaching activities.

While the Internet offers many opportunities for children, it also poses a series of risks that must be mitigated. This is the main focus of the **ICT Kids Online Brazil survey**. The survey is based on the methodological framework of the London School of Economics' EU Kids Online network.



ANNEX: PARTICIPATION AT INTERNATIONAL EVENTS

MONTH	LOCATION	EVENT
JAN/2013	Prague, Czech Republic	EU Kids Online Network Group Workshop
JAN/2013	Washington, USA	Women, ICT and Development (WICTAD) International Forum
MAR/2013	New Orleans, USA	Annual Conference & Exhibition HIMSS 13 (Healthcare Information and Management Systems Society)
MAR/2013	Brasília, Brazil	International Seminar: Children and Media – Rights, Democracy, and Development
MAY/2013	Ocho Ríos, Jamaica	12th International Conference on Social Implications of Computers in Developing Countries
MAY/2013	Rio de Janeiro, Brazil	22nd International World Wide Web Conference
SEP/2013	Belém, Brazil	Third Brazilian Internet Forum
SEP/2013	Rio de Janeiro, Brazil	RIO Info 2013
SEP/2013	Guarulhos, Brazil	International Education Seminar - The impact of the New Technologies in Education
OCT/2013	Ottawa, Canada	Statistics Canada's 2013 International Symposium on Methodological Issues
OCT/2013	Geneva, Switzerland	Council Working Group on Child Online Protection Meeting
OCT/2013	Buenos Aires, Argentina	Visit to the Latin American Faculty of Social Sciences (FLACSO) headquarters
OCT/2013	Mendoza, Argentina	ITU/CITEL Workshop on Environmentally Sound Management of E-waste
OCT/2013	Belo Horizonte, Brazil	International Seminar – Technology and Democracy: Governance, activism and accountability
NOV/2013	Shenzhen, China	Asia-Pacific Ministerial Forum on ICT4E

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