
Project Number:

Project Title: Developing apps for national and economic development

Estimated Start Date: August 2012

Estimated End Date: August 2015

Regional Cooperation Agencies: ITU

Implementing Agency: Caribbean Association of National Telecommunication Organizations (CANTO)

Beneficiary Countries: Caribbean countries

ITU Project Manager:

SUMMARY OF CONTRIBUTIONS

A) Project Budget

<i>Description</i>	US\$
Staff	250,000
Experts	250,000
Consultants	300,000
External Services	285,000
Office	50,000
Miscellaneous and Other Costs	97,150
Total:	1,332,150

B) Cost Sharing

USD 1,332,150

Brief Description:

The project aims at creating a pool of technical experts capable of developing world class apps for regional and global consumption. The intention is to package the valuable content available in the Caribbean in applications, and to identify how apps can be used to improve the social and economic well being of the Caribbean countries.

For the **Signature** **Date** **Name/Title**

ITU: _____ ___/___/___

Partner(s): _____ ___/___/___

_____ ___/___/___

1. BACKGROUND AND CONTEXT

It is widely accepted that information, communication and technology (ICT) can enable national development and economic growth. Today economies are transitioning to knowledge based economies and societies, which create, share and use knowledge for the prosperity and wellbeing of their people. Access to knowledge is seen as a means of bridging the digital divide and providing all citizens of the world with an equal opportunity to participate in the global economy. Access to knowledge is viewed as the bridge for the growth of entrepreneurs and innovators in a society.

Broadband in particular has been credited for being capable of accelerating provision of access to citizens across the world through laptops, tablets and smart phones. This has driven the evolution of the “app economy” worldwide. It is anticipated that as smart phone usage grows, so will the “app economy,” which according to a recent study, has already created nearly 500,000 jobs in the U.S since the advent of the iPhone in 2007. Another study also recently found that Facebook’s app economy contributed 182,000 new jobs and more than \$12.19 billion in wages and benefits to the U.S. economy in 2011 alone.

The Caribbean is rich in content and there are exciting opportunities for apps to be developed for local and global consumption using the content which is available for entertainment - music, dance, theatre and festivals/carnivals, literature, history/heritage and sports. In terms of national development, apps can be developed to improve governance, access to government public services, health care, education and the environment. They can even be used to update citizens about weather, upcoming storms/hurricanes or other weather conditions, or broadcasts from governments.

There is therefore a huge opportunity for the development of apps as new sector generating employment and earnings both locally and globally. This will require the development of the necessary skills in the region through a programme which can be sustainable and effective and provide world-class output. This was recognised by CANTO, a regional telecommunications organization, who in 2011, undertook to identify and reward the most creative e-content developers across the Caribbean in their i-create competition sponsored by Ericsson. Participants competed for over \$US30,000 worth of prizes and the winner has the opportunity to compete in the prestigious Global World Summit Awards. The competition continues this year.

PROJECT DESCRIPTION

The project aims at creating a pool of technical experts capable of developing world class apps for regional and global consumption. The intention is to package the valuable content available in the Caribbean in applications, and to identify how apps can be used to improve the social and economic well being of the Caribbean countries.

The programme will include face to face and online teaching of technical skills for developing apps and training will be conducted by technical experts and leading app developers in the mobile marketplace; established leaders whose products in iTunes consistently top either the highest-grossing or most-downloaded lists. Students will also be taught the commercial elements of developing apps for launch - the value of protecting intellectual property, developing business and marketing plans, branding, testing, launching and marketing apps, customer service and conducting surveys to determine customer satisfaction. Whilst the priority target group will be persons 25 years of age and under, any person with the necessary entrance skills and aptitude can also benefit. A quota for women and disabled must be included. The objective is for students to be able to offer their apps commercially.

The students will be eligible to enter the CANTO/Ericsson i-Create competition and ultimately have a chance to enter the World Summit Awards (WSA) which provides a platform to showcase the creative use of ICTs to make today’s information society more inclusive. WSA implements the UN agenda for the development of the information society and supports specifically the UN Millennium Development Goals of ending poverty, hunger and disease, providing education for all, saving the environment and giving a

fair share to women through the use of ICTs. An annual networking conference is also planned to allow entrepreneurs to network with international and up coming developers and to update their skills.

2. PROJECT OBJECTIVE

The project aims at creating a pool of technical experts capable of developing world class apps for regional and global consumption. The intention is to package the valuable content available in the Caribbean in applications, and to identify how apps can be used to improve the social and economic well being of the Caribbean countries.

3. EXPECTED RESULTS

The following outputs are envisaged:

- Certified programme including skills for apps development and business.
- Implementation of online and face-to-face training for students from Caribbean identified through an agreed qualification criteria. Support from the ITU Centre of Excellence for the Americas Region and the ITU Academy Portal may be required.
- Creation of a pool of experts in the region.
- Development of a sound stream of revenue and foreign exchange for the region from the regional or global success of apps launched.

Indicators

The following indicators will be used to measure the success of the Project:

- Annual business of Apps conference to allow new learning and networking.
- At least ten (10) graduates per annum including at least four women; and one member of disabled community.
- At least five (5) apps launched commercially regionally and globally.
- Number of downloads of each app launched.
- At least 80% of participants with positive evaluation of the programme.

4. MAIN ACTIVITIES

The following activities will be implemented:

- development of a relationship with teaching institution,
- identification of trainer and international experts to deliver online and face-to-face courses,
- Development of training material,
- Annual networking conference,
- Create competition,
- commercial launch of successful apps.

5. INPUTS

CANTO will be the executing agency in conjunction with a learning institution. CANTO will undertake to manage the staff resources that will be funded and hired through this project. Tablets or other devices will be given to each student. Information on the access and use of ICTs related issues including training courses and relevant publications will be provided. CANTO will exercise all reasonable skill, care and diligence to deliver a successful project. CANTO will also select a Project Coordinator to monitor its implementation and will identify and recruit the specialists to implement the training programmes.

Partners:

It is necessary to identify partners interested in provide funding support for the implementation of the Project. The Project foresees the recruitment of experts to deliver the training activities, course materials, tablets, conferences and other related expenses over the three (3) year period at an estimated cost of USD 1,332,150.

Beneficiaries:

The respective countries are expected to provide support for the organization of the training activities, through staff resources and local facilities. The beneficiary countries and local entrepreneurial agencies are also expected to assist in communicating with prospective candidates, host the training activities, workshops and conferences, assist with logistics arrangements and support and any other assistance to the project that may be required by the project staff.

6. RISK ASSESSMENT

Regional organizations, national government institutions and local partners committed with the Project will work in close coordination.

The collaboration of the relevant Government partners to the development of the project is essential to reduce any implementation risk at this level.

The primary risk is that activities may suffer delays due to unforeseen events and/or circumstances. In this sense, the Project Coordinator will ensure the preparation of each activities in due time.

7. PROJECT MANAGEMENT

The roles and responsibilities of the different stakeholders are to be clearly defined. CANTO is the Executing Agency. After the identification of the primary funding agency and in order to facilitate the implementation of this project, CANTO will nominate a Project Coordinator.

The Project Coordinator will be responsible to monitor and implement the Project under the supervision of CANTO.

The Project Coordinator will work in close coordination with the CANTO Secretariat for the management and follow-up of all administrative and financial aspects involved in the Project and will regularly provide the corresponding Progress Reports.

The Project Coordinator will provide to the funding partners the Financial Situation of the Project to be updated by the corresponding service at CANTO Secretariat.

8. MONITORING AND EVALUATION

The progress of the project will be monitored through periodic Reports to be prepared by the Project Coordinator. A final evaluation report will be prepared at the end of the Project. Participants will be asked to evaluate the training and course materials.

Special reports may be required and they will be provided in accordance to the situation.

Field visits will be arranged to those training face-to-face activities for a direct evaluation.

A Project Closure Report will be prepared by the Project Coordinator in close coordination with the Parties.

9. BUDGET

The work plan is attached as Annex 1.

10. WORK PLAN

The work plan is attached as Annex 2.

Annex 1. BUDGET

The estimated budget for the project is the following:

Sponsor Classes	Description	Budget in US\$
3001	Permanent staff – base salaries	250,000
3002	Temporary staff (experts)	250,000
3004	Consultants	300,000
	Sub-Total	800,000
3100	MISSION EXPENSES (fellowships)	
3143	Sub-Total	100,000
3300	EXTERNAL SERVICES	
3320	Printing costs	100,000
3330	Office rental	25,000
3332	computers	15,000
3333	communications	25,000
3334	Rental – Conference Rooms	20,000
	Networking conference	100,000
	Sub-Total	285,000
3410	OFFICE SUPPLIES	50,000
	Sub-Total	50,000
3700	OTHER CHARGES	
3720	Miscellaneous and contingency charges	10,000
	Sub-total	10,000
	Sub-Total Project	
3730	Miscellaneous and Other Costs (7.5% on total expenditure)	87,150
	TOTAL BUDGET	1,332,150

