



"Crystallizing Regional Priorities in the Arab Region to prepare for the World Telecommunication Development Conference (WTDC-21)

Regional Workshop | Onboarding document
March 2021

+1 Our goal | "Crystallizing Regional Priorities in the Arab Region to prepare WTDC-21

+2 Methods

+3 Team



I-CoDI

+1 Our goal

**Crystallizing Regional Priorities in the Arab
Region to prepare for the World
Telecommunication Development Conference**

“Crystallizing Regional Priorities”- Process overview

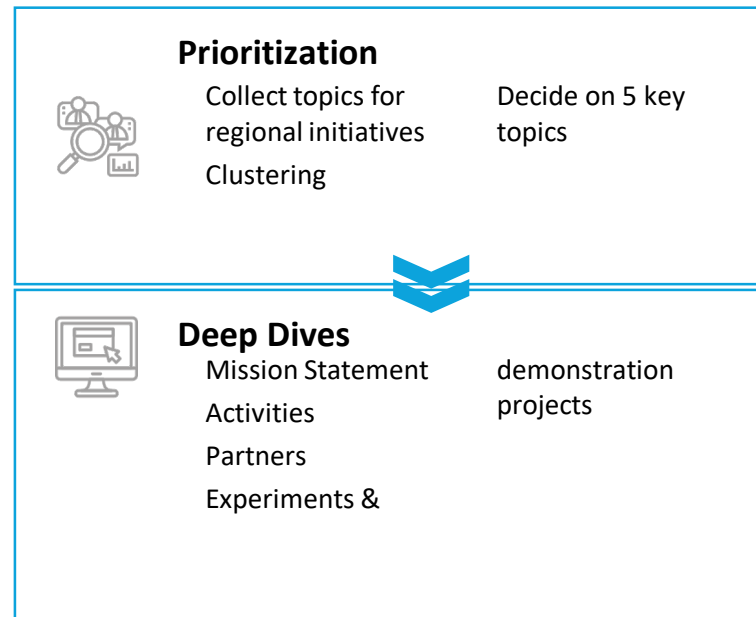
OBJECTIVE

- Ideation and prioritization of areas for ITU Arab Regional priorities in preparation of WDTC21
- Deep Dive into 5 Regional priority areas
- Introduce I-CoDI as a new strategic innovation initiative of the ITU

OBJECTIVE OF THE PROCESS

Strategic orientation & roadmapping

- 2x ½ Day Workshops to define initial list regional priority areas
- 1x Day Deep Dive per regional priority area

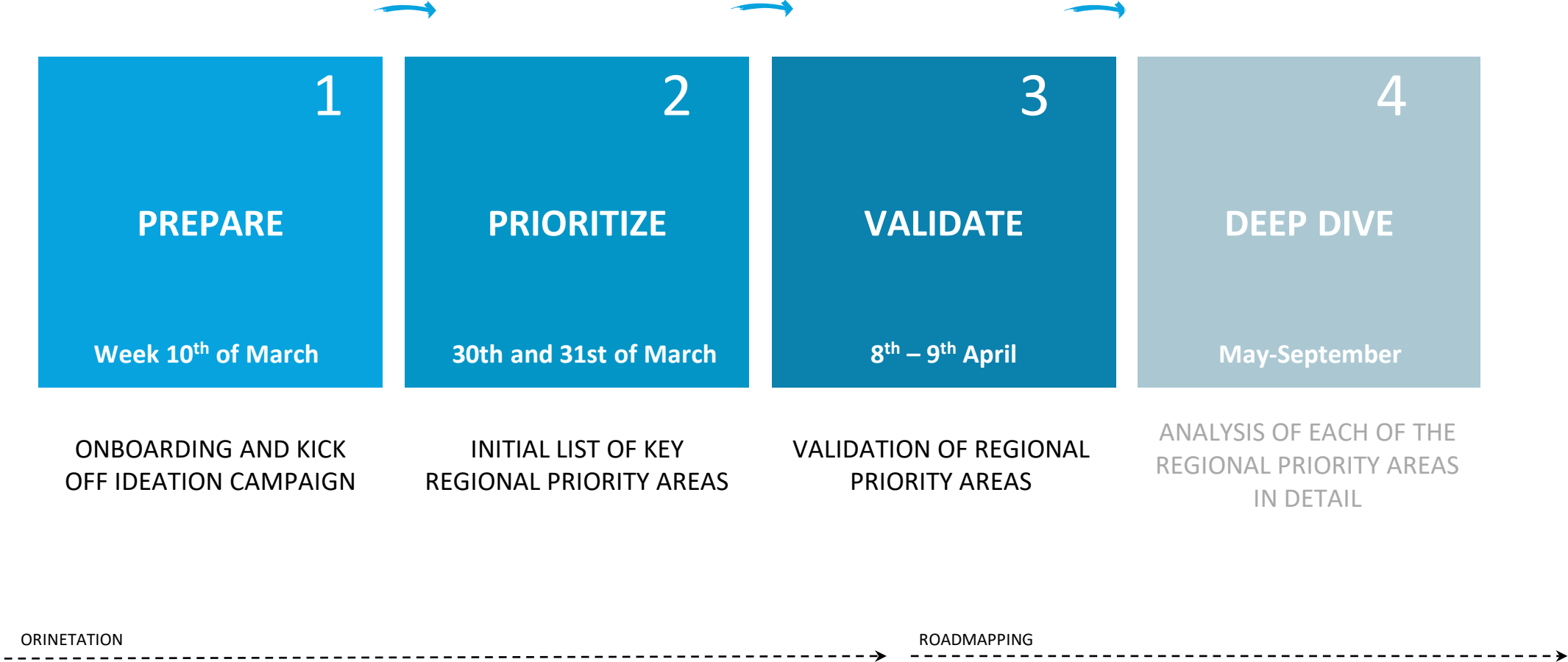


CRITERIA FOR ASSESSING THE RELEVANCE OF THE TOPIC

- Alignment with the mandate of the International Telecommunication Union
- Impact on people's lives
- Interest for a big number of countries in the region
- Contribution to the socioeconomic development of the region
- Ease of implementation through concrete projects
- Attractiveness to donors, partners and non-ITU stakeholders
- Alignment with SDGs and WSIS Action Lines



Process





I-CoDI

+2 Methods



Process, Inputs and outputs

| | INFO SESSION | PRIORITIZATION WORKSHOP | ITU ARB RPM | DEEP DIVES |
|--------------------|---|---|---|---|
| | 10 th of March, 9-12pm CET | March 30 th and 31 st | 8 th – 9 th April | May-September |
| Input | <ul style="list-style-type: none">I-CoDI PresentationPresentation of methodology for workshops | <ul style="list-style-type: none">Proposals for regional priorities by Member StatesGlobal & regional trendsGap analysis of BDT thematic priorities | Workshop 1 documentation and presentation of results as an input for discussion | Validated regional priorities |
| Objective & Method | Onboarding and methodology | Prioritization on the basis of regional or global challenges | Validation of workshop 1 results with extended RPM group | 5 x Deep Dive Workshops |
| | ONBOARDING METHODOLOGY AND KICK OFF IDEATION CAMPAIGN | INITIAL LIST OF REGIONAL PRIORITIES AREAS | VALIDATION OF REGIONAL PRIORITIES AREAS | ANALYSIS OF EACH OF THE REGIONAL PRIORITIES AREAS IN DETAIL |



Prioritization Workshop – 30th and 31st of March

| Objective | Framework | |
|---|---|---|
| <p>“Prioritization”: Ideation and prioritization of areas for ITU Arab Regional priorities in preparation of WDTC21</p> <p>Participants: ITU Arab Member states</p> <p>4 groups composed of Member State representatives and relevant ITU experts</p> <p>Timeframe: 2 half- day workshops</p> <p>Outcome: Initial list of potential areas ITU Regional priority areas for the Arab region</p> | DAY 1 | DAY 2 |
| | <div>1</div> <div>Problem Discovery - write down all regional priority areas that come to your mind</div> | <div>1</div> <div>Gallery Walk & group feedback</div> |
| | <div>2</div> <div>Problem Clustering - collected areas and challenges are be grouped together in clusters</div> | <div>2</div> <div>Voting on areas for regional initiatives</div> |
| | <div>3</div> <div>Problem Horizons - identify the key areas for different time horizons</div> | <div>3</div> <div>Regional Initiative Framing Canvas for each selected area</div> |
| | <div>4</div> <div>Group Voting on three – five areas for regional initiatives</div> | |



Agenda – Prioritization Workshops (CET)

30th of March

10:00 Welcome & Introduction

10:10 Introduction – Trends & Drivers

10.50 Warm-up exercise & Methodology

11:10 Break

11:20 Problem Discovery (**Groups**)

11:40 Priority area Clustering (**Groups**)

12:50 Priority area Horizons and voting (**Groups**)

13:20 Wrap up & Outlook Day 2

13:30 End

31st of March

10:00 Welcome & Introduction

10:15 Gallery walk and group feedback (Plenary)

10:45 Voting on 5 regional priorities (Plenary)

11:00 Summary of results (Plenary)

11:15 Regional Priority Area Framing canvas
(**Groups**)

11:45 Wrap up & next steps

12:00 End

Regional Priority Area Framing

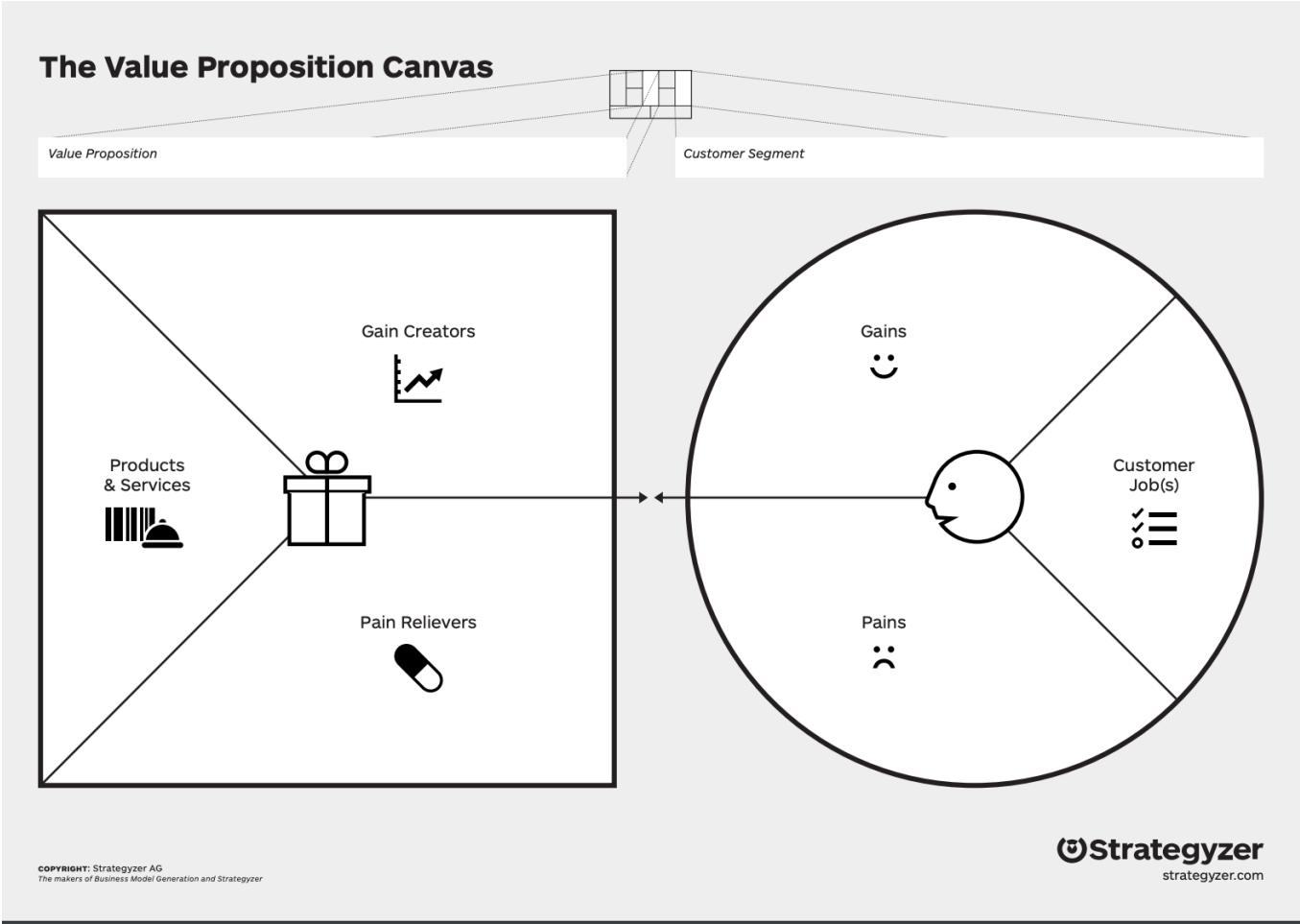
| | | | | |
|--|---|--|---|---------------------|
| <div>Who</div> <div>is having the problem?</div> | <div>What</div> <div>is the problem about?</div> | <div>Where</div> <div>Which countries is this relevant to?</div> | <div>Why</div> <div>is it important to solve?</div> | PROBLEM DESCRIPTION |
| Status Quo | How is the problem currently tackled or why does it exist? | | | PROBLEM FRAMING |
| Target group & challenges | What is the beneficiary that faces the problem and what are their biggest challenges? | | | |
| Offers on the market | What are other offers that could tackle the problem today? | | | |
| Advantages of solving the problem | SDGs and WSIS action lines | | | |



Deep Dive (TBD, post-RPM)

| Objective | Framework |
|--|---|
| <p>“Deep Dive Workshop”: define scope for a selected regional priority area identified</p> <p>Participants: 30 people (incl. other ITU Bureaux Members and relevant organizations)</p> <p>Timeframe: full day workshop per regional priority area</p> <p>Outcome: Establish a problem-solution fit for future regional priority area</p> | <p>Deep Dive Key Regional Priority area</p> <ol style="list-style-type: none">PART 1: BENEFICIARIES, OFFERING AND IMPACTS OF KEY AREAS How will we create value for the beneficiaries of our new regional priority area?PART 2: INFRASTRUCTURE & COST What are the key activities, partners and resources needed?PART 3: ROADMAPING AND PRESENTATION DOCUMENT |

Beneficiary and Problem



Who are the beneficiaries of our new regional priorities?

Problem

What are the things they have to achieve every day? (Customer Jobs)
What prevents them from achieving these things? (Pains)
What could they do if those things are not there anymore? (Gains)

Solution

What could potential solutions be?
How could they solve the pains?

BASED ON OUR REFINED UNDERSTANDING OF
BENEFICIARY NEEDS, WE WILL CREATE AN UPDATED
VERSION OF THE REGIONAL PRIORITY AREA
CANVAS. OUR WORKSHOP WILL FOCUS ON STEP 1-5
OF THE REGIONAL PRIORITY CANVAS

Regional Priority area canvas

| | | | | |
|--|--|---|--|--|
| Problem <i>List of top 3 regional beneficiary problems/challenges</i> 2 Alternatives <i>List of how these problems/challenges are tackled today</i> | Key activities <i>Outline of potential solution to problems/challenges</i> 4 | Unique Value Proposition <i>Single clear compelling message stating why this regional priority area is different and of added value for beneficiaries</i> 3 | Unfair Advantage <i>Something that cannot easily be copied or replicated</i> 5 | Beneficiaries <i>Beneficiaries of the Regional priority area</i> 1 Early Adopters <i>Who may be our early adopters?</i> |
| | Key Metrics <i>Outline of potential solution to problem</i> 8 | | Deployment <i>What will it take to deploy the product/service from our current Minimum Viable Product to widespread use among people who need it</i> 9 | |
| Budget/Cost <i>Key costs</i> 6 | | Achievements/Impact factors <i>The value you are creating for the sum of all of the beneficiaries/the greater good; connection to SDGs</i> 7 | | |



I-CoDI

+3 Team

Team



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