ITU AMERICAS REGION CENTRES OF EXCELLENCE

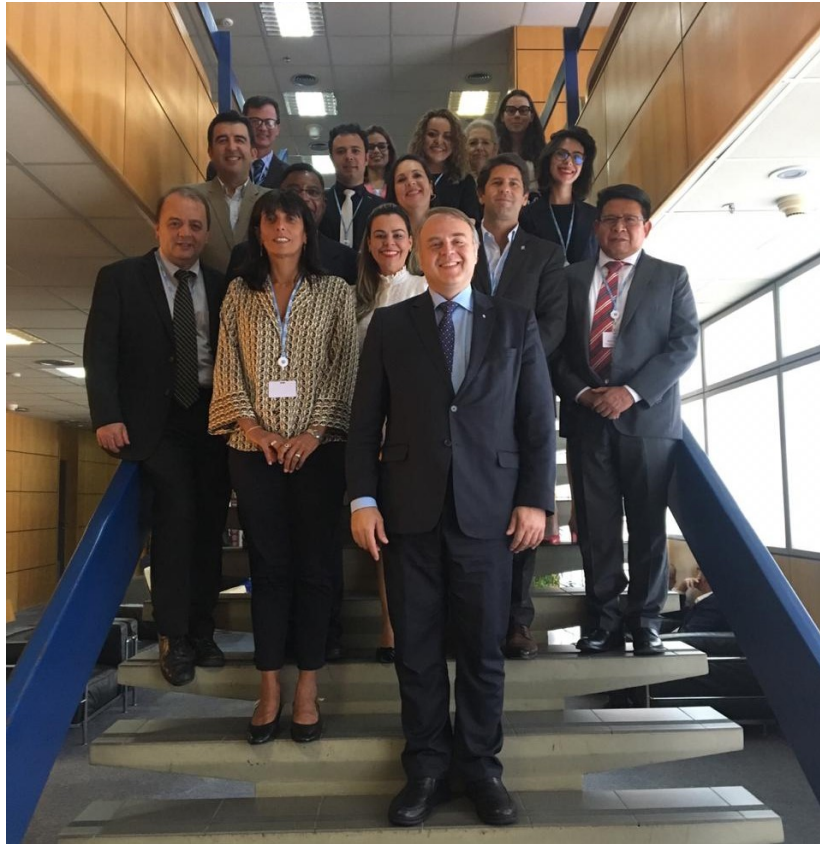## FINAL REPORT
OF THE
1ST STEERING COMMITTEE MEETING

14-15 FEBRUARY 2019

BRASÍLIA, BRAZIL

1.0 INTRODUCTION AND OPENING

The 1st ITU Americas Region Centres of Excellence (AMS CoE) Steering Committee Meeting of the 2019-2022 Cycle was held at the National Telecommunications Agency (ANATEL), in Brasilia, Brazil, from 14 to 15 February 2019. The Meeting was organized by the ITU and hosted by ANATEL, Brazil. It was attended by 22 delegates, including the Centres of Excellence (CoEs), representatives from Governments hosting CoEs and ITU Secretariat. The list of participants is attached to this report (Annex 1).

Mr. Leonardo EULER, President of ANATEL delivered the opening remarks. Mr. Euler welcomed all the participants to the ITU AMS CoE Steering Committee and emphasized the importance of capacity building initiatives for the development of individuals and institutions. Mr. EULER highlighted the three pillars of capacity building for ITU and mentioned the role of ITU Academy, the Centres of Excellence and the Group of Capacity Building Initiatives (GCBI), which is represented in the Americas Region by Brazil and Mexico. He also reinforced the Agency's commitment with capacity building as a key element for the development of the telecommunication and ICT sector in Brazil, and placed ANATEL as a catalyst agent in the digital ecosystem. Mr. EULER concluded by highlighting the difficulties in understanding the intricacies of such a dynamic sector and wishing a fruitful meeting.

Mr. Bruno RAMOS, Regional Director, ITU Regional Office for the Americas Region, also delivered the welcome remarks. On behalf of ITU, Mr. RAMOS expressed his gratitude to ANATEL for hosting the meeting and briefed participants on the ITU's history, mandate, as well as ITU's expectations on the new cycle of CoEs, based on the offer of high-quality training courses addressing the region's priorities. Mr. RAMOS underlined that the close coordination between the ITU and the CoEs is a key element for the achievement of our work, placed the office at disposal of every member and encouraged all Centres to avail from the ITU structure. He thanked the presence and welcomed the newly selected CoEs (table below) to the first Steering Committee Meeting.

Table 1: List of ITU AMS CoEs (2019-2022) and their priority areas

Name of Institution	Country	Priority Area
Administración Nacional de Telecomunicaciones (ANTEL)	Uruguay	Wireless and Fixed Broadband
		Innovation & Entrepreneurship
Instituto Politécnico Nacional (IPN)	Mexico	Big Data & Statistics
		Cybersecurity
		Artificial Intelligence
Universidad Blas Pascal (UBP)	Argentina	Innovation & Entrepreneurship
		Internet of Things
		Smart Cities & Communities
Instituto Nacional de Investigación y Capacitación de Telecomunicaciones (INICTEL-UNI)	Peru	Cybersecurity
Instituto Nacional de Telecomunicações (INATEL)	Brazil	Digital Broadcasting
		Wireless & Fixed Broadband
Universidad Técnica Particular de Loja (UTPL)	Ecuador	Smart Cities & Communities

2.0   CONFIRMATION OF THE ITU AMS COE STEERING COMMITTEE CHAIR

Mr. Bruno RAMOS invited the meeting for the confirmation of CoE Chair. The meeting confirmed the chairmanship of Brazil, Ms. Andrea GRIPPA, Specialist in Regulation from ANATEL, thanked the meeting for her nomination and chaired the 1st ITU AMS CoE Steering Committee Meeting.

Ms. GRIPPA references WTDC-17 resolution 73, which stablishes the guidelines of the work to be carried out, indicates that her role as chairman is to act as a spokesperson for members in the ITU, and encourages everyone to actively participate in the proposed CoE activities.

Mr.   Mike NXELE confirmed the composition of the ITU Americas Region Steering Committee for the 2019-2022. The Committee includes:
- Centres of Excellence: ANTEL, IPN, UBP, INICTEL, INATEL and UTPL;
- Member States: Brazil and Uruguay;

- ITU.

3.0   ITU PRESENTATIONS ON THE COE PROGRAM

Introduction to the new cycle 2019-2022

Mr. Mike NXELE, Human Capacity Building Officer, ITU, presented the details of the ITU CoE program and its strategic positioning in the ITU's capacity building and skills development activities. He explained how the priority areas were defined and the number of CoEs, mentioned the core elements of self-sustainability, which formed part of the new strategy introduced in 2015. Mr. NXELE shared the performance assessment of the previous CoE Cycle and highlighted these key achievements:
- 26 operational CoEs across 6 regions;
- Over 90% of CoEs viewed their experience as CoE «excellent» or «very good»;
- Over 5'000 participants were trained by the network over the cycle period through almost 200 courses;
  - Increasing trend over the 4-year cycle (number of courses)
  - Course participation varied significantly (from 4 to over 300)
- 55% face-to-face courses, 45% online courses;
- Online courses attract a higher number of participants than face-to-face courses (with some exceptions);
- There were high performers and low performers.

Going forward, he informed the meeting on the process followed in the selection of the CoEs for 2019-2022 for all regions and the results of the selection process. He also summarized the following new elements in the new Cycle:
- Each CoE can have up to three priority areas;
- Strengthened role of Steering Committees ;
- Steering Committee (SC) can decide on courses to be delivered on other emerging topics;
- CoEs are full and active members of SC;
- Regional online meetings are recommended in between face-to-face meetings (CoEs, SC as necessary);
- CoE commitment to allocate resources to CoE operations was part of application;
- New ITU Academy platform to be launched (2nd quarter of 2019).

ITU priorities in the Americas Region and Centres of Excellence

Ms. Ana VENEROSO, Programme Administrator, ITU, presented the key strategic areas of focus and the Americas regional initiatives. She shared the priority areas of work undertaken by the ITU AMS and highlighted the various means of potential cooperation and synergy between the ITU, its partners and the CoEs. She also highlighted the

achievements of the CoEs (trainings, participants, quality) in the Americas region for 2015-2018 Cycle and shared key success factors and lessons learned.

4.0   PRESENTATIONS BY CENTRES OF EXCELLENCE

The Chairman invited the ITU AMS Centres of Excellence to present their institution and their detailed operational/business strategy for the upcoming CoE cycle, including their marketing strategy. The following presentations were made:

• **Blas Pascal University (UBP), Argentina:** Mr. Marco LORENZATTI, Postgraduate and Continuing Education Secretary, introduced the UBP's history, scope, structure and strategy, management team, partnerships, marketing plan and core areas of training including Innovation and Entrepreneurship, Internet of Things, Smart Cities and Communities. He also explained about the various workshops and trainings being conducted by UBP for national and international organizations, the In-company projects, and their Start-up incubator. Mr. LORENZATTI shared their international inclination, and how that reflects in the University, including a long-lasting partnership with ITU. Mentioned their focus in professional development, their quality standards and accreditation and their vision. UBP values competency training and instrumentalization (*"Saber y saber hacer"*).

• **National Institute of Telecommunications (INATEL), Brazil:** Mr. Mario FERREIRA, Continuing Education Associate Manager, made the presentation on behalf of INATEL. He introduced the organization, their history, structure, education products and areas of expertise, development positioning and business layout. He also highlighted the human resource capabilities, training content resource integration, awards in technology and entrepreneurship, hands-on lab visits and operational capacity, and collaboration with national and international entities. Mr. FERREIRA also presented the Competence and Innovation Development Center, in partnership with Huawei, and the ANATEL Business Incubator, emphasizing the solid relationship with the Agency. As a returning member of ITU's CoE, he shared the lessons learned in the last cycle, the activities as a CoE for Digital Broadcasting since 2015 and made projections for the 2019-2022 Cycle.

• **Private Technical University of Loja (UTPL), Ecuador:** Ms. Katty CELI, Master in Urban and Regional Economics**,** representing the University, presented their mission, vision, history, structure (including UTPL's international campuses in Rome, Madrid, Miami and New York) and gave an overview of the University's courses and methodologies. It was stablished that UTPL focuses on research, innovation an entrepreneurship, and values its scientific production, which receives full operational and technical support from the University. Ms. CELI also introduced UTPL's operational and marketing strategies, courses and areas of expertise, and covered the private institutions, NGO's and government agencies that they collaborate with.

- **National Institute of Telecommunications Research and Training (INICTEL-UNI), Peru:** Ms. Isabel GUADALUPE, Director of Training and Technology Transfer, introduced the Institute´s line of work: research and training in technological services. She shared their history and governmental background, administrative structure, target plan, and valued synergy with government, scientific community and the country's industrial sector. She presented INICTEL's Tech Labs, research projects, areas of expertise and its international profile. Ms. GUADALUPE provided an overview of the Institute's operational strategy, detailing INICTEL's mission, vision, services and processes. Furthermore, their marketing strategy, including an analysis of market share, and business constitution.

- **National Administrator of Telecommunications (ANTEL), Uruguay**: Ms. Mónica Iris CORREA, Education Planning Manager at ANTEL, explained that they're a public company that aims for the democratization of access to information, and invests in infrastructure. She presented statistic indicators of both Uruguay and ANTEL, and introduced the organization's regulatory framework, history, structure and services offered. Ms. CORREA provided a review of the activities and projects they've undertaken, such as ANTEL Arena, Submarine Systems, Data Center, Social Lab, Incuba Electro and shared some experiences. Also, the Company's business model, global strategy agreements and partnerships were presented. Ms. CORREA also disclosed their targets, Education Center's indicators and presented a project in the area of TIC and gender, that's been successful.

- **National Polytechnical Institute (IPN), Mexico:** Mr. Rodolfo DE LA ROSA RÁBAGO, Coordinator of Cooperation, Regulation and Dissemination of the Aerospace Development Center (CDA) at IPN, presented the Institute's chart and the center facilities, its integrative function and social emphasis. He also presented IPN's areas of expertise, structure, national presence and partnerships (detailing its close relationship with the government). Mr. DE LA ROSA RÁBAGO explained their market strategy and expressed the Institute's interest in the ITU's global network.

5.0   PRESENTATION ON OPERATIONAL PROCESSES AND PROCEDURES FOR THE ITU CENTERS OF EXCELLENCE NETWORK

Mr. Mike NXELE, Human Capacity Building Officer, ITU, presented the "Operational processes and procedures for the ITU CoE network 2018" document and advised all Steering Committee Members to use it as the key reference. He explained in details the key elements relating to:
- Delivery of trainings (Number of trainings, schedule, advertisement of courses, use of ITU Academy platform, training material development, evaluation and training report submission);

- Templates for use by the CoEs (Information note, Course outline for face-to-face courses, Course outline for online courses, Training course feedback form, Evaluation matrix for face-to-face courses, Evaluation matrix for online courses, User guide for evaluation matrix, Training report);
- Funding of CoE operations;
- Training fees and revenue share;
- Certificates;
- Performance evaluation (Assessment report, KPI);
- Steering Committee (Role, Composition, Chair).

Mr. Mike Nxele presented the ITU Academy platform and informed the meeting of the features in the platform. He also briefly introduced the new platforms being developed by the ITU.

During the presentation, a number of questions for clarification were raised by the participants. In particular related to the number of trainings and whether the growth in relation to the previous cycle is sustainable. Participants also discussed possible solutions with regard to training courses for which priority areas are similar among different CoEs, the importance of cooperation among them and the possibility to propose new courses during the cycle. Furthermore, the prospect of giving scholarships and discounts and ITU's policy concerning this matter. Moreover, a brief explanation regarding the process of the payment transfer (from ITU to the CoEs) was requested.

Ms. Ana VENEROSO and Mr. Mike NXELE addressed the issues raised by the participants. They've clarified ITU's goals, vision for the Centres of Excellence, general guidelines and resources policy for the cycle being introduced. In addition, Ms. Veneroso mentioned the possibility of punctual adjustments to the planning of training activities made by the Steering Committee. She also restated the importance of cooperation and synergy between all parties involved.

A presentation was made by INATEL on how they introduced a new Marketing strategy in 2017 which led to a significant reduction in advertising costs per student. This involved redesigning their website and creating thematic landing pages that made their courses more visible. They also offered freebies to students who visited their courses, such as free webinar when someone goes to view a certain course. ITU also shared with the CoEs the marketing strategies used by Professor Toni Janevski in Europe, and shared with the CoEs a PowerPoint presentation prepared by Toni for GCBI in 2018 that Toni kindly provided for the discussions.

6.0   TRAINING PLAN 2019

The CoEs presented their training program for online activities to be delivered in 2019 and the Steering Committee agreed on the following ITU AMS CoE trainings for the year:

Table 2: List of ITU AMS CoEs (2019-2022) and their training plans

	Online Training Courses	CoE	Starting Date	Ending Date	Duration	Fees**
1	Conceptos generales de 5G y de las tecnologías involucradas	ANTEL	13 MAY	05 JUL	4 weeks	USD 300
2	*Design Thinking* e Innovación en Tecnología	ANTEL	05 AUG	23 AUG	3 weeks	USD 250
3	Creatividad para la Innovacción	ANTEL	01 JUL	19 JUL	3 weeks	USD 250
4	Introducción a SDN en Redes de IP	ANTEL	09 SEP	04 OCT	4 weeks	USD 300
5	Introducción a los Fundamentos de la Inteligencia Artificial	IPN*	TBD	TBD	4 weeks	USD 250
6	Introducción a la Ciberseguridad	IPN*	TBD	TBD	4 weeks	USD 250
7	Ciberseguridad en la Operación de Infraestructura TIC	IPN*	TBD	TBD	4 weeks	USD 250
8	Introducción a Big Data	IPN*	TBD	TBD	4 weeks	USD 250
9	Introducción al Análisis y Estadísticas de Big Data	IPN*	TBD	TBD	4 weeks	USD 250
10	Aplicaciones de la Inteligencia Artificial/IoT & Inteligencia Artificial	IPN*	TBD	TBD	4 weeks	USD 250
11	Seguridad en Entornos IoT	UBP	29 APR	24 MAY	4 weeks	USD 300
12	Innovación Tecnológica	UBP	13 MAY	05 JUL	8 weeks	USD 500
13	TICs en las Smart Cities	UBP	17 JUN	09 AUG	8 weeks	USD 500
14	Innovación Abierta	UBP	12 AUG	06 SEP	4 weeks	USD 300
15	*Design Thinking*	UBP	07 OCT	01 NOV	4 weeks	USD 300
16	Internet of Things: Conceptos y Aplicaciones	UBP	26 AUG	07 OCT	6 weeks	USD 420
17	Fundamentos de Ciberseguridad	INICTEL	13 MAY	07 JUN	4 weeks	USD 280
18	Ciberseguridad, la protección de la información en un mundo digital	INICTEL	17 JUN	12 JUL	4 weeks	USD 280
19	Gestión de Ciberseguridad - Basado en la Norma ISO/IEC 27032	INICTEL	05 AUG	30 AUG	4 weeks	USD 300
20	Gestión de Infraestructuras y Ciberseguridad	INICTEL	09 SEP	04 OCT	4 weeks	USD 300
21	Introducción a las Comunicaciones por Satélite – Parte 1	INATEL	06 MAY	07 JUN	5 weeks	USD 125
22	Sistemas de TV Digital – Parte 1 (Codificación y Multiplexación)	INATEL	29 JUL	13 SEP	7 weeks	USD 225
23	5G - Tendencias y Aplicaciones	INATEL	05 AUG	13 SEP	6 weeks	USD 200
24	Sistemas de Comunicación Digital – Parte 1	INATEL	03 JUN	03 JUL	5,5 weeks	USD 175
25	Sistemas de Comunicación Digital –	INATEL	02 SEP	02 OCT	5,5 weeks	USD 175

	Parte 2					
26	e-Gobierno y e-Gobernanza en Ciudades Inteligentes	UTPL	03 JUN	28 JUN	4 weeks	USD 250
27	Análisis, procesamiento y visualización de grandes volumenes de datos em Ciudades Inteligentes	UTPL	12 AUG	06 SEP	4 weeks	USD 250

*IPN TRAINING COURSES ARE PENDING TO BE CONFIRMED AND WILL BE MADE AVAILABLE AS SOON AS THE AGREEMENT IS SIGNED. **ESTIMATED FEES, TO BE CONFIRMED BY THE COES.

Emerging topics outside the CoE's Priority Areas

28	Quality of Service	IPN*	Dates and Price To be defined

7.0   ISSUES DISCUSSED AND DECISIONS TAKEN BY THE STEERING COMMITTEE

The meeting discussed a number of issues and provided suggestions.

a)   Considering the similarities of some priority areas of different CoEs, it was recommended to define different start dates to each course, and/or verify the possibility of cooperation among CoEs with similar subjects;

b)   The course's agenda may be punctually adjusted with regard to market's expectations and demand for a specific subject in order to support CoEs in achieving the number of courses that need to be proposed per year. The CoEs are allowed to propose new training courses by written to ITU regional coordinator, who will submit it to the Steering Committee;

c)   INATEL will be offering courses in Portuguese, in a way of attending the Brazilian market and any other portuguese speaking countries;

d)   It is important to incorporate an approach on Policies & Regulation in the proposed courses, taking into account that those aspects are of great relevance to the countries;

e)   To support the CoEs with a database of experts from the ITU network, by request;

f)   The Committee agrees to keep interacting during the year, including the possibility of holding an online SC meeting;

g)   Cooperation among CoEs in the region and with CoEs from other regions is encouraged, and to meet this goal ITU will share the contact details of all CoEs in the global network;

h)   It is recommended that the CoEs actively promote their activities (locally and internationally), and the use of ITU AMS's Twitter as well as the use of other social media;

i)   The CoE invitation should be sent out to members at least 2 months in advance for online course and 3 months in advance for face-to-face courses;

j)   There was an intensive debate over the definition of the average training fees, because some CoEs were advocating for fees higher than USD 400 based on the principle of cost-recovering. ITU cautioned against high training fees as from experience it affects the course attendance and the cancellation of training courses. It was also echoed by the Brazilian Administration and therefore it was agreed a range from USD 250 to USD 300 for a training course of 4 weeks. In addition to this, it was agreed that the CoEs would individually present their respective discount policy in order to attract more participants;

k)   Based on the previous information, the SC discussed the revenue share and it was agreed that this year it will be 20% (ITU) and 80% (CoE) to compensate the decrease of the desired fees.

8.0   CLOSING SESSION

The meeting ended with closing remarks from Ns. Ana VENEROSO, Mr. Mike NXELE and Andrea GRIPPA, thanking all participants for the work done.

UTPL and IPN offered to host the next Steering Committee Meeting, and a decision is to be made in the near future.

ANNEX 1: LIST OF PARTICIPANTS

First Name	Family Name	Country	Organization	E-mail
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1st. ITU Centre of Excellence (CoE) Steering Committee Meeting for the Americas Region, Brasília, Brazil 14-15 February 2019				
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