



ITU CENTRES OF EXCELLENCE NETWORK FOR THE ASIA-PACIFIC REGION

REPORT OF THE VIRTUAL STEERING COMMITTEE MEETING

29 NOVEMBER 2021

VIRTUAL MEETING



1. INTRODUCTION AND OPENING

The 6th Steering Committee Meeting of the ITU Centres of Excellence for Asia-Pacific for the 2019-2022 cycle was held online on 29 November 2021. The final meeting agenda is available in **Annex 1**. The meeting was organised by the ITU and chaired by the Ministry of Communications, India. A total of 45 participants registered which includes representatives from the Centres of Excellence (CoEs), CoE Government, other ITU Member states, the ITU Secretariat and other agencies. The list of participants is attached to this report (**Annex 2**).

The composition of the Steering Committee of the CoE Network for Asia-Pacific region for the cycle 2019-2022 are as follows:

- Centres of Excellence: ALTTC, CAICT, IOT Academy, NIA, SRMC and UTM
- Member States: China, India, Islamic Republic of Iran, Malaysia, Republic of Korea and Thailand
- ITU

The 6th Steering Committee Meeting was held virtually attended by the following Steering Committee Members:

- Centres of Excellence: ALTTC, CAICT, IOT Academy, NIA, SRMC and UTM
- Country Representatives: China, India, Islamic Republic of Iran, Malaysia, Republic of Korea,
- ITU staff from HQ, Geneva and Regional Office for Asia and the Pacific

Welcome Remark by Ms. Atsuko Okuda, Regional Director, ITU Regional Office for Asia and the Pacific

Ms. Atsuko Okuda, Regional Director, ITU Regional Office for Asia and the Pacific delivered the opening remarks on behalf of the ITU Regional Office for Asia and the Pacific. She thanked all the participants for their presence. She recognized the important contribution from the Centres of Excellence in supporting the digital skills development of ICT professionals in the Asia and the Pacific region and other parts of the world, in particular in supporting national digital skills strategies, the changing business landscape and the promotion of Public-Private Partnership on digital skills development.



Ms Okuda highlighted the shortage of digitally skilled workers to support the current and future job market in the growing digital economy. CoEs, together with ICT companies, are all playing a role to develop all levels of digital skills through programs and initiatives to help narrow the digital skills gap that exists, especially in developing countries.

Ms Okuda emphasized the importance to develop and deliver high-quality training and building upon the quality assurance process introduced in 2021. In addition, she encouraged CoEs to leverage in partnership with key players in the industry. ITU will support CoEs through its multistakeholder engagement platforms, such as the Asia and the Pacific Regional Dialogue.

Ms Okuda thanked the outgoing Chairman Mr Ahmad Norhad bin Zahari, Ministry of Communication and Multimedia, Malaysia, for his leadership to ensure the success of the implementation of CoEs activities in 2021. She also thanked Mr R Shakya, Deputy Director-General, Department of Telecommunication, India, for accepting the responsibility as Chairman for the 6th Steering Committee Meeting of the Centers of Excellence Network for Asia and the Pacific Region.

1.2 Opening Remark Nur Sulyna Abdullah, Chief Digital Knowledge Hub Department, ITU

Ms Nur Sulyna Abdullah, Chief Digital Knowledge Hub Department, ITU, thanked all participants that were present, and for the contribution from CoEs and its strategic importance in supporting the development of digital skills at the regional and global level.

Due to the pandemic, Ms. Sulyna highlighted the need to be agile and adaptive of the fast evolving environment. It is unlikely that training will fully be conducted face-to-face. She highlighted that ITU and the CoE initiative is in a good position to facilitate Digital Transformation initiative taking place globally, intended to support economic and social development. Many industry players are also contributing to digital skills development. Hence, it is important for the CoEs and the program to be strategic in its approaches, particularly in the area of promotion and marketing and training courses that are offered.

Ms. Sulyna stated that ITU has begun conducting a Strategic Review for the CoE initiative, as stipulated under the WTDC Resolution 73, which calls for a review at the end of this current CoE cycle. In this review, ITU has appointed a consultant to take stock of the progress and performance of the initiative. Interviews and survey were conducted with all relevant stakeholders to provide recommendations that can further improve this capacity development program.



1.3 Remark by Mr. Ahmad Norhad Zahari, Outgoing Chairman and Undersecretary, Ministry of Communication and Multimedia, Malaysia

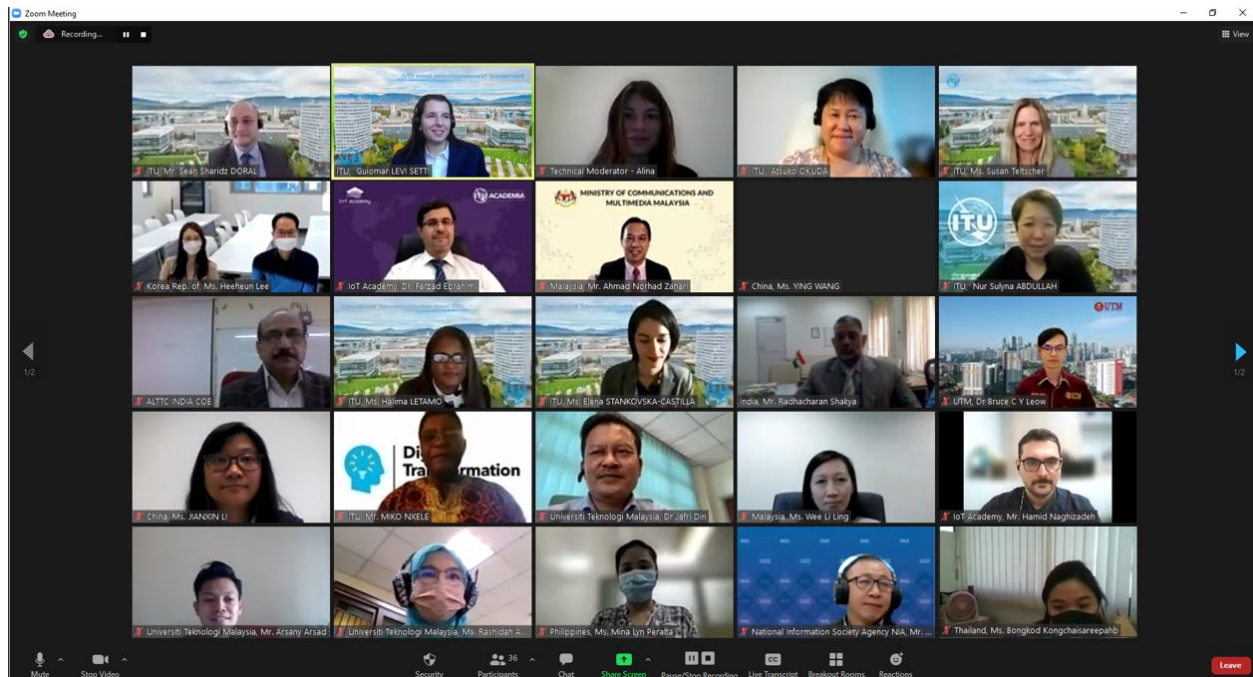
Mr. Ahmad Norhad Zahari, Outgoing Chairman and Undersecretary, Ministry of Communication and Multimedia, Malaysia, thanked the members of the Steering Committee and the ITU for supporting his role as Chairman of the 4th and 5th Steering Committee meeting in 2020 and 2021. He congratulated the CoEs for their achievement in successfully implementing the training plans in 2021, despite the extremely challenging circumstances. He acknowledged the creative and innovative ability and efforts made by the CoEs in adjusting its operation and implementation during the difficult periods encountered in 2021.

Mr Zahari highlighted that the efforts made during this period will enable CoEs to explore new opportunities in the virtual space, by reaching to a larger target audience and experts that could support them in training.

Mr Zahari, took the opportunity to congratulate the incoming Chairman, Mr R Shakya, from the Department of Telecommunication, India and wished him all the best in leading the Steering Committee in the year 2022.

2. CONFIRMATION OF THE COE STEERING COMMITTEE CHAIR

Ms Atsuko Okuda invited the meeting to confirm the Steering Committee Chair nominated by the hosting country as per stipulations of the CoE operational guidelines. The meeting confirmed the chairmanship of Malaysia, represented by Mr R Shakya, Deputy Director-General, Department of Telecommunication, India. Mr R Shakya thanked the meeting for the nomination and chaired the 6th Steering Committee Meeting of the CoE Network for Asia-Pacific.



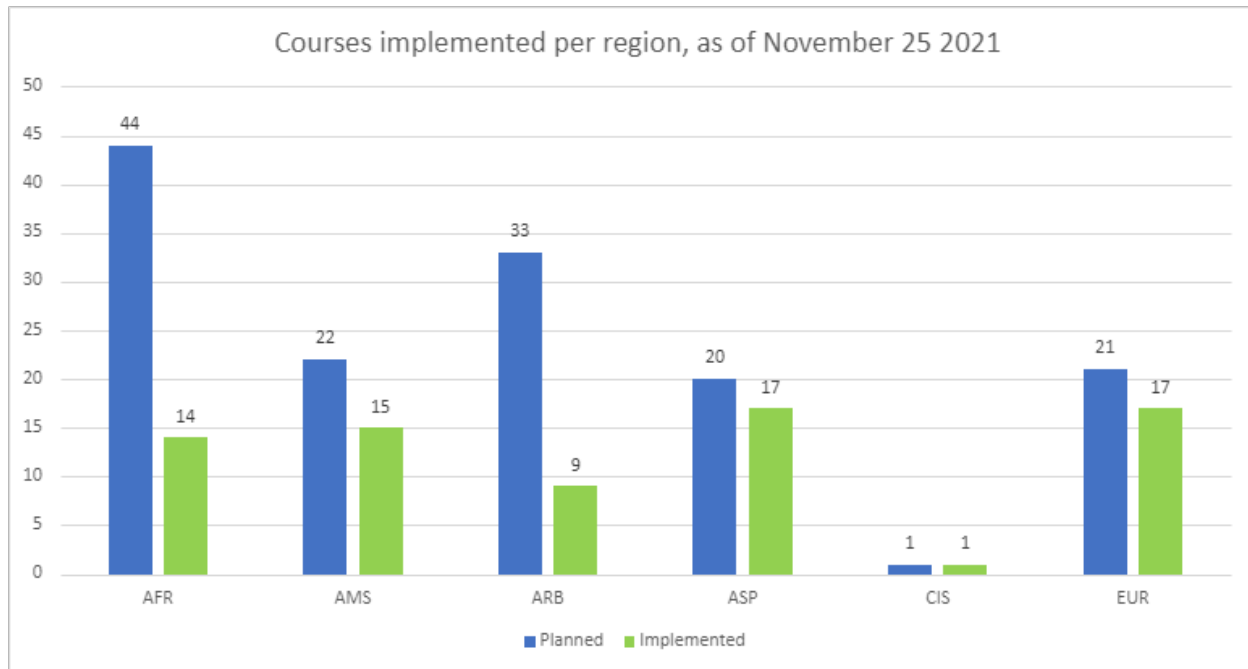
Virtual official group photo

3. UPDATE OF COE STRATEGIC ISSUES

Mr Mike Nxele, Senior Capacity and Skills Development Officer, provided updates CoEs on the issues relating to the implementation of the CoE strategy and the process towards the end of the CoE cycle.

3.1 Global performance of the CoEs for the year

He provided an overview of the global performance of the CoEs for the year 2021, taking into account the courses planned and courses implemented across the regions as of 25 November 2021. In 2021, a total of 141 training courses were scheduled; however, only 73 training were implemented. He noted that the high number of cancellations were not from Asia and the Pacific region; however, he took to opportunity to remind CoEs of the expectations according to the CoE agreement, which is to deliver at least two courses per year for each priority area. This is important as it will be part of the performance evaluation of the CoEs in consideration for the next cycle.



3.2 CoE Strategic review

Mr Nxele also provided an update on the CoE Strategic Review, which began in September 2021. The review is expected to complete at the end of 2021. He highlighted the scope of the study which includes:

- Review of CoE network documents
- Consultative meetings with ITU (HQ and Regional Offices)
- Consultations with CoEs and GCBI members
- Review of information CoEs provided for the Feasibility study

He shared that various stakeholder, including the CoEs, has been consulted in the process of preparing the review. He invited the meeting participants to continue to provide any feedback and inputs before the conclusion of the study.

The strategic review will provide recommendations on the ITU CoE strategy and propose changes to the future operations of the CoE network. The outcome of the CoE Strategic review will serve as an input into the work of WTDC Resolution 73 by the Member States.



3.3 End of 2019-2022 cycle activities

Mr. Nxele provided information on the end of the 2019-2022 CoE activity cycle, which includes the initiation of the performance evaluation process based on the course delivery during the cycle. The performance evaluation will include:

- Implementation of courses over the four years;
- Measures that are taken to address the mid-cycle concerns raised, where applicable;
- Promotional strategies and efforts made to ensure courses have participants; and
- Participation in Steering Committee meetings and other CoE activities organized by ITU

He highlighted that the performance scores would be taken into consideration for CoEs who may wish to apply to be part of the next cycle. He informed the CoEs that a feedback form would be sent out to all active CoEs to evaluate their experience during the current cycle.

3.4 CoE Webinars-Survey results

Mr Nxele also shared the results of the survey for CoEs on requests for webinars in 2022. Below are the outcomes of the survey:

- Over 50% stated that they prefer the webinar to be once every six months.
- The survey showed a 50/50 tie on the global vs regional webinars.
- Over 75% stated that the webinars should cover both subject-specific and methodology-focused topics.
 - For webinar topics on methodology, answers were narrowed down to:
 - Social media marketing and promotion, including engagement with participants during and post-course delivery.
 - Trends and best practices of online training, including e-learning techniques and pedagogical strategies.
 - For subject-based webinar topics the following topics were prioritised:
 - IOT, 5G, Cybersecurity, Artificial Intelligence, Beyond 5G.

Based on this outcome, Mr Nxele highlighted that ITU would plan for two webinars in 2022 (one in the first half and one in the second half of the year)

4. REVIEW OF THE IMPLEMENTATION OF CoE ACTIVITIES from 2020-2021

4.1 Presentations by ITU

Mr. Sean Doral presented an overview of the implementation of CoE activities in the region.

He took the opportunity to thank the CoE partners for their commitment to deliver training programs despite challenging circumstances. In 2019, a total of 22 courses were proposed and implemented, with a total registration of 866 participants. Fourteen courses were face-to-face and eight training were held online. A total of 506 participants were certified, or a 58 percent certification rate.

In 2020, a total of 22 training were proposed, and 18 training were implemented. All training was conducted online. A total of 2956 participants registered for the training offered, with 1290 participants certified or a 44 per cent certification rate.

In 2021, 22 training were offered, and 17 training was implemented until this meeting, with one upcoming course scheduled in December. A total of 2502 participants have registered for the training, and 851 participants were certified or a 34% certification rate.

The drop in the number of participants can be seen due to the cancellation of courses and reduced participation from CoEs that were affected by the Pandemic Wave involving the Delta Variant at the start of Q2 and early Q3 this year.

CoE	Courses planned	Delivery mode	Start date	End date	Status	Number of participants registered	Number of participants certified	End-of training reports
AL TTC	Blockchain, AI & SDN: "Opportunities, Challenges and Solutions for Smart Cities"	online	10-May-21	21-May-21	Implemented	9	7	received
AL TTC	Blockchain: A New Weapon In Cyber-Security	online	23-Aug-21	3-Sep-21	Cancelled			
AL TTC	IOT & 5G in AI Smart City	online	13-Sep-21	24-Sep-21	Implemented	72	69	received
AL TTC	Ubiquitous Broadband for Future Generations	online	27-Sep-21	8-Oct-21	Cancelled			
AL TTC	Internet of Things & Artificial Intelligence: Rejuvenation of Life for Persons with Special/Specific Need	online	18-Oct-21	29-Oct-21	Implemented	3		
AL TTC	Latest Trends in Satellite Broadband Access	online	15-Nov-21	26-Nov-21	Implemented	18		
AL TTC	Trends in Cyber Security & Block chain Technology	online	6-Dec-21	17-Dec-21	Upcoming			
AL TTC	Smart Manufacturing: Internet of Things, Artificial Intelligence, Digital Twins In Industry 4.0	Face-To-Face	15-Nov-21	19-Nov-21	Cancelled			
AL TTC	Next Generation Broadband : Standards and Applications	Face-To-Face	22-Nov-21	26-Nov-21	Cancelled			
CAICT	Basic Knowledge and Application of 5G and AI	online	19-Apr-21	25-May-21	Implemented	283	68	received
CAICT	Digital Economy Standardization and Application	online	14-Jun-21	27-Jun-21	Implemented	230	62	received
CAICT	Conformity and Interoperability relating to Industrial Internet	online	16-Aug-21	28-Aug-21	Implemented	108	24	received
CAICT	Conformity and Interoperability relating to 5G	online	11-Oct-21	23-Oct-21	Implemented	158	46	received
IOT Academy	Developing IoT, Big Data and Blockchain solutions for Smart sustainable cities	online	26-Apr-21	7-May-21	Implemented	45	44	received
IOT Academy	Building IoT Solutions for Smart Agriculture	online	23-Aug-21	3-Sep-21	Implemented	23	27	received
IOT Academy	Internet of Things concerns for implementing Industry 4.0	online	08-Nov-21	19-Nov-21	Implemented	23		
NIA	Government innovation using digital technologies in the post COVID 19 era	online	2-Aug-21	29-Aug-21	Implemented	340	111	received
NIA	Intelligent government based on AI	online	1-Sep-21	28-Sep-21	Implemented	429	131	received
SRMC	Spectrum Management and Technology Application	online	9-Aug-21	22-Aug-21	Implemented	358	114	received
SRMC	Spectrum Management and Spectrum Engineering Techniques	online	6-Sep-21	19-Sep-21	Implemented	329	85	received
UTM	Fifth Generation (5G) Implementation: Practices and Case Studies	online	28-Jun-21	11-Jul-21	Implemented	41	39	received
UTM	Human Exposure to Fifth Generation (5G) Electromagnetic Fields: Guidelines, Measurements & Case Studies	Online	4-Oct-21	17-Oct-21	implemented	29	28	received

4.2 Presentations by Centres of Excellence

The Chair invited the representatives from the CoEs to present their activity report and training proposal for 2022. Due to the time constraints, all CoEs were asked to provide a brief overview and comments on their training performance for the year 2021, as well as present their training plans for 2022.



4.2.1 ALTTC

Mr. Arun Kumar Sharma, Principal General Manager, and Mr A K Jha, represented ALTTC to present the training performance for 2021 and the training plan for 2022. The implementation status and training plan proposal for 2022 are as follow:

Training Implementation for the year 2021

Courses planned	Delivery mode	Original dates	Final dates	Status	# registered	# certified	Course Fees
Blockchain, AI & SDN: "Opportunities, Challenges and Solutions for Smart Cities	Online Instructor-Led	10-21 May 21		Implemented	9	7	100
Blockchain: A New Weapon In Cyber-Security	Online Instructor-Led		23 Aug – 3 Sept 21	Cancelled			100
IOT & 5G in AI Smart City	Online Instructor-Led	12-24 Jul 21	13-24 Sep 21	Implemented	72	69	100
Ubiquitous Broadband for Future Generations	Online Instructor-Led	21Jun-2Jul 21	27 Sep-8 Oct 21	Cancelled			100
Internet of Things & Artificial Intelligence: Rejuvenation of Life for Persons with Special/Specific Need	Online Instructor-Led		18-29 Oct 21	Implemented	3		100
Latest Trends in Satellite Broadband Access	Online Instructor-Led	15-26 Nov 21		Implemented	18		100
Trends in Cyber Security & Blockchain Technology	Online Instructor-Led	6-17 Dec 21	16-24 Dec 21	Upcoming			100
Smart Manufacturing: Internet of Things, Artificial Intelligence, Digital Twins In Industry 4.0	F2F	15-19 Nov 21		Cancelled			100
Next Generation Broadband : Standards and Applications	F2F	22-26 Nov 21		Cancelled			100

Proposed Training Plan for the year 2022



Courses planned	Delivery mode	Proposed dates	Partners	Venue	Training fee (USD)
Blockchain: A New Weapon In Cyber- Security	Online Instructor Led	25 Apr – 6 May 22		ITU Academy	100
5G Mobile data – The Beginning of AI Smart Society	Online Instructor Led	16 – 27 May 22		ITU Academy	100
IoT: Building Concepts and Application in Current Scenario	Online Instructor Led	20 June – 05 July 22		ITU Academy	100
Next Generation Broadband: Standards and Applications	Online Instructor Led	13 – 24 July 22		ITU Academy	100
Smart Manufacturing: Internet of Things, Artificial Intelligence, Digital Twins In Industry 4.0	Online Instructor Led	22 Aug – 02 Sept 22		ITU Academy	100
Converged Core Network: Route to Un-Explored Opportunities	Online Instructor Led	19 – 30 Sep 22		ITU Academy	100
Integrating AI with Cyber Resilience and Cyber warfare	Online Instructor Led	14 – 25 Nov 22		ITU Academy	100

The final list of proposed training courses for 2022 was agreed upon after the meeting requested for ALTTC to consider reducing the number of the proposed training.

4.2.2 CAICT

Ms. Wang Ying, Engineer, CAICT represented CAICT to present the training performance for 2021 and training plan for 2022. The implementation status and training plan proposal for 2022 are as follow:

Training Implementation for the year 2021

Courses planned	Delivery mode	Original dates	Final dates	Status	# registered	# certified
Basic Knowledge and Application of 5G and AI	Online instructor led	19 Apr- 25 May 21		Implemented	283	68
Digital Economy Standardization and Application	Online instructor led	14 Jun – 27 Jun 21		Implemented	230	62

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Conformity and Interoperability relating to Industrial Internet	Online instructor led	16 - 28 Aug 21		Implemented	108	24
Conformity and Interoperability relating to 5G	Online instructor led	11 - 23 Oct 21		Implemented	158	46

Proposed Training Plan for the year 2022

Courses planned	Delivery mode	Proposed dates	Partners	Venue	Training fee (USD)
Conformity and Interoperability relating to 5G	Online instructor led	11 - 24 Apr 22		ITU Academy	Free
The development of Industrial Internet	Online instructor led	13-25 Jun 22		ITU Academy	Free
The Key Technologies of IoT and Its Application in Smart Home	Online instructor led	17-29 Oct 22		ITU Academy	Free
Technology, Standardisation, testing and application scenario in C-V2X	Online instructor led	13-26 Aug 22		ITU Academy	Free

4.2.3 IoT Academy

Dr Farzad Ebrahimi, Chairman and Founder, IoT Academy represented IoT Academy to present the training performance for 2021 and training plan for 2022. The implementation status and training plan proposal for 2022 are as follow:

Training Implementation for the year 2021

Courses planned	Delivery mode	Original dates	Final dates	Status	# registered	# certified	Training fee (USD)
Developing IoT, Big Data and Blockchain solutions for Smart sustainable cities	Online	26 Apr - 7 May 21		Implemented	45	44	100
Building IoT Solutions for Smart Agriculture	Online	23 Aug - 03 Sep 21	20 Sep-1 Oct 21	Implemented	27	23	100
Internet of Things concerns for implementing Industry 4.0	Online	Nov-21	08 - 19 Nov 21	Implemented	23	22	100

Proposed Training Plan for the year 2022



Courses planned	Delivery mode	Proposed dates	Partners	Venue	Training fee (USD)
Digital Transformation: Enhancing IoT-driven Solutions for Smart Islands	Online Instructor Led	09 – 22 May 22		ITU Academy	100
Big Data, IoT & Industry 4.0: Approaches & Security Considerations	Online Instructor Led	05 – 18 Sep 22		ITU Academy	100
Acquiring 5G & IoT Services for Smart Cities & Smart Villages	Online Instructor Led	07 - 20 Nov 22		ITU Academy	100

4.2.4 NIA

Ms Heeheun Lee, Manager, NIA represented NIA to present the training performance for 2021 and training plan for 2022. The implementation status and training plan proposal for 2022 are as follow:

Proposed Training Plan for the year 2021

Courses planned	Delivery mode	Original dates	Final dates	Status	# registered	# certified
Government innovation using digital technologies in the post COVID 19 era	Online instructor led	02 – 29 Aug 21		Implemented	340	111
Intelligent government based on AI	Online instructor led	01 – 28 Sep 21		Implemented	429	131

Proposed Training Plan for the year 2022

Courses planned	Delivery mode	Proposed dates	Partners	Venue	Training fee (USD)
Data-Based Government Innovation	Online instructor led	1-28 Aug 22		ITU Academy	Free
Government Innovation Based on Cloud	Online instructor led	3 -31 Oct 22		ITU Academy	Free

4.2.5 SRMC

Ms Li Jianxi, Senior Engineer, SRMC represented SRMC to present the training performance for 2021 and training plan for 2022. The implementation status and training plan proposal for 2022 are as follow:

Proposed Training Plan for the year 2021

Courses planned	Delivery mode	Original dates	Final dates	Status	# registered	# certified
Spectrum Management and Technology Application	Online Instructor-Led	9-22 Aug 21	09 – 22 Aug 21	Implemented	358	114
Spectrum Management and Spectrum Engineering Techniques	Online Instructor-Led		06 – 19 Sep 21	Implemented	329	85

Proposed Training Plan for the year 2022

Courses planned	Delivery mode	Proposed dates	Partners	Venue	Training fee (USD)
Spectrum Management and Technology Application	Online Instructor Led	23 May – 5 Jun 22		ITU Academy	Free
Spectrum Management and Spectrum Engineering Techniques	Online Instructor Led	25 July – 07 August 22		ITU Academy	Free

4.2.6 UTM

Dr Bruce Leow, Associate Professor, Wireless Communication Center, UTM represented UTM to present the training performance for 2021 and training plan for 2022. The implementation status and training plan proposal for 2022 are as follow:

4.3 Proposed Training Plan for the year 2021

Courses planned	Delivery mode	Original dates	Final dates	Status	# registered	# certified	Training fee (USD)
Fifth Generation (5G) Implementation: Practices and Case Studies	Online Instructor-Led		28 June – 11 July 21	Implemented	41	39	100
Human Exposure to Fifth Generation (5G) Electromagnetic Fields: Guidelines, Measurements & Case Studies	Online Instructor-Led		04 – 17 Oct 21	Implemented	29	28	100

4.4 Proposed Training Plan for the year 2022

Courses planned	Delivery mode	Final dates	Partners	Venue	Training fee (USD)
Fifth Generation (5G) Implementation: Practices and Case Studies	Online	27 Jun – 03 Jul 2022		ITU Academy	100*
Human Exposure to Fifth Generation (5G) Electromagnetic Fields: Guidelines, Measurements & Case Studies	Online	10 – 16 Oct 2022		ITU Academy	100*

*Discounted Fees (available only if payment is via bank transfer) : Group Registration with minimum 4 pax: USD 70 per pax; Large group Registration with minimum 10 pax: USD 50 per pax

The Chairman thanked all CoEs for their presentation and commitment in delivering the training programs in 2021, as well as for the proposals for CoE training program in 2022.

5. APPROVAL OF THE 2022 TRAINING PLAN

Following the presentations and proposal from CoEs, the Chairman invited the Steering Committee to consider and approve the 20 training courses proposed 2022.

As per the Quality Assurance Process and Procedure, the Chairman noted that the Steering Committee member is invited to consider and approve 18 training courses that have completed the Quality Assurance Process. The proposed training courses for the region listed in table 1 below:

Table 1: Training Proposals 2022 – QoA Process Completed

No	CoE	Courses planned	Priority area	Delivery mode	Start date	End date	Fee
1	CAICT	Conformity and Interoperability relating to 5G	ICT Application	online	11 April	24 April	Free



No	CoE	Courses planned	Priority area	Delivery mode	Start date	End date	Fee
2	IoT Academy	Digital Transformation: Enhancing IoT-driven Solutions for Smart Islands	IoT	online	9 May	22 May	USD100
3	ALTTC	5G Mobile data – The Beginning of AI Smart Society	Wireless & Fixed Broadband	online	16 May	27 May	USD100
4	SRMC	Spectrum management and technology application	Spectrum Management	online	23 May	5 June	Free
5	CAICT	The development of Industrial Internet	Conformance & Interoperability	online	13 June	25 June	Free
6	ALTTC	Building Concepts and Application in Current Scenario	IoT	online	20 June	1 July	USD100
7	UTM	Fifth Generation (5G) Implementation: Practices and Case Studies	Wireless & Fixed Broadband; Spectrum Management	online	27 June	3 July	USD100*
8	ALTTC	Next Generation Broadband: Standards and Applications	Wireless & Fixed Broadband	online	13 July	24 July	USD100
9	SRMC	Spectrum Management and Spectrum engineering techniques	Wireless & Fixed Broadband; Spectrum Management	online	25 July	7 August	Free
10	NIA	Data-Based Government Innovation	ICT Applications	online	1 August	28 August	Free
11	CAICT	The Key Technologies of IoT and Its Application in Smart Home	ICT Applications	online	15 August	26 August	Free
12	ALTTC	Smart Manufacturing: Internet of Things, Artificial Intelligence, Digital Twins In Industry 4.0	IoT	online	22 August	2 September	USD100

No	CoE	Courses planned	Priority area	Delivery mode	Start date	End date	Fee
13	IoT Academy	Big Data, IoT & Industry 4.0: Approaches & Security Considerations	IoT	online	5 September	18 September	USD100
14	ALTTC	Converged Core Network: Route to Un-Explored Opportunities	Wireless & Fixed Broadband	online	19 September	30 September	USD100
15	NIA	Cloud-Based Government Innovation	ICT Applications	online	3 October	31 October	Free
16	UTM	Human Exposure to Fifth Generation (5G) Electromagnetic Fields: Guidelines, Measurements & Case Studies	Spectrum Management	online	10 October	16 October	USD100*
17	CAICT	Technology, Standardisation, testing and application scenario in C-V2X	Conformance & Interoperability	online	17 October	29 October	Free
18	IoT Academy	Acquiring 5G & IoT Services for Smart Cities & Smart Villages	IoT	online	7 November	20 November	USD100

The Chairman also noted that two courses on Cybersecurity proposed by ALTTC will require additional time to complete the Quality Assurance Process. The training proposals are noted and included in the training report. The Chairman proposed to the meeting for the training, to complete the Quality Assurance Process, will request for approval via electronic means. The ITU secretariat will coordinate with ALTTC to request for this approval. The proposed training courses that are still under review is available in **Table 2 below**:

Table 2: Training Proposals 2022 – Under Review QoA Process

Year	CoE	Courses planned	Priority area	Delivery mode	Start date	End date	Fee
2022	ALTTC	Blockchain: A New Weapon In Cyber-Security	Cyber Security	online	25 April	6 May	USD100
2022	ALTTC	Integrating AI with Cyber Resilience and Cyber warfare	Cyber Security	online	14 November	25 November	USD100



As there were no objection from the Steering Committee members, the Chairman considered the training plan and proposed follow up actions for 2022 approved.

5. DISCUSSION ON PROMOTIONAL ACTIVITIES CARRIED OUT BY COES AND ITU IN 2021

The Chairman invited Ms Halima Letamo to deliver her presentation and to lead the discussion on promotional activities that CoEs and ITU carried out in 2021. She highlighted that the implementation and progress report on promoting CoE courses were in response to the recurring request by CoEs to promote courses, and the observation by CoEs during the Global meeting that they need to invest in marketing and promotion of course.

The strategy and activities aims to enhance promotional efforts by both ITU and the CoEs. The list of proposed promotion activities and responsibilities of ITU and CoEs are available in **Annex 3**. She also shared the promotional activities that has been implemented by the ITU. Details of activities, successes and challenges are available in **Annex 4**.

The Chairman thanked Ms Letamo for her presentation and invited all CoEs to share their promotional activities and efforts made to support the promotion of their training courses. All CoEs presented their promotional activities. Details of these activities from each CoEs are provided in **Annex 5**.

The Chairman thanked all CoEs for their efforts and for sharing respective best practices and challenges faced in promoting their respective training courses in Asia and the Pacific region. The Chairman opened the floor for discussion and some of the points raised are as follow:

- ITU and CoE's could learn from each other the best practices and challenges in promoting CoE courses using various platforms;
- The need to identify a suitable social media platform, taking into consideration the language sensitivities of the target audience;
- Take into account the feedback provided by participants from each courses from the end of course evaluation.
- In relation to introducing discounted fees to incentivize participation, ITU reiterated that the CoEs can determine the fees model, and ITU will provide support on how the discounted fees will be reflected on the ITU Academy platform. It was highlighted that this information should be included in the training course description.

The Chairman thanked the participants for their comments and encouraged CoEs to consider innovative ways to promote their training courses to benefit the ICT professionals in Asia and the Pacific region.



6. COE OPERATIONAL ISSUES

The Chairman invited Ms Halima Letamo to deliver her presentation and lead the discussion CoE operational issues, specifically on updates on the planning and implementation of courses, updates on the transition from face to face to online courses and other matters.

6.1 Updates on the Planning and Implementation of Courses

Ms Letamo highlighted that as part of the Quality Assurance process, the annual planning began earlier than in the previous years. She highlighted the importance of submitting a training outline according to the QoA process timeline to ensure sufficient time for evaluation and agreement before presenting for approval at the Steering Committee meeting. A delay in this process will result in inefficiency in the approval process at the Steering Committee meeting, further delay the publication of CoE Training Catalogue, and promotion of training courses.

She further highlighted that in 2021, many courses were postponed, which makes keeping track of these changes very challenging. She reminded that courses that require change of title and training course outline would require CoEs to undergo the QA process and request approval from the Steering Committee. Finally, she reminded CoEs to make its best effort to ensure that training courses offered are within the mandate of the ITU and to ensure all submission of training course outline are complete to support efficient evaluation of courses by ITU's thematic priority leads.

6.2 Updates on The Transition from Face-To-Face To Online Courses

Ms Letamo highlighted that all courses offered by the CoEs have been conducted online via the ITU Academy since March 2020. She acknowledges that conducting courses online is still a major challenge for some CoEs due to the nature of their course subjects or the lack of well-trained tutors who could conduct virtual courses. She invited CoEs facing challenges to conducting courses virtually to reach out to ITU for support.

She highlighted the possible benefit of offering lower course fees by conducting the courses online. ITU has observed that virtual courses currently offered by the CoEs with fees ranging between 75 USD to 150 USD encourage better enrolment in courses.

Ms Letamo also highlighted that ITU had introduced the MS Teams and Zoom plugin in the ITU Academy Moodle platform, supporting CoEs to conduct live lectures virtually. She invited all CoEs to reach out to ITU to find out more about this feature.



6.3 Reminders for CoEs

Ms Letamo reminded the CoEs to observe the points below to ensure smooth implementation of the CoE programs.

- Online tutors/trainers must familiarize themselves in advance with the online platform.
- ITU Academy administrators do not create user accounts and do not enroll participants. Participants should do that on their own.
- The trainers must upload materials, set up quizzes and assignments, forums and chats, and monitor participants, the ITU Academy administrators do not do this. (trainers can reach out to ITU academy administrators if they need help).
- CoE Coordinators should monitor training and ensure trainers fully engage participants.
- Enrolments for paid courses should occur only after payments are in effect, not before.
- End-of-training report submission, with a complete scoring table & financial report, is imperative and should be submitted within a month of the end of the course.

6.4 Discussion Points

- AL TTC sought clarification on topics that are outside of ITU's mandate to support CoE to better align future courses. ITU highlighted that the challenge arises on the topic in specific areas which may closely relate to ITU's general mandate but may fall under the license of another UN Agencies. Under these circumstances, courses will be evaluated by ITU's Thematic Priority leads, who will guide on a case-to-case basis, should the topic be best discussed and delivered by relevant UN Agency. ITU encourages further dialogue with CoEs in this area, should challenges arise.

The Chairman thanked Ms Letamo for her presentation and highlighting important points to support the effectiveness and implementation of the CoE program.

7. CLOSING

The meeting ended with closing remarks from Mr R Shakya, Deputy Director-General, Department of Telecommunication, India, Chair of the Steering Committee as well as Ms Susan Teltscher, Head of Capacity and Digital Skills Development, ITU/BDT, who thanked the participants for their contribution and inputs at this meeting, and for the commitment and support from all CoEs in the development of digital skills in the region.



6th Steering Committee Meeting of the Centers of Excellence Network for Asia and the Pacific Region

29 November 2020 | 14:00 – 17:00 Bangkok time | Online Meeting

PROVISIONAL AGENDA

Time	Agenda
13:30 – 14:00	Online networking and testing of video and audio
14:00-14:20	Opening <ul style="list-style-type: none"> • Welcome remarks by <i>ITU Regional Director for Asia and the Pacific</i> • Introductory Remark by <i>Head of Capacity and Digital Skills Development, ITU/BDT.</i> • Remarks by the outgoing <i>Chair, Ministry of Communication and Multimedia, Malaysia</i> • Confirmation of and remarks by the <i>incoming Chair, Department of Telecommunication, India</i>
	Group Picture
14:20-14:40	AGENDA ITEM 1: Update on CoE strategic issues ITU updates CoEs on the issues relating to the implementation of the CoE strategy and the process towards the end of the CoE cycle. <ul style="list-style-type: none"> • ITU updates on <ul style="list-style-type: none"> ○ Global performance of the CoEs for the year ○ CoE strategic review ○ End of cycle activities ○ 2022 CoE webinars • Discussion
14:40-15:40	AGENDA ITEM 2: Centres of Excellence presentations: 2021 implementation



	<p>and training plans for 2022</p> <p>ITU will share the current status of implementation for each CoE. EachCoE will report on the implementation of their 2021 activities. Each presentation should cover the courses that were implemented throughout the entire year (number of participants, feedback received, certificates issues etc), issues faced and lessons learnt, including those from COVID-19.</p> <p>Each CoE will also present their proposals for the training courses they are planning to deliver in 2022, including the topics, exact dates, training fees charged, audience targeted etc. The objective of the discussion is to agree on the draft training schedule for 2022.</p> <ul style="list-style-type: none"> • ITU Regional Office for Asia and the Pacific <ul style="list-style-type: none"> ○ Current status of implementation for All CoEs in the region • Advanced Level Telecom Training Centre (ALTTC), India • China Academy of Information and Communications Technology (CAICT) P.R China • IoT Academy, Iran • National Information Society Agency (NIA), R.O. Korea • Wireless Communication Centre, Universiti Teknologi Malaysia (UTM), Malaysia • State Radio Monitoring Center / State Radio Spectrum Management Center (SRMC), P.R China • Discussion
15:40 – 15:50	<p>AGENDA ITEM 3: Approval of the 2022 training plan</p> <p>The CoE chair presents the proposed training plan for 2022 and invites the CoEs to approve the plan.</p>
15:50 – 16:00	<p>Break</p>
16:00-16:40	<p>AGENDA ITEM 4: Discussion on promotional activities carried out by CoEs and ITU for the past year.</p> <ul style="list-style-type: none"> ○ ITU ○ Each CoE is expected to present 3 slides to answer the following 3 questions. ITU will also present a brief overview of ITU’s promotional strategy: <ul style="list-style-type: none"> ○ From the promotional activities shared during the mid-year SC meeting, which ones did you use to advertise/promote your courses? ○ That are the two main successes you had with the promotion and what are the two main challenges?



	<ul style="list-style-type: none"> ○ How do you evaluate the success of your promotion? <p>Discussion</p>
16:40 – 16:50	<p>AGENDA ITEM 5: CoE operational Issues</p> <p>ITU makes a presentation which highlights the following operational issues</p> <ul style="list-style-type: none"> ● Updates on the planning and implementation of courses ● Updates on the implementation of the quality assurance process ● Updates on the transition from face to face to online courses ● Reminders for CoEs <p>Discussion</p>
16:50 -17:00	<p>Closing</p> <ul style="list-style-type: none"> ● Closing Remark from ITU ● Closing Remark from Chairman



Final List of Participants



Annex 3

Activity	Description	Medium	Impact	Implementer
Include courses as part of events.	If an event is held in X topic, when advertising the event, list the courses linked to that topic which are available on the ITU Academy platform, especially on the event website.	Event webpages and other promotional materials	This will expand the target market for the CoE courses	ITU
Promote participation of CoEs in ITU regional and global capacity development events	Provide a space for CoEs to showcase their work at ITU capacity building events.	Events	This will provide a regional and global marketing platform for CoEs as well as opportunities to network	ITU
Provide information on reviews of courses	On the ITU Academy website, provide information on reviews of courses done by attendees for public viewing.	ITU Academy website	This might encourage some participants to take the courses when they are run and improve visibility of the outcome of the CoE courses.	ITU
Send push messages on upcoming courses	Provide option for visitors of the ITU Academy to indicate their interest in receiving information on future courses. An update is sent to the emails once a month on the upcoming courses in the areas of interest they indicated.	ITU Academy website,	This will allow ITU to send targeted messages to potential participants who have indicated their preferences, thus increasing the chances of enrolment	ITU
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed and results shared with ITU for publishing of the ITU Academy website	ITU Academy website	This will encourage other participants to take the CoE courses if they see they are well rated by previous participants	CoEs
CoEs to create social media promotional content.	CoEs to create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	Videos and ppt slides	This will expand the target market for the CoE courses	CoEs
CoEs to use social media to promote courses.	Post at least 1 promotional message per course on 1 social media platform and tag ITU's respective accounts to increase visibility while advertising new courses	Social media platforms	This will expand the target market for the CoE courses	CoEs
CoEs to include variety of incentives for taking courses	CoEs can prepare their courses in modular version. If three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taken with the same CoE ... e.t.c	Incentives highlighted on course catalogue	This will encourage the participants to return to the same CoE for additional courses	CoEs
Use the Steering Committee (SC) platform to plan promotional strategies and monitor progress	As part of the SC agenda, include a session on recommendations for new promotional strategies and report on progress made	SC meetings	Assessing progress on implementing the promotional strategies will allow planning for more strategies or re-aligning if necessary	ITU/CoEs



Annex 4

Activity	Description	List of events	What worked well	Challenges
Include courses as part of events.	If an event is held in X topic, when advertising the event, list the courses linked to that topic which are available on the ITU Academy platform, especially on the event website.	<ul style="list-style-type: none"> Workshop on Digital Skills Assessment Guidebook for Africa ILO-ITU Joint programme on Boosting decent jobs for you in the digital economy in Africa, Senegal, Uganda, Kenya and Nigeria ITU Regional Forum for Europe on Meaningful Connectivity Accessible Europe 2021 ITU-EC Forum for Europe ITU Regional Engagement Roundtable for Europe ITU Regional Innovation Forum for Europe The Regional Preparatory Meeting for WTFC for Asia and the Pacific (RPMASP) 09 -10 March 2021, Virtual ITU-Industry Meeting for Asia and the Pacific 27 May, Virtual ITU Global Symposium for Regulators for Asia and the Pacific 10 June, Virtual Digital Skills Assessment Webinar 13 July 2021 Emerging Technology for Connectivity: Accelerating Digital Transformation in LDCs, LLDCs and SIDS 2021 TSDSI & ITU launch a Webinar Series on "Digital Technology Innovation Case Studies from India and the Asia Pacific Region" ITU 2021 Global Cyber Drill for Asia and the Pacific and CIS Interregional Meeting 16 September, Virtual 	Some enquiries on CoE courses which indicate a generation of interest.	Measuring the effectiveness and competition with ICT players in the area of emerging tech space IoT, AI, Blockchain, etc
Promote participation of CoEs in ITU regional and global capacity development events	Provide a space for CoEs to showcase their work at ITU capacity building events.	<ul style="list-style-type: none"> Taller Multisectorial sobre el papel de las TIC para el manejo de desastres y la reducción del riesgo 14 al 16 de septiembre 2021 AFRCoE catalogue posted on the events' regional capacity development page Workshop on Digital Skills Assessment Guidebook for Africa ITU Regional Forum for Europe on Digital Skills Development 1. Asia and the Pacific Regional Development Forum on Developing ICT Capacity in Asia and the Pacific 4th December 2021 IoT Academy 2. 11 September, 10:30-12:30, 2021, Virtual Virtual Information Session on Distributed Ledger Technology (including Blockchain)-CAICT 	CoEs can prepare a presentation and share what is that they do and their area of expertise	Regional events that target only the stakeholders in the region and do not provide reach to the international market
Provide information on review of courses	On the ITU Academy website, provide information on reviews of courses done by attendees for public viewing.	Awaiting CoEs to share testimonials to be uploaded on that page.	Dedicated central place where course praise can be viewed by any visitor of the platform. Greater advertisement not just of the course but also of the CoE.	CoEs need to obtain permission from participants to be featured (inf. required includes picture, name and occupation).
Send push messages on upcoming courses	Provide option for visitors of the ITU Academy to indicate their interest in receiving information on future courses. An update is sent to them once a month on the upcoming courses in the areas of interest they indicated.	<ul style="list-style-type: none"> Regional twitters Monthly course campaigns Regional course catalogues sent out at the beginning of the year 	<p>We have established regular users, esp. among regulators and comm. authorities in various countries, who book group enrolments thanks to these reminders.</p> <p>Growing participation from other regions by 50% in the ASP region</p>	Course dates keep changing making newsletter information obsolete or inconsistent.
Use the Steering Committee (SC) platform to plan promotional	As part of the SC agenda, include a session on recommendations for new promotional strategies and report on progress made	Done hence this Item in the agenda of the SC meetings.	N/A	N/A



AL TTC

Activity	Description	List the names of courses which you promote using the activity (if none put N/A)	What worked well with this promotion activity?	Which challenges did you face?
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	All the courses conducted by AL TTC till date. The reviews of the courses by their respective attendees has always been a part of End-of-Training report of respective courses. In addition, the respective participants feedback is filled online by all the participants at ITU academy portal itself, so it is already readily available with ITU.	This worked really well in some cases, as in some past courses, few participants returned back and registered themselves in subsequent courses. Eg. Ms Rosa Delgado from Peru and Mr Mukesh Chhapekar from India has joined courses this year in 2021 based on the feedback of previous courses of 2020	The participants of respective courses give least priority to feedback of course on ITU portal. Some mechanism should be devised to encourage participants to do it promptly and timely. In addition, the feedback should be made mandatory for obtaining the training certificate.
CoEs to create social media promotional content.	CoEs to create snapshot videos and ppt slides (social media compatible) of what the course will be about to be used on social media platforms	For all the ITU courses at AL TTC since 2019 AL TTC is using all social media platforms to propagate the brief contents and objectives of courses. The same may not be in snapshot videos and ppt slides but the required information is available through social media compatible banners & flyers or course catalogue	This worked really well in all the courses conducted at AL TTC since 2019 as many Govt organizations including policy makers, regulators and operators nominated their officers to the courses after going through these social media compatible banners & flyer or course catalogue having brief contents and objectives of courses	The only challenge faced in this promotion is to propagate these social media compatible banners & flyer or course catalogue having brief contents and objectives of courses, to new organizations of new service sector for every new course and motivate their officers & executives to attend the courses
CoEs to use social media to promote courses.	Post at least 1 promotional message per course on 1 social media platform and tag ITU's respective accounts to increase visibility when advertising new courses	For all the ITU courses at AL TTC since 2019 AL TTC is using all social media platforms to propagate many promotional messages and tag ITU's respective accounts to increase visibility when advertising new courses. As stated above, social media compatible banners & flyer or course catalogue having brief contents and objectives of courses also contains all the respective ITU accounts for wider visibility.	This also worked well in past many courses. These promotional messages for courses on social media platform, tagging ITU's respective accounts for wider visibility has motivated many Govt organizations including policy makers, regulators and operators nominated their officers to the courses. This promotion creates a very conducive image due to ITU tag in courses among final year students & academia faculty of technical institutes & universities.	The only challenge faced here is again to motivate officers & executives of organizations and final year students & academia faculty of technical institutes & universities. As the e-learning courses are of self study in nature, so it's quite difficult to motivate the prospective participants
CoEs to include variety of incentives for taking courses	CoEs can prepare their courses in modular version. three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taken with the same CoE ... e.t.c	Since 2020 AL TTC has been using & implementing this discount promotion policy for all the courses conducted at AL TTC. Till date AL TTC has been providing this discount in training fee to participants from its own organization BSNL i.e, working employees of BSNL. The discount is provided by AL TTC from AL TTC's share only (without disturbing the ITU share). After its success, the discount is then extended to wards/spouses of BSNL working/retired employees also. Here again the discount is provided by AL TTC from AL TTC's share only (without disturbing the ITU share).	This discounted training fee promotion was a great success during 2020 and due to this approx 376 participants from BSNL family had registered for various courses in 2020. This was a major success and the same promotion scheme is again implemented in 2021 also.	The greatest challenge with this discounted training fee promotion among BSNL employees is that BSNL has gone through bulk Voluntary Retirement during 2020 resulting in acute shortage of staff in BSNL. So, now, employees are can't be spared or relieved for the attending the courses, even at discounted rates. In addition, it is always requested for some discount methodology for training charges from other organizations with bulk nominations, may also be devised at ITU HQ level, to be implemented by all the CoEs of the region, to attract more participation in courses



CAICT

Activity	Description	List the names of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion activity?	Which challenges did you face?
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	<ul style="list-style-type: none"> Basic Knowledge and Application of 5G and AI Digital Economy Standardization and Application Conformity and Interoperability relating to Industrial Internet Conformity and Interoperability relating to 5G 	<p>The potential participants could register these training courses by reviewing and surfing the website of ITU Academy.</p> <p>ITU Academy has fixed target audience, it is very helpful to course promotion.</p>	N/A
CoEs to create social media promotional content.	CoEs to create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	<ul style="list-style-type: none"> Basic Knowledge and Application of 5G and AI Digital Economy Standardization and Application Conformity and Interoperability relating to Industrial Internet Conformity and Interoperability relating to 5G 	<p>More people know about the training process and how the courses were conducted through training pictures.</p> <p>Attracting more potential participants</p>	N/A
CoEs to use social media to promote courses.	Post at least 1 promotional message per course on 1 social media platform and tag ITU's respective accounts to increase visibility when advertising new courses	<ul style="list-style-type: none"> Basic Knowledge and Application of 5G and AI Conformity and Interoperability relating to Industrial Internet 	<p>Reaching more people and let them know about the training information besides the ITU Academy.</p> <p>Make the potential audience more diversified</p>	<p>Selecting which media to promote is important.</p> <p>now we are only focus on some domestic media (such as the webpage of CAICT) and media targeted mainly on Chinese audience.</p>
CoEs to include variety of incentives for taking courses	CoEs can prepare their courses in modular version. three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taken with the same CoE .. e.t.c	N/A	N/A	N/A



IoT Academy

Activity	Description	List the names of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion activity?	Which challenges did you face
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	<ol style="list-style-type: none"> 1. Developing IoT, Big Data and Blockchain Solutions for Smart Sustainable Cities (2021) 2. Building IoT Solutions for Smart Agriculture (2021) 3. Internet of Things concerns for Implementing Industry 4.0 (2021) 4. And all the courses were implemented in 2019 and 2020 	It is better ITU Academia publish such reports on ITU Academy platform.	All the participants do not participate in the course feedbacks and these reports do not comprise all participants' viewpoints.
CoEs to create social media promotional content.	CoEs to create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	<ol style="list-style-type: none"> 1. Developing IoT, Big Data and Blockchain Solutions for Smart Sustainable Cities (2021) 2. Building IoT Solutions for Smart Agriculture (2021) 3. Internet of Things concerns for Implementing Industry 4.0 (2021) 4. And all the courses were implemented in 2019 and 2020 	Providing posters, sliders, and social media contents to introduce the courses (on LinkedIn, Telegram, Instagram and Iranian local platforms) for local and international participants. Also sending an official invitation letter for local and international participants.	The strategy of ITU in this area is not defined and we didn't have the permission of ITU to provide official social media promotional content.
CoEs to use social media to promote courses.	Post at least 1 promotional message per course on 1 social media platform and tag ITU's respective accounts to increase visibility when advertising new courses	<ol style="list-style-type: none"> 1. Developing IoT, Big Data and Blockchain Solutions for Smart Sustainable Cities (2021) 2. Building IoT Solutions for Smart Agriculture (2021) 3. Internet of Things concerns for Implementing Industry 4.0 (2021) 4. And all the courses were implemented in 2019 and 2020 	Announcing the courses on social media platform such as LinkedIn (tag ITU's respective accounts) Instagram, Telegram and Iranian local social medias.	It should be define a specific strategy and rule provided by ITU. Then all the CoEs do it in the same way. IoT Academy suggested to do this in previous CoE meetings.
CoEs to include variety of incentives for taking courses	CoEs can prepare their courses in modular version. three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taker	<ol style="list-style-type: none"> 1. Developing IoT, Big Data and Blockchain Solutions for Smart Sustainable Cities (2021) 2. Building IoT Solutions for Smart Agriculture (2021) 3. Internet of Things concerns for Implementing Industry 4.0 (2021) 4. And all the courses were implemented in 2019 and 2020 	<ul style="list-style-type: none"> ▪ Early registration (included discount) ▪ Group registration for one course (included discount) ▪ Registration for more than one course together (included discount) ▪ Discounts for students ▪ Sponsorship for implementing the courses to provide grants 	<ul style="list-style-type: none"> ▪ These kinds of activities do not provide on the ITU Academia platform and there is no option to make discounts. ▪ IoT Academy provide all the abovementioned activities in the local events, but due to the lack of such strategies on the ITU platform, these actions didn't operational.



NIA

Activity	Description	List the names of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion activity?	Which challenges did you face?
CoEsto publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	<ul style="list-style-type: none"> Government Innovation Using Digital Technologies in the Post-COVID-19 Era Intelligent Government Based on AI Actions: We disseminated the program flyer to the NIA's global networks (about 2,500 people) including the reviews of the 2020 courses by participants. Also, it was published on related website of NIA. 	<ul style="list-style-type: none"> It allowed us to provide a great reference for the future students so that more than 300 people were registered for each course 	<ul style="list-style-type: none"> No challenges faced.
CoEsto create social media promotional content.	CoEsto create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	<ul style="list-style-type: none"> Government Innovation Using Digital Technologies in the Post-COVID-19 Era Intelligent Government Based on AI Actions: We uploaded the course flyers on the official website of NIA (https://eng.nia.or.kr/site/nia_eng/main.do) and facebookpage "Dgov Korea" (https://www.facebook.com/Dgovkorea). 	<ul style="list-style-type: none"> It enabled us to promote our courses to our partners such as government officials, and experts who are interested in digital government and ICT and more than 300 people were registered for each course. Some students found the information of the courses on the social media platforms and left a few inquiries. 	<ul style="list-style-type: none"> No challenges faced.
CoEsto use social media to promote courses.	Post at least 1 promotional message per course on 1 social media platform and take ITU's respective accounts to increase visibility when advertising new courses	<ul style="list-style-type: none"> Government Innovation Using Digital Technologies in the Post-COVID-19 Era Intelligent Government Based on AI Actions: The promotion banners by ITU were uploaded in the ITU's social media platform including Twitter (https://twitter.com/ITUAsiaPacific/status/1412063498037649411) and LinkedIn (https://www.linkedin.com/feed/update/urn:li:activity:6817861709871104). 	<ul style="list-style-type: none"> It was a great opportunity for us to expose our training program on ICT in the ITU's social media platforms. 	<ul style="list-style-type: none"> Since NIA is a Korean agency, we do not have official social media platforms such as Twitter and Facebook in English. However, we'll continue to collaborate with ITU for the promotion. For domestic participants, we'll actively utilize our social media platforms for promotion.
CoEsto include variety of incentives for taking courses	CoEs can prepare their courses in modular version. If three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taken with the first course.	N/A(NIA operates only free courses.)		



SRMC

Activity	Description	List the names of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion activity?	Which challenges did you face?
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	ITU Centres of Excellence for Asia-Pacific- Online Training Course on spectrum management and technology application 22 August 2021 ITU Centres of Excellence for Asia-Pacific- Online Training Course on Spectrum Management and Spectrum engineering techniques, 6- 19 September 2021	Since the feedback questionnaire is taken from the template, the feedback opinions of students are more convenient for statistics. The system automatically makes logical statistics and gives histogram and average score	The logical record is relatively simple. Statistics cannot be edited. Some records are not comprehensive.
CoEs to create social media promotional content.	CoEs to create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	SPECTRUM MANAGEMENT AND RADIO FREQUENCY (RF) MONITORING 17 – 28 August 2020 https://ituint.my.sharepoint.com/:v/:g/personal/aamir_riaz_itu_int/EfETWQhNOt7H9HuFsiVkB54U2Q1qk6PXVqGcqtFqzA?e=UoWSNr	The form is very interesting. It is convenient for students to better show themselves to the world	Students' video quality is different which is difficult to synthesize. Video synthesis technology and software need further study by organizers
CoEs to use social media to promote courses.	Post at least 1 promotional message per course on 1 social media platform and tag ITU's respective accounts to increase visibility when advertising new courses	N/A	N/A	N/A
CoEs to include variety of incentives for taking courses	CoEs can prepare their courses in modular version. three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taken with the same CoE...e.t.c	N/A	N/A	N/A



UTM

Activity	Description	List the names of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion activity?	Which challenges did you face?
CoEs to publish reviews of the courses by their respective attendees	CoEs encouraged to ensure end of course evaluations are analyzed, and results shared with ITU for publishing of the ITU Academy website	<ol style="list-style-type: none"> 1. Fifth Generation Implementation: Practices and Case Studies, 28 June-11 July 2. Human Exposure to Fifth Generation Electromagnetic Field Guidelines, Measurements and Case Studies, 17 Oct 2021 	Feedback from participants is used to improve the delivery of the online courses.	N/A
CoEs to create social media promotional content.	CoEs to create snapshot videos and or ppt slides (social media compatible) of what the course will be about to be used on social media platforms	N/A	N/A	N/A
CoEs to use social media to promote courses.	Post at least 1 promotional message per course on 1 social media platform and tag ITU's respective accounts to increase visibility when advertising new courses	<ol style="list-style-type: none"> 1. Fifth Generation Implementation: Practices and Case Studies, 28 June-11 July 2. Human Exposure to Fifth Generation Electromagnetic Field Guidelines, Measurements and Case Studies, 17 Oct 2021 	FB posts helped to reach out to wider audience both local and international.	Majority of the registered participants were coming through email invitation and mailing list. The impact of FB post in increasing the registration is minimal.
CoEs to include variety of incentives for taking courses	CoEs can prepare their courses in modular version. three courses are taken on the same topic one can earn a discount for the third module. Or discount applied for the second course taken with the same CoE .. e.t.c	<ol style="list-style-type: none"> 1. Fifth Generation Implementation: Practices and Case Studies, 28 June-11 July 2. Human Exposure to Fifth Generation Electromagnetic Field Guidelines, Measurements and Case Studies, 17 Oct 2021 	<p>Group discounts increased registration in group from the same organisation.</p> <p>Discount for returning participants increased the number of participants.</p>	N/A