



**Digital
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Update on DTCI

**GCBI Meeting
16 December 2022**



Phase 1 of the Initiative closed

Phase 2 launched

Phase 2 kick-off workshop in
March 2022

13 DTCs selected

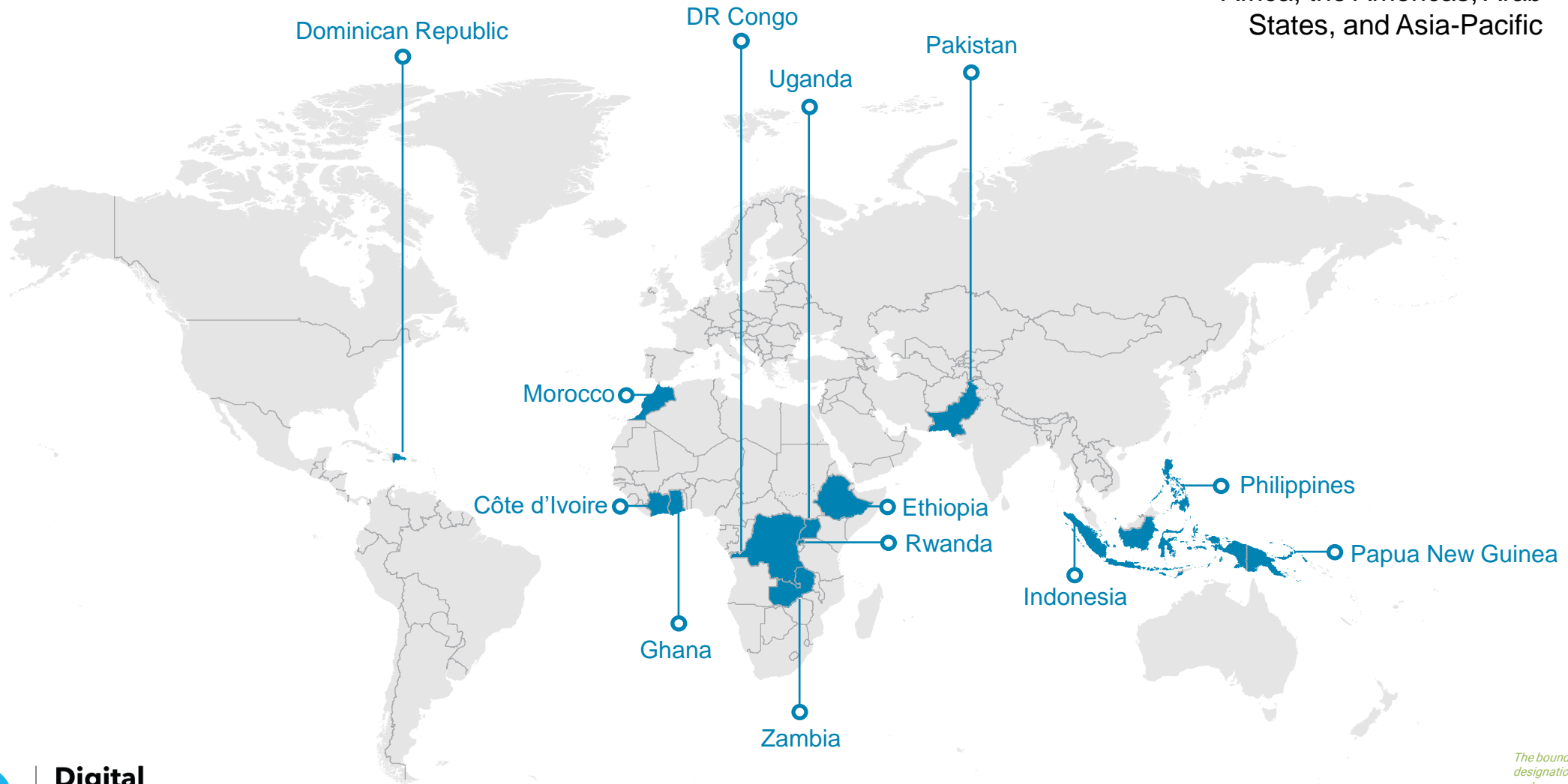


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13 DTCs

are operational across Africa, the Americas, Arab States, and Asia-Pacific



Impact and results to date



More than **150,000 training participants** from underserved communities have increased their digital skills across four regions



58% of participants trained are **female**



13 DTCs focusing on delivering and scaling of basic and intermediate digital skills training to citizens. The DTCs are providing a **long-term sustainable structure** for digital skills training.



Scalable and proven working model to reach **underserved communities**



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DTCI content gap analysis results



Digital Literacy (basic level)

- Range of digital platforms
- Decision making on best platforms
- Social media, security and online etiquette
- Networking

Digital communication (int. level)

- Develop digital communication strategy
- Overcoming low/unreliable connectivity

Digital collaboration (int. level)

- Collaborate and connect with others using digital tools



Digital marketing and advertising (int. level)

- Develop digital marketing strategy
- Using social media for marketing
- Measuring the effectiveness and impact of campaign

Creating digital materials (int. level)

- Defining, designing and developing digital resources
- Produce digital resources
- Tools and methods to create materials to support a business

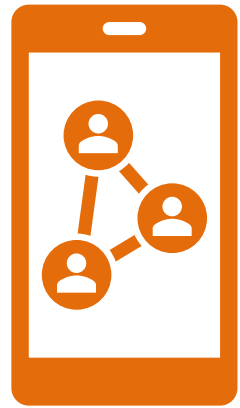
Digital commerce (int. level)

- Understand eCommerce and Fin-Tech
- Develop simple and effective platforms to support digital commerce



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DTCI content gap next steps



- Findings of the report shared with DTCs in recent virtual meeting
- ITU exploring options for adaptation and development e.g., digital financial inclusion, mobile phone internet skills training
- Content to be translated into languages across the DTCI

DTCI Partnerships



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- HP content use
- URLs under preparation
 - Orientation sessions being planned



International
Labour
Organization

ILO Service Tracker for follow up of trainees and tracking impact



Digital Skills Foundation
Licenses provided to DTCs.



Country
collaboration
ongoing

Other partnerships under discussion



Use of Microsoft content by DTCs



Potential for joint fund raising to support DTCs and digital access to IBM content



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Resource Mobilization



Consultant engaged to develop Resource Mobilization Strategy

- With support from ITU RM and Partnerships colleagues 45 potential donors have been contacted (private sector, member states and private foundations)
- 2 follow-up meetings organized so far, with more to come
- Positive first steps to mobilizing resources for the DTCI
- Collaborating with Cisco to engage other partners, including Nordic countries and Telcos

CALL TO ACTION
Digital Transformation Centre (DTC) Initiative

The challenge. Nearly 3.7 billion people are still offline. That's almost half the world. The digital economy is creating life changing opportunities for those with the right skills, tools and access to leverage digital technologies and services. However, the lack of digital skills is becoming the main barrier to participation in the digital economy and society, especially in developing countries. There is need for specific and targeted national and global digital skills training interventions to narrow the digital divide. 80% of youth and adults should have digital skills and literacy.

Targets
Up to 130,000 citizens from underserved communities trained with basic and intermediate digital skills per year (at least 30% women and at least 70% from rural areas)

Digital divides: Internet users (%)

Africa	33%
Armenia	81%
Arab States	66%
Asia	61%

MOROCCO
Digital Transformation Centre (DTC) Initiative

The challenge in Morocco. In Morocco, the share of individuals using the Internet is 84% nationally and only 54% in rural areas (see more [here](#)). Only 54% of people know how to use copy and paste tools within a document, and this number drops to 26% in rural areas (see more [here](#)). The rate of people with the skills to create electronic presentations with presentation software stands at 19% (see more [here](#)). Through the DTC Initiative we are looking forward to expanding access and ICT skills where they are needed most in the country in 2022 and beyond.

The DTC in Morocco. ITU's DTC partner in Morocco is the Agency for Digital Development (ADD), which is a public institution under the Ministry of Industry, Trade and Green and Digital Economy (MCEVN). The Agency is responsible for implementing Morocco's strategy on digital development and promoting the distribution of digital tools and the development of digital use among citizens. ADD joined the Initiative in January 2022. ADD owns one training centre and counts on multiple partnerships with local universities, engineering schools and vocational training centres reaching communities across the country.

Commitment to the SDGs: By creating a global network of centres to accelerate uptake of digital technologies among citizens and boost the capacity of young entrepreneurs and SMEs to succeed, the Initiative aims to support progress towards the following SDGs by 2030:

- 4 QUALITY EDUCATION
- 8 DECENT WORK AND ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES
- 17 PARTNERSHIPS FOR THE GOALS

Four key objectives

- ★ Inclusive digital society: Ensure that lack of digital skills is no longer a barrier to digital participation
- ★ Narrowed digital divide: Develop digital skills for the most underprivileged groups
- ★ Expanded learning opportunities: Implement digital transformation programmes by working with national institutions
- ★ Improved citizen livelihoods: Improve livelihoods of citizens through the use of digital technologies and services

Country targets
5,000 to 10,000 underserved citizens from basic and intermediate digital skills per year (at least 30% women and at least 70% from rural areas)

CHF1.3 million required annually to support the DTC in Morocco

For more information, please email us at: dtc@itu.int



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DTCI networking and support



- Plans underway to bring together representatives from all DTCs in 2023 due to reprogramming of Project Funds (Regional DTCs) following Annual Consultation with Norad (2022)
- A number of informal meetings arranged with DTCs to discuss common challenges and to share lessons (e.g., stakeholder engagement, reaching participants with remote learning options, etc.)
- Face-to-face meeting 16 – 18 March 2022
- Virtual meeting held on 1 November 2022
- Continuing to work with Cisco to support DTCs





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Challenges



DTCI - Challenges

- Content adaptation/development/translation is a challenge specifically to get the right levels of content and in local languages
- Resources are limited for the DTCs to receive the needed support to scale their work
- Implementation of RM strategy has started at global level however RM takes time to cultivate relationships which ultimately lead to partnerships or external funding.



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THANK YOU!