ITU CENTRES OF EXCELLENCE NETWORK OF THE AMERICAS REGION

DRAFT REPORT
OF THE
6TH STEERING COMMITTEE MEETING

07 DECEMBER 2021

1. INTRODUCTION AND OPENING

The 6th and end of year virtual Steering Committee review meeting for the ITU Americas Centres of Excellence (AMS CoEs) was held on 7 December 2021. This was organized as a virtual meeting with Steering Committee members connected via Zoom. The convening of the meeting had been agreed during the 1st Steering Committee meeting, which was held from 14 - 15 February 2019. The meeting was organized by ITU and was chaired by the current Steering Committee Chairman, Ms. Andrea Grippa.

The participants to the meeting were:

- Andrea Grippa, representing ANATEL, Brazil (Chairman of Steering Committee and also Member of GCBI);
- Mónica Correa, representing ANTEL, Uruguay
- Frederico Trindade, representing INATEL, Brazil;
- Isabel Guadalupe and Iris Pretel representing INICTEL-UNI, Peru;
- Romina Piva Peralta, Diana Rosenwald, representing UBP, Argentina;

From ITU, the following participated in the meeting:
- Bruno Ramos (Regional Director, R.O. for the Americas)
- Susan Teltscher (Head of Capacity and Digital Skills Development Division);
- Halima Letamo, (Capacity and Skills Development Officer)
- Elena Stankovska-Castilla (Junior Capacity and Digital Skills Development officer);
- Sylvie Raposo (Capacity Development Admin. Coordinator);
- Guiomar Levi-Setti (Junior E-Learning Officer);
- Rodrigo Robles, Programme Officer, RO-AMS);
- Ana Varela (Administrative Assistant, RO-AMS);

The moderator welcomed the participants to the meeting and ITU explained the objective and the procedures to be followed in conducting the meeting. The ITU Regional Director for the Americas, Mr. Bruno Ramos delivered the opening remarks and explained the main objectives of the meeting that consisted of reporting the implementation of training activities of 2021 and presentation of training plans for 2022. The Regional Director highlighted that the meeting provides the Centres of Excellence the opportunity to present and discuss their activities, exchange experiences, learn from each other and strengthen their collaboration, with the aim of creating synergies among the network of CoEs in the Americas. He underlined the complication of the last 20 months due to pandemic, months of adaptation to a new reality causing everybody to explore new ways to communicate and underlined how technological platforms have evolved to meet these communication needs. At the same time, he mentioned that something has not changed and that is the importance for all entities of having trained people and the reason why the Centres of Excellence of

the Region take great relevance, since the trainings they provide are opportunities for people in the countries to improve their knowledge in topics related to Information and Communication Technologies, therefore the importance of having a catalog of courses that contains the most recent technological developments in the sector. The Regional Director underlined the work and support of the colleagues from headquarter, especially with the ITU Academy platform and reminded as well that the third year of the cycle ended with one more year of activities left, coincidentally it will be during the year in which countries will meet during the World Telecommunication Development Conference (WTDC) to define future activities in the sector, including those related to capacity building. The Regional Director took the opportunity to remind all participants that countries will evaluate the performance in the present cycle and he left a thought about what message to send the countries based in quantity and quality of the courses offered. The Regional Director pointed out that despite of adversity, 15 training activities were carried out during the year, and all Centres managed to carry out at least one course and the experienced acquired would let CoEs to collaborate even more with the region. Also, mentioned about the challenges to promote and communicate training activities and he encouraged the participation of all parties to get all benefit on it. And finally, he stressed the importance of the active participation of the CoE, bearing in mind that good coordination is essential for successful activities. He also accentuated that the Americas Regional Office is always open to meet the suggestions of the CoEs.

The moderator invited Ms. Susan Teltscher, Head of Capacity and Digital Skills Development Division. Ms. Teltscher welcomed participants and highlighted the main agenda items and expected meeting outcomes (training catalogue for 2022 and quality assurance process of CoE training content, etc.) Ms. Teltscher reminded how Covid-19 pandemic forced a huge adaptation and it made it more challenging to increase the number of participantsj in the courses highlighting that the world is never going back to a pre pandemic and CoEs have a crucial role providing requiring training, being very strategic with a focus approach and a targeted audience bearing in mind that 2022 is the final year of the cycle, then encouraged the CoEs to do their best, knowing the needs of targeted audience. She reminded the audience that the WTDC 2017 Resolution 73 called for review for the CoEs, therefore some changes will be introduced next cycle. Finaly, Ms. Teltscher emphasized the support to CoEs from ITU.

The moderator invited the chair, Ms. Andrea Grippa, from ANATEL Brazil to address the meeting. Ms. Grippa gave her opening remarks and thanked all CoEs for their commendable achievements despite having gone through a difficult and challenging year due the COVID-19 pandemic, but which also provided an opportunity for CoEs to accelerate the adoption of the e-learning. She ended by wishing the best of luck for the coming year. She thanked ITU for organizing the SC meeting, invited ITU to continue providing support to CoEs and highlighted the importance of capacity building for the ICT sector in the Americas and commended CoEs'work and efforts to continue working and contributing the continent´s capacity development needs in ICTs.

2. UPDATES ON CENTRES OF EXCELLENCE STRATEGIC ISSUES

The Chair invited Ms. Susan Teltscher (Head of Capacity and Digital Skills Development, ITU) to give updates on CoEs strategic issues relating to the implementation of the CoE strategy and the process towards the end of the CoE cycle.

Ms. Teltscher presented the global performance of CoEs for the year and congratulated the Americas Region for the performance.

As a global performance for the year, Ms. Teltscher informed that CoEs had too many courses planned which could not be delivered and some with low implementation rates and these are expected to deliver at least 2 courses per priority area which is the minimum requirement. Also, CoEs are expected to engage actively, including SC meetings. Those CoEs that are continuously non-performing will not be considered for the next cycle, Ms. Teltscher emphasized.

Concerning the strategic review, she informed that a consultant commenced work in September 2021 and it would be completed at the end of 2021.

Ms. Tetscher presented the work done:

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

She underlined that the Strategic review will provide recommendations on the ITU CoE strategy and propose changes to future operations of the CoE network. She recalled that the WTDC Resolution 73 will be revised taking into consideration the outcome of the strategic review.

Ms. Teltscher presented the End of 2019-2022 cycle activities related to the performance evaluation process that will include:

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

She mentioned that performance scores will be taken into consideration for those CoEs who may wish to apply for the next cycle. A CoE feedback form will be sent out to all active CoEs to evaluate their experience during current cycle.

Ms. Teltscher also presented the results of the CoE webinars-survey. She revealed that over 50% prefer the webinar to be once every 6 months. A tie on the global vs regional webinars – 50/50. Also, 75% stated that the webinars should cover both subject-specific topics and methodology-focused topics.

Talking about methodology, the survey showed the preferences on Social media marketing and promotion, including engagement with participants during and post

course delivery. Also, Trends and best practices of online training, including e-learning techniques and pedagogical strategies.

Concerning subject-based webinar topics was prioritized on IOT, 5G, Cybersecurity, Artificial Intelligence, Beyond 5G.

3. CENTRES OF EXCELLENCE PRESENTATION: 2021 IMPLEMENTATION AND TRAINING PLANS 2022

The Chair invited Mr. Rodrigo Robles, Programme Officer and Capacity and Skills Development focal point for Americas, ITU to present the 2020/2021 training implementation status. Mr. Robles gave an overview of trainings planned, implemented, registered, and certified participants in 2019, 2020 and 2021 and highlighted the impact and challenges faced due to COVID-19 which resulted in a reduced number of trainings implemented.

Mr. Robles presented 2019 implementation coming from four CoEs, 23 trainings planned where 11 trainings were implemented with 125 registered participants and 89 certified. The year 2020 implementation coming from five CoEs with 18 trainings planed, 10 trainings implemented with 554 participants registered and 345 certified. Mr. Robles pointed out that this result represented an increase in demand and adaptation of the platform due to the pandemic.

The implementation of the end of the year 2021 from five CoEs was reported by Mr. Robles as follows: 22 trainings planned, 15 trainings implemented with 462 registered, 215 trained participants and 186 certified.

CoEs Implementation 2021

CoE	Courses planned	End date	Implemented Y/N	Number of Participants	End of Training Report
INATEL	Conocer 4G	9-May21	Y	50	Received
INATEL	Tecnología Celular 4G-LTE	7-Nov-21	Y	4	Received
INATEL	Principales casos del uso de la tecnología 5G e IoT	1-Aug-21	Y	142	Received
INATEL	5G y el Internet de las Cosas: Tendencias y Aplicaciones	12-Sep-21	Y	7	Received
INATEL	Conocer 4G	26-Sep-21	Y	26	Received
INATEL	Tecnología Celular 4G-LTE	12-Dec-21	N	----	----
INATEL	Principales casos del uso de la tecnología 5G e IoT	31-Oct-21	Y	55	Received

CoE	Courses planned	End date	Implemented Y/N	Number of Participants	End of Training Report
INATEL	5G e IOT: Tendencias y Aplicaciones	19-Dec-21	Y	13	
INICTEL-UNI	Sistema de Gestión de Seguridad de la Información	18-Nov-21	Y	12	
INICTEL-UNI	Análisis Forense Digital	19-Aug-21	Y	7	Received
ANTEL y UBP	Hackthon: Los jóvenes y la innovación para acelerar la transformación digital	3-Jun-21	Y	61	Received
ANTEL	Gestión de la Innovación	27-Nov-21	Y	7	
ANTEL	Conceptos generales de 5G y de las tecnologías relacionadas	29-Oct-21	Y	54	Received
ANTEL	La protección contra las Radiaciones no Ionizantes en los tiempos del 5G	26-Nov-21	N	---	---
UBP	IoT: Conceptos y Aplicaciones	27-Aug-21	Y	2	Received
UBP	Seguridad en Entornos de Internet de las Cosas (IoT)	31-Oct-21	N	---	---
UBP	Innovación Abierta	7-Nov-21	N	---	---
UBP	Tecnología Blockchain Aplicada a las Smart Cities	5-Dec-21	N	---	---
UBP	Del IoT a la Analítica de Datos	7-Nov-21	N	---	---
UBP	Internet de las Cosas: Conceptos y Aplicaciones	17-Oct-21	Y	15	
UTPL	E-Gobierno y E-Gobernanza Aplicada a Ciudades Inteligentes	5-Nov-21	N	----	---
UTPL	Gobernanza e Integración de Datos en Ciudades y Comunidades Inteligentes	3-Dec-21	Y	7	

The chair invited each CoE to present and report its implementation and performance for 2021. After reporting the implementation for 2021, the CoE also presented its 2022 training plan.

ANTEL/Uruguay

ANTEL had four training courses planned for the year. ANTEL and UBP joined forces to carry out the *"Hackthon: Los Jóvenes y la innovación para acelerar la transformación Digital"* Antel informed that the hackthon had no cost for the participants and the activity had a positive evaluation for the CoE, likewise the quality of the training was achieved. It counted with 61 participants from 20 different countries. The participants enjoyed working in groups and they would prefer the hackthon last longer.

Antel emphasized that not all of the participants were certified and this is something to take into account: why some participants do not finish the trainings neither inform the CoE?

During the second semester, Antel carried out the training *"Conceptos generales de 5G y de las tecnologías relacionadas", the course had good participation in 2021 compared to year 2019 and it had a positive evaluation from the participants. Antel informed that participants were satisfied with the overall material as well as the instructors and they would like to have live video conferences in this training.*

The course "Gestión de la Innovación" was carried out with 7 participants and the course "La Protección contra las Radiaciones no Ionizantes en los tiempos de 5G" was not implemented due to low registration.

ANTEL Implementation 2021

Courses planned	Date	Implemented Y/N	Number of Participants	End of Training Report
Hackthon: Los jóvenes y la innovación para acelerar la transformación digital	26-May- 03 Jun	Y	61	Received
Gestión de la Innovación	09-Nov-27-Nov	Y	7	
Conceptos generales de 5G y de las tecnologías relacionadas	04-Oct-29-Oct	Y	54	Received
La protección contra las Radiaciones no Ionizantes en los tiempos del 5G	---	N	---	---

ANTEL Training Proposal 2022

Courses planned	Priority Area	Date	Fee US$
Emprendiendo en Tecnología, de la idea al mercado	Innovation/Digital Inclusion	05-Sep-30- Sep	150
Gestión de la Innovación	Innovation/Digital Inclusion	03-Oct – 21-Oct	100
Introducción a Data Science y machine learning	Digital Services and Applications	04-Jul-22-Jul	100
La protección contra las Radiaciones no Ionizantes en los tiempos del 5G	Networks and Digital infrastructure	02-May-27-May	150

INATEL/Brazil

INATEL initially planned four training courses for the year 2021 *"Conocer 4G", "Tecnología Celular 4G-LTE", "Principales casos del uso de la tecnología 5G e IOT", "5G y el Internet de las cosas: Tendencias y Aplicaciones".* INATEL offered a second round of the four courses for a total of eight courses planed for the year 2021 where seven were implemented as shown in the table. INATEL's courses were based in 5G and 4G technology. As mentioned by INATEL, Brazil is living the upgrading to 5G telecommunication networks being a movement in the world and there is a strong relationship with ICT industry. Some courses were free of charge and others paid courses.

INATEL Implementation 2021

Courses planned	Date	Implemented Y/N	Number of Participants	End of Training Report
Conocer 4G	05-May-9-May	Y	50	Received
Tecnología Celular 4G-LTE	23-Aug-7-Nov	Y	4	Received
Principales casos del uso de la tecnología 5G e IoT	26-Jul-1-Aug	Y	142	Received
5G y el Internet de las Cosas: Tendencias y Aplicaciones	02-Aug-12-Sep	Y	7	Received
Conocer 4G	20-Sep-26-Sep	Y	26	Received
Tecnología Celular 4G-LTE	---	N	----	----
Principales casos del uso de la tecnología 5G e IoT	25-Oct-31-Oct	Y	55	Received
5G e IOT: Tendencias y Aplicaciones	08-Nov-19-Dec	Y	13	

INATEL Training Proposal 2022

Courses planned	Priority Area	Date	Fee US$
Conocer 4G	Networks and Digital infrastructure	02-May-08-May	0
Tecnología Celular 4G-LTE	Networks and Digital infrastructure	09-May-24-Jul	200
Principales casos del uso de la tecnología 5G e IoT	Networks and Digital infrastructure	25-Jul-31 Jul	0
5G y el Internet de las Cosas: Tendencias y Aplicaciones	Networks and Digital infrastructure	01-Aug-11-Sep	150

INICTEL-UNI/Peru

INICTEL-UNI had two training courses planned for the year 2021 and both were implemented, *"Sistema de Gestión de Seguridad de la Información"* with 12 participants registered and *"Análisis Forense Digital"* with 7 participants registered.   INICTEL-UNI pointed out how challenging has been to offer training courses to a group with less than 10 participants.

INICTEL-UNI Implementation 2021

CoE	Courses planned	Date	Implemented Y/N	Number of Participants	End of Training Report
INICTEL-UNI	Sistema de Gestión de Seguridad de la Información	18-Oct-18-Nov	Y	12	
INICTEL-UNI	Análisis Forense Digital	19-Jul-19-Aug	Y	7	Received

INICTEL-UNI Training Proposal 2022

Courses planned	Priority Area	Date	Fee US$
Fundamentos de Seguridad de Red y Sistemas de detección	Cybersecurity	01-Aug-31-Aug	120
Gestión de Incidencias en Ciberseguridad	Cybersecurity	01-Jun-30-Jun	120

UBP/Argentina

UBP joined efforts with ANTEL and carried out the *"Hackthon: Los Jóvenes y la Innovación para acelerar la Transformación Digital"*. This activity was implemented and counted with 61 participants. UBP planned one course for the first semester *"IoT: Conceptos y Aplicaciones"* and it was implemented with only 2 participants.

For the second semester four courses were rescheduled but not implemented due to low registration and one more course was offered again and delivered to an enterprise "*IoT: Conceptos y Aplicaciones*" with 15 participants registered.

UBP informed that for the coming year 2022 they are planning to offer 30 fellowships for those working on Projects especially for the training "Innovación Abierta" and select more participants for the trainings planned. A new Hackathon "Innovación en Smart Cities" will be carried out as an open event.

UBP is planning to take action for a better result in 2022 like promote each course through open webinars and online networks to raise interest and commitment as well as to promote the activities of the whole region.

UBP Implementation 2021

Courses planned	Date	Implemented Y/N	Number of Participants	End of Training Report
IoT: Conceptos y Aplicaciones	27-Aug-21	Y	2	Received
Seguridad en Entornos de Internet de las Cosas (IoT)	31-Oct-21	N	---	---
Innovación Abierta	7-Nov-21	N	---	---
Tecnología Blockchain Aplicada a las Smart Cities	5-Dec-21	N	---	---
Del IoT a la Analítica de Datos	7-Nov-21	N	---	---
Internet de las Cosas: Conceptos y Aplicaciones	17-Oct-21	Y	15	
Hackthon: Los jóvenes y la innovación para acelerar la transformación digital	26-May-03-Jun	Y	61	Received

UBP Training Proposal 2022

Courses planned	Priority Area	Date	Fee US$
Seguridad en Entornos de Internet de las Cosas (IoT)	Digital Services and Applications	08-Feb-09-Mar	200
Innovación Abierta	Innovation/Digital Inclusion	08-Mar-06-Apr	0
Tecnología Blockchain Aplicada a las Smart Cities	Digital Services and Applications	15-Feb-16-Mar	0
Del IoT a la Analítica de Datos	Digital Services and Applications	29-Mar-29-Apr	180
Hackathon "Innovación en Smart Cities"	Digital Services and Applications	10-May-19-May	0

UTPL/Ecuador reported technical problems to connect to the SC meeting, so their implementation was presented by Mr. Rodrigo Robles, Capacity and Skills Development focal point for Americas, ITU. The CoE informed that they adhere to any decisions taken at the meeting.

UTPL planned two training courses for the year 2021. Only one course was implemented *"Gobernanza e Integración de Datos en Ciudades y Comunidades Inteligentes"* with 7 registered participants. The course *"E-Gobierno y E-Gobernanza Aplicada a Ciudades Inteligentes"* was cancelled due to low registration.

UTPL Implementation 2021

Courses planned	Date	Implemented Y/N	Number of Participants	End of Training Report
E-Gobierno y E-Gobernanza Aplicada a Ciudades Inteligentes	---	N	---	---
Gobernanza e Integración de Datos en Ciudades y Comunidades Inteligentes	08-Nov-03-DeC	Y	7	

UTPL Training Proposal 2022

Courses planned	Priority Area	Date	Fee US$
Gestión Flexible del Espectro Radioeléctrico para Ciudades Inteligentes	Digital Services and Applications	01-Mar-31-Mar	125
Gobernanza e Integración de Datos en Ciudades y Comunidades Inteligentes	Digital Services and Applications	05-Sep-07-Oct	125

4. TRAINING PLAN APPROVAL FOR 2022

The chair asked Mr. Rodrigo Robles to present all courses proposed by CoES in the coming year, 2022. Mr. Robles presented all 17 courses proposed by CoES for year 2022. (*See Annex 1*). All courses with Q&A process completed and revised by ITU Thematic coordinators. Five trainings out of the seventeen will be free of charge and the majority of the trainings would be implemented in the first semester in case the plan is fulfilled.

The chair invited the SC to approve and adopt the training catalogue for the centres of excellence network in Americas for the coming year 2022. There were no objections with the proposal, then the training plan was approved.

5. **DISCUSSION ON PROMOTIONAL ACTIVITIES CARRIED OUT BY CoE AND ITU FOR THE PAST YEAR**

The chair invited and gave the floor to ITU, Ms. Halima Letamo, Capacity & Skills Development Officer to present a brief overview of ITU's promotional strategy and promotional activities undertaken after last meeting.

Ms. Letamo reported that courses were promoted by CoE through the use of the CoEs' selected advertising media and by ITU through the ITU Academy Platform.

Ms. Letamo mentioned that these strategies can be enhanced through:

- promotion tools that are accessible globally and have a world-wide presence.
- Multiple promotional strategies used together to complement each other, increasing the chances of reaching different society segments
- Stretegies based on current technologies to reach the market earlier than other providers and in time for the annual training planning of potential clients
- Intentionally planning and committing to specific promotional activities annually.

Ms. Letamo also presented a Plan proposed by ITU as a response to the request of CoEs for support to promote courses and the observation during the Global meeting that they need to invest in marketing and promotion of courses.

These are some activities in the Plan mentioned by Ms. Letamo:

- Include Courses as part of events
- Promote participation of CoEs in ITU regional and global capacity development events
- Provide information on review of courses
- Send push messages on upcoming courses
- CoEs to publish reviews of the courses by their respective attendees
- CoEs to create social media promotional content
- CoEs to use social media to promote courses
- CoEs to include variety of incentives for taking courses
- Use the Steering Committee Platform to plan promotional strategies and monitor progress

(for complete description about the plan, see Annex II).

International Telecommunication Union

REPORT ON ACTIVITIES FOR ITU

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	- Workshop on Digital Skills Assessment Guidebook for Africa - RO-ITU joint programme on Boosting decent jobs for you in the digital economy in Africa, Senegal, Cote d'Ivoire, Kenya, and Nigeria - ITU Regional Forum for Europe on Miningful 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 WTDC-21 for Asisa and the Pacific (RPM-ASP) 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-8-9 June, virtual - Digital Skills Assessment Webinar-13 July 2021 - Emerging Technology for Connectivity. Accelerating Digital Transformation in LDCs, LLDCs and SIDS-July 2021 - TSDSI & ITU launch a Webinar Series on "Digital Technology Innovations-Case Studies from India and the Asia-Pacific Region" - ITU 2021 Global Cyber Drill for Asia and the Pacific and CIS interregional Meeting – 15 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.	- Taller Multisectorial sobre el papel de las TIC para el manejo de desastres y la reducción del riesgo – 14-16 de septiembre 2021 - AFR CoE 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-Developing ICT Capacity in Asia and the Pacific-4th December 2021-IoT Academy - 2. 11 September, 10:30-12:30, 2021, 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

Activity	Description	List of events	What worked well	Challenges
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.	Regional twitters Monthly course campaigns Regional course catalogues sent out at the beginning of the year	We have established regular users, esp. among regulators and comm. Authorities in various countries, who book group enrolments thanks to these reminders. Growing participation from other regions by 50% in the ASP region	Course dates keep changing making newsletter information obsolete or inconsistent
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.	Done hence this Item in the agenda of the SC meetings	N/A	N/A

The chair invited each CoE to present three slides on its promotional strategy and answering the three questions shared with them in the Agenda.

ANTEL - UPDATE ON PROMOTION PLAN ACTIVITIES

Activity	Description	List the name of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion actiity	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	2019 Creatividad para la Innovación 12 participantes 12 evaluaciones Conceptos generales de 5G y de las tecnologías involucradas 2021 52 participantes 29 evaluaciones Gestión de la innovación 2020 43 participantes 7 evaluaciones	Analizar los resultados de la evaluación con los tutores para corregir los aspectos que no cubrieron las expectativas e implementar mejoras en contenido y metodologías en dictados futuros	Incentivar la evaluación por parte de los participantes. Propuesta: No entregar el certificado si no se realiza la evaluación del curso.
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	2022 Se generarán videos para la presentación y difusión de los cursos que se van a ofrecer.	N/A	**Desafíos a futuro:** lograr que en la duración adecuada para los videos se puedan comunicar los objetivos y resultados del curso de forma atractiva generando el interés en participar del curso. Mejorar el diseño y contenido de las fichas de cursos para hacerlos más atractivos. Definir donde se colocarían estos snapshots. Hacer un listado compartido entre todos los CoE con la información de redes sociales o correos en los que se puede dar difusión. Hacer algun webinar de corta duración con los instructores de los cursos.
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	Enviamos correos a las diferentes instituciones y universidades nacionales para promover los cursos.	Aumentamos el número de inscriptos en forma considerable. Ejemplo: Hackathon a, partir de la difusión nacional se anotaron 26 personas	Realizar la difusión en tiempo y forma (ejemplo varias veces antes del inicio y por lo menos 15 días antes del inicio). **2022** Difusión en las redes de las empresas nacionales/internacionales , reguladores . Elaboración de listas de difusión . Establecer relaciones con otros organismos internacionales y con CoEs de las otras regiones.
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	Ofrecimos descuentos según el número de inscriptos de una misma empresa o institución. Se ofrecieron inscripciones gratis para aumentar el número de inscriptos y poder dictar los cursos. Descuentos para participantes de otros Centros de Excelencia de la región	Conceptos generales de 5G y de las tecnologías relacionadas (52 participantes registrados en total) Gestión de la innovación (7 participantes , 4 inicialmente)	**2022** ofrecer descuentos cuando se realicen más de un curso de nuestra oferta anual. (No necesariamente considerando cursos con temáticas relacionadas).

INATEL - UPDATE ON PROMOTION PLAN ACTIVITIES

INATEL informed that their CoE has not taken any action yet. The only promotion of their courses has been through ITU Academy platform. First, they wanted to observe how other CoEs are doing concerning promotion and for the other hand they thought the responsibility was only for the ITU.

Ms. Andrea Grippa from ANATEL took the floor and stated that ANATEL could be of help to INATEL and other CoEs to find out other possibilities of promotion.

INICTEL-UNI – UPDATE ON PROMOTION PLAN ACTIVITIES

Activity	Description	List the name of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion actiity	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	Análisis Forense Digital Sistema de Gestión de Seguridad de la Información	Hacer la difusión masiva de los cursos por los diferentes canales de la UIT La difusión por contacto casi directo con el público regular de INICTEL-UNI Invitar a participantes (con descuentos o becas) para el curso cumpla los requisitos pedagógicos	Costo del curso Procedimiento de inscripción y pago del curso No encontrar respuesta regional
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	Análisis Forense Digital Sistema de Gestión de Seguridad de la Información	Muchos interesados para llevar el curso	Procedimiento de inscripción y pago del curso Desconfianza por procesos en línea Desconocimiento de ITU Academy
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	No se ha hecho a la fecha, para el 2022 no se ha planteado este esquema. Sin embargo, es posible plantearlo	N/A	N/A

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UBP – UPDATE ON PROMOTION PLAN ACTIVITIES

UBP informed they will take action on promotion for 2022, especially through webinars. In the case of the Hackathon, a webinar will be addressed days before the event take place to get better results. They are planning to approach around 250 technological companies. As part of their strategy, the CoE will promote all the activities of the region.

Some challenges they highlighted: registration procedures, platform and the way of payment is not user friendly. The cost of the courses is another challenge for the CoE. In this case, they will look for some agreements with enterprises. The CoE has informed that they will work in a marketing plan for better results. For example, the training course " Innovación Abierta", they are planning to offer 30 fellowships looking for a better response. At the same time, they will work on find out the real needs of the countries of the region.

UTPL – UPDATE ON PROMOTION PLAN ACTIVITIES

Activity	Description	List the name of courses which you promoted using the activity (if none put N/A)	What worked well with this promotion actiity	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	• E-Gobierno e E-Gobernanza en ciudades inteligentes • Gestión Flexible del Espectro Radioeléctrico para Ciudades Inteligentes	The selection of evaluation items	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	• E-Gobierno e E-Gobernanza en ciudades inteligentes • Gestión Flexible del Espectro Radioeléctrico para Ciudades Inteligentes	The selection of right social media networks for promotion. The specification of right target group.	Lack of awareness of ITU brand
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, etc.	• E-Gobierno e E-Gobernanza en ciudades inteligentes • Gestión Flexible del Espectro Radioeléctrico para Ciudades Inteligentes	It did not work	Insufficient number of registrants

The Chair remarked that a manual should be published with strategies that have been working on promotion.   Promotion deserves attention and is an essential topic for success, she stated.

The Chair invited Ms. Halima Letamo to give her takeaways and recommendations. Ms. Letamo emphasized that promotion for the training courses is a responsibility for both ITU and the CoEs.

Ms. Elena Stankovska-Castilla, Junior Capacity and Digital Skills Development officer, took the floor to address some specific issues: Visa and Master Card in Peru now require a confirmation of verification because they have been upgraded. In the case of Argentina there are some bank transfer issues because their policy makes the process difficult.

6. CENTRES OF EXCELENCE OPERATIONAL ISSUES

The Chair invited Ms. Halima Letamo to give highlights of the operational issues listed below:
- Updates on the planning and implementation of courses
- Updates on the transition from face to face to online courses
- Reminders for CoEs

UPDATES ON THE PLANNING AND IMPLEMENTATION OF COURSES
Ms. Letamo underlined that:
- This year the annual planning has begun earlier than in the previous years due to the QA process
- Some CoEs have submitted their training outlines in time which helped with the planning
- CoEs who have not submitted their outlines for evaluation in time will have their courses not approved during the SC. This will result in:
- SC approving incomplete training plans for the year which is a waste of SC time
- Delay in compiling the 6 months/annual training catalogue (both regional and global)
- Delay in promotion of courses in the past year
- There were too many course postponements, impossible for HQ to keep track of date changes
- Some CoEs change titles of courses when the courses have been approved. This requires that the course is sent for re-checking by the TP
- Some course topics were outside the mandate of ITU
- Incomplete training outlines were submitted. This means sufficient details were not provided for the TPs to make a decision on the courses

UPDATE ON THE TRANSITION FROM FACE TO FACE TO ONLINE COURSES

Ms. Letamo remarked that:

• All courses on the ITU Academy since March 2020 are now online.

• Some CoEs are still struggling to go fully online due to the nature of their course subjects or due to lack of well-trained tutors, who can manage online delivery.

• Online courses are largely cheaper than face to face courses, ranging from 75 USD to 150 USD.

• Some CoEs still run their courses at higher prices and have less participants.

• Most CoEs now use the Moodle Zoom plugin or MS teams when preparing live lectures

REMINDER FOR CENTRES OF EXCELLENCE

Ms. Letamo presented the following reminders:

• Online tutors/trainers must familiarize themselves in advance with the online platform.

• ITU Academy administrators do not create accounts for users and do not enrol 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 complete scoring table & financial report, is imperative and should be submitted within a month of the end of the course.

The chair opened flor for questions. There were no questions or comments.

7. CLOSING REMARKS

The chair invited Ms. Susan Teltscher to make closing remarks and to thank members of the Steering Committee for ITU Americas Centres of Excellence and all other participants.

Ms. Teltscher emphasized that the SC was a virtual meeting again, no more those time face to face and recognized that all of us are suffering for the situation and she is hoping in the future to meet face to face again. Ms. Teltscher thanked all for the good comments, especially in marketing promotion, payment issues, fellowships, etc. She stated that all the issues relate to business model of the CoEs and this will help to see improvement in the future and will strength the program.

Ms. Teltscher underlined that just one more year left to the end of the cycle with the impact of the pandemic but it has shown all of us the power of digital connectivity. She thanked all CoEs for their engagement and participation and reminded all CoEs that ITU will try to attend their needs. Invited the CoEs to approach Mr. Rodrigo Robles as the Americas focal point to assist them as well as the ITU HQ. In the same way, she thanked Interpreters for their collaboration with SC and Ms. Andrea Grippa for her professional work as Chairman of the SC.

The chair concluded, gave her closing remarks, and thanked all participants for their active participation and fruitful contributions. She wished all participants safe and healthy 2022 and declared the meeting closed.

Annex I
Training Proposals 2022

CoE	Courses planned	Priority Area	Date	Fee US$
ANTEL	Emprendiendo en Tecnología, de la idea al mercado	Innovation/Digital Inclusion	05-Sep-30- Sep	150
ANTEL	Gestión de la Innovación	Innovation/Digital Inclusion	03-Oct – 21-Oct	100
ANTEL	Introducción a Data Science y machine learning	Digital Services and Applications	04-Jul-22-Jul	100
ANTEL	La protección contra las Radiaciones no Ionizantes en los tiempos del 5G	Networks and Digital infrastructure	02-May-27-May	150
INATEL	Conocer 4G	Networks and Digital infrastructure	02-May-08-May	0
INATEL	Tecnología Celular 4G-LTE	Networks and Digital infrastructure	09-May-24-Jul	200
INATEL	Principales casos del uso de la tecnología 5G e IoT	Networks and Digital infrastructure	25-Jul-31 Jul	0
INATEL	5G y el Internet de las Cosas: Tendencias y Aplicaciones	Networks and Digital infrastructure	01-Aug-11-Sep	150
INICTEL-UNI	Fundamentos de Seguridad de Red y Sistemas de detección	Cybersecurity	01-Aug-31-Aug	120
INICTEL-UNI	Gestión de Incidencias en Ciberseguridad	Cybersecurity	01-Jun-30-Jun	120
UBP	Seguridad en Entornos de Internet de las Cosas (IoT)	Digital Services and Applications	08-Feb-09-Mar	200
UBP	Innovación Abierta	Innovation/Digital Inclusion	08-Mar-06-Apr	0
UBP	Tecnología Blockchain Aplicada a las Smart Cities	Digital Services and Applications	15-Feb-16-Mar	0
UBP	Del IoT a la Analítica de Datos	Digital Services and Applications	29-Mar-29-Apr	180
UBP	Hackathon "Innovación en Smart Cities"	Digital Services and Applications	10-May-19-May	0
UTPL	Gestión Flexible del Espectro Radioeléctrico para Ciudades Inteligentes	Digital Services and Applications	01-Mar-31-Mar	125
UTPL	Gobernanza e Integración de Datos en Ciudades y Comunidades Inteligentes	Digital Services and Applications	05-Sep-07-Oct	125

Annex II
Promotion of Centres of Excellences Plan

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 review 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 re-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 them once a month on the upcoming courses in the areas of interest they indicated.	ITU Academy website, emails	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 when 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, etc.	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