REPORT OF THE PLANNING MEETING OF PARTNERS OF THE CARIBBEAN INFORMATION SOCIETIES MEASUREMENT INITIATIVE

*(Organized jointly by **ECLAC** Subregional Headquarters for the Caribbean, **OSILAC**, **UWI St. Augustine Campus** and **UWI Mona School of Business**)*

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INTRODUCTION

The Planning Meeting of Partners was organized jointly by the Economic Commission for Latin America and the Caribbean (ECLAC) Subregional Headquarters for the Caribbean, the Observatory for the Information Society in Latin America and the Caribbean (OSILAC - an ECLAC project supported by the International Development Research Centre (IDRC), the University of West Indies (UWI), St. Augustine Campus and the Telecommunications Policy and Management Programme, Mona School of Business at UWI, Jamaica.

The Caribbean Information Societies Measurement Initiative (CISMI) is a component of the research proposal entitled "Networks for Development: The Caribbean ICT Research Programme", recently submitted to IDRC for funding approval. The main objective of this programme is to "promote multi-stakeholder knowledge exchange and dialogue about the potential contribution of Information and Communications Technology for economic development and poverty alleviation in the Caribbean"[1]

The proposed budget for the CISMI component within the aforementioned proposal is US$ 150,000. The main objectives of the CISMI component are twofold: (a) to conduct a comprehensive Information and Communications Technology (ICT) survey in the Caribbean subregion to cover baseline information needs for studies and analysis from different partners involved in the construction of the Caribbean Information Societies; and (b) to analyze the household-level data, including the status of broadband and mobile usage in selected Caribbean countries in order to promote evidence-based policy planning and implementation with respect to ICT development and its impact on social and economic development in the subregion.

The Planning Meeting of Partners was convened to: (a) discuss the CISMI component partnership arrangements, (b) discuss the design and implementation mechanisms of the survey instrument (questionnaire); (c) inform and engage potential key stakeholders; and (d) obtain information from potential service providers (survey companies).

The Planning Meeting of Partners took place on 28 and 29 September 2009 in Port of Spain, Trinidad and Tobago.

Attendance

CISMI partners, namely ECLAC Subregional Headquarters for the Caribbean, OSILAC, UWI St. Augustine and Mona campuses were represented at this meeting.

Four local and regional institutions considered as potential strategic partners of this initiative participated in this round of meetings: the Central Statistical Office (CSO) of Trinidad and Tobago, The Telecommunications Authority of Trinidad and Tobago (TATT), the Ministry of Public Administration of Trinidad and Tobago - National ICT Centre, and The Caribbean Telecommunications Union (CTU).

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[1] Networks for Development: The Caribbean ICT Research Programme. Research Proposal. Revised 03 October 2009.

A delegation of CISMI partners met with the Director General of the Central Statistical Office of Trinidad and Tobago and other representatives on 29 September 2009 at the CSO building located in Port of Spain.

Representatives of four of the five survey and research companies, that were invited, participated in the second day of meetings. One hour was allocated for discussion with each survey company.

OVERVIEW OF PROCEEDINGS AND OUTCOMES

Meeting of partners

The meeting provided an opportunity to further inform and discuss the various administrative arrangements as well as the methodological aspects of the implementation of the CISMI component, namely purpose, objective, methodology, administration arrangements, monitoring and evaluation and the way forward.

Overview of the Network for Development:
The Caribbean ICT Research Programme 2009-2011

In general, the following were discussed and/or agreed:

- The overall justification, scope and objectives of the Mobile Opportunities 2.0: m-Fisheries as well as its linkages with the CISMI component of the Network for Development Proposal 20009-2011.

- The proposed Caribbean ICT Research Programme 2009 – 2011 cycle of research which will focus on a particular low income sector, fisheries, and on exploration of usage trends and perceptions of the mobile phone among citizens of Trinidad and Tobago and Jamaica, in general. The latter information would be derived from the mobile component of the multi-purpose survey to be administered through CISMI. Categories of interest for inclusion in the mobile component of the survey are mobile accessibility, mobile usage, mobile perceptions, mobile use, needs and interests.

- Institutional experience of CISMI partners working (in the Caribbean, in particular, and the Latin American and Caribbean region, in general) on topics related to ICT measurement and the attainment of the Caribbean Information Societies.

- Scarcity of information pertaining to ICT indicators (usage and impact) in the Caribbean. Importance of having global as well regional comparable data.

Methodological discussion

Points that were discussed and/or agreed:

- Core ICT indicators (based on the list consolidated by the Partnership on Measuring ICT for Development) as well as additional data on broadband and mobile usage that the CISMI survey instrument intends to cover.

- The CISMI survey instrument to be based on the ITU model questionnaire for measuring access and use by households and individuals as well as, to a certain extent, on the Eurostat Model Questionnaire on ICT-related questions.

- The CISMI survey methodology which will seek to emulate the ICT for Development Model of the United Nations Conference on Trade and Development (UNCTAD).

Further discussions between partners of the Network Proposal, in general, and the CISMI component, in particular, continued in Jamaica on 1 October 2009. The institutions that were represented were UWI, Mona, and OSILAC. The focus of that meeting was to discuss the methodological aspects of the survey design as well as its implementation with particular emphasis on the incorporation of extended sets of questions on broadband access and usage aside from core ICT indicators.

Latest updates on the proposal approval process

Points that were discussed and/or agreed:

- The Network Proposal is expected to be approved by IDRC in the near future.

- Additional funds could be provided by OSILAC for the development of the component. The scope and purpose to be further explored and communicated accordingly.

- Allocation of funds within the total amount budgeted for the Trinidad and Tobago component to accurately align it with IDRC budget categories to be revised accordingly.

- Allocation of funds for the purpose of conducting communication and outreach activities, currently not budgeted for the CISMI project, was requested and considered of importance. To be further explored by IDRC and OSILAC and communicated accordingly.

- If necessary, two external local evaluators (one for Trinidad and Tobago and one for Jamaica) could be hired to implement the monitoring and evaluation activities of the CISMI component. An issue was raised that the coordination of these individuals would be an additional responsibility for which the project had not budgeted. This matter was not confirmed and team members are still deliberating.

Meeting with potential new partners

This part of the meeting was dedicated to engaging key stakeholders in the CISMI and further discussing methodological and other relevant aspects of the survey design and implementation. Among the organizations that participated were the CTU, TATT, the Ministry of Public Administration (NICT Centre) and the CSO of Trinidad and Tobago.

Overall reaction to the CISMI initiative was very positive. Discussion points included:

- TATT is planning to conduct, early in 2010, a nation-wide household survey as a follow up of the TATT 2007 household survey. The possibility for undertaking such activity jointly has been explored and considered as a feasible option. Of particular interest is the exploration of further opportunities for regulatory interventions to facilitate greater access to the disabled. Further collaboration and coordination with this institution is to continue.

- The Ministry of Public Administration representative indicated a keen interest in collaborating with the CISMI. The results of this collaboration could serve as an input for the Phase II of the Government of Trinidad and Tobago portal rollout. The Ministry of Public Administration has focused on multiple access channels including mobile devices; data on usage and perceptions of mobile phones to inform strategic and operational aspects of the rollout was necessary.

- The CTU representative was pleased to hear about the planned activities of the CISMI, as the CTU had planned to gather data on ICT indicators to feed into the CTU Road Show. However, the quotations they received for this work were prohibitive.

Analysis and moving forward

Points that were discussed and/or agreed

- The need to include as many countries as possible, besides Trinidad and Tobago and Jamaica, within the scope of the CISMI project based on funds availability.

- The need to engage key additional partners including regional organizations such as the Caribbean Community (CARICOM) Secretariat, Caribbean Development Bank (CDB), Eastern Caribbean Telecommunications Authority (ECTEL), Ministry of Public Administration, International Telecommunications Union (ITU) Caribbean office and other Caribbean countries, such as, Antigua and Barbuda, which have undertaken similar surveys in order to avoid duplication of efforts and to assure project sustainability. Outreach of these institutions, particularly CARICOM, could be conducted by the ECLAC Subregional Headquarters for the Caribbean and/or other partner(s). Resources were considered and requested for this purpose.

- The need for a dual approach comprising executive level personnel and pragmatic ("down in the trenches") engagement of key partners to assure long-term sustainability (via executive level intervention) as well as short-term progress (via pragmatic interventions).

- Ongoing deliberations of the OSILAC project towards securing the necessary funding to appoint an OSILAC focal point for the Caribbean subregion.

- Further deliberations on the methodological aspects as well as on the programmatic aspects will follow.

Meeting with CSO, Trinidad and Tobago

A two-hour meeting was organized with the Director General of the CSO, Trinidad and Tobago. The following was discussed:

- The Director General expressed his full support and commitment for the initiative. Follow-up actions will include the submission of a finalized survey instrument by OSILAC and a budget estimate of the resources that CSO will need in order to implement this survey (data gathering and analysis). The CSO representatives provided relevant information on survey sample (+/- 3200 households based on the size and scope of the questionnaire) as well the implementation aspects of the CSO survey methodology.

- Issues for CSO are availability of resources (human and financial) and timing of survey since the 2010 National Census has been scheduled to commence in May 2010. It was recommended that the CISMI survey be conducted before May 2010.

- It was suggested that CISMI could fund the data collection, and that the participation of the CSO in the general analysis of the data would be important.

- It was mentioned that CSO had designed a business survey and would like to take advantage of this opportunity to conduct both surveys, if funding was available.

- It was agreed that OSILAC would send the complete questionnaire for evaluation and cost estimations. Based on this evaluation and its feasibility, OSILAC would then propose terms of collaboration.

Meeting with survey service providers

The team met with three of the four invited research companies, to discuss the survey. It was understood that, based on the new proposed sample frame of 3200 households resulting from an earlier meeting, each company would have to submit a revised quote and timeline of activities to OSILAC the following week. Given the probable participation of CSO, survey service providers were expected to collaborate with CSO on the survey development.

- Market Facts and Opinions (2000) Limited had conducted surveys for various private companies; their work was organized around survey teams consisting of four interviewers and one supervisor.

- SALISES Firm has vast experience in field work. A member of the firm works with CSO on a certain census and privately with SALISES. Most people contracted to conduct SALISES surveys were full time CSO employees who worked for SALISES on evenings and weekends, based on the time that respondents were expected to be available. The firm used GPS and handheld devices for field work.

- Mary King & Associates was affiliated with Harris Interactive Co., based in New York which conducted surveys throughout the United States. Mary King & Associates had vast experience on ICT surveys related to mobile, internet and landline access (individual and company); has used handheld devices (interviewers) to upload data within a day.

<u>Annex I</u>

Agenda

Monday 28 September 2009

09:00 – 10:00   **Overview of the Network for Development: The Caribbean ICT Research Programme 2009-2011**
- Presentation of the component: Mobile Opportunities 2.0 – Kim Mallalieu
- Presentation of the component: Caribbean Information Societies Measurement Initiative (CISMI) – Mariana Balboni
- Presentation of the Research design and Survey Instrument revision (Broadband and ICT indicators) – Richardo Williams
- Presentation of ECLAC previous studies and institutional experience on the Caribbean Information Societies – Neil Pierre / Marly Livia

10:00 – 10:30   **Latest updates on the proposal approval process/Q&A on administrative arrangements and M&E mechanisms (Fernando to coordinate this session via conference call)**
- Institutional roles and responsibilities: Management Arrangements and Programme Implementation
- Communication and Programme Oversight: Monitoring and Evaluation Activities
- Scope and implementation strategy of the ICT Multipurpose Survey and other components as consider appropriate by the participants.

10:30 - 10:45   **Break**

10:45 - 12:30   **Methodological discussion**
- Review current internationally-comparable mobile and broadband indicators - Mariana
- Discussion on the ICT Survey in the Caribbean Methodology (conceptual framework, scope, data collection, etc) – Mariana Balboni
- Discussion on the ICT Survey in the Caribbean Questionnaire (list of comparable indicators, design of the questionnaire) – Mariana Balboni
  - *To establish broad terms of reference, in draft, for the development of the survey questions (All)*
  - *To review the draft survey questions in hand, against the backdrop of the above, and make recommendations and/or establish a mechanism strategy for improvement as appropriate (All)*
- Data processing and dissemination – Mariana Balboni

12:30 - 13:30   **Lunch break**

13:30 - 15:00   **Meeting with potential new partners**
- Presentation of the joint initiative "Caribbean Information Societies Measurement Initiative" - Mariana Balboni (10 minutes)
- Linking CISMI to the CTU's priorities and planned activities (15 minutes)
- Linking CISMI to MPA's priorities and planned activities (15 minutes)
- Linking CISMI to TATT's priorities and planned activities (15 minutes)
- Linking CISMI to CSO TT's priorities and planned activities (15 minutes) TBC

- Preliminary discussion re possibilities for collaboration (20 minutes)

15:00 - 15:30 **Break**

15:30 - 17:30 **Analysis and moving forward**

- Identification of the key Caribbean institutions, to the extent known to participants, involved in similar data collection activities (all)
- Identification of similar Caribbean initiatives, to the extent known to participants
- To propose additional application contexts for the CISMI data and its analysis (all)
- To make preliminary recommendations on revisions to draft survey instrument (all)
- To schedule follow-on events, participants and responsibilities necessary to implement the multi-purpose survey (all)

Tuesday 29 September 2009

10: 00 – 11:30 **Meeting Central Statistical Office of Trinidad and Tobago**

13:00 – 13:45 Meeting Survey Company 1

14:00 – 14:45 Meeting Survey Company 2

15:00 – 15:45 Meeting Survey Company 3

16:00 – 16:45 Meeting Survey Company 4

Annex II

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