

**Pe-PP Won
APEC Digital Opportunity Center (ADOC) Awards
for ICT Best Practices for Bridging the Digital Divide Category
in Taipei, 30 June 2006.**

The Partnerships for e-Prosperity for the Poor (Pe-PP) project from Indonesia won the best APEC Digital Opportunity Center (ADOC) Awards for the *ICT Best Practice for Bridging the Digital Divide* category on 30 June 2006 in Taipei. The project has demonstrated how community development efforts are seamlessly interlinked and integrated with the Information and Communication Technology (ICT).

ADOC Award is an international award given to programmes/initiatives which demonstrate ICT utilization that give the most value-added improvement to the quality of people's life. The assessment focused on best practices which enable the transformation of the targeted beneficiaries and not merely on the technological aspects.

The establishment of ADOC was proposed by the Taipei government at the 11th APEC leaders meetings in Bangkok in 2003. It was then established to accelerate the implementation of the e-APEC Strategy to transform the Digital Divide into a Digital Opportunity and to prepare APEC economies to use the Information Revolution as a passport to the New Economy.

The accomplishment of Pe-PP as the best in *ICT Best Practice for Bridging the Digital Divide* category reflects that the Pe-PP concept, strategy and model has been positively acknowledged by APEC member economies. Therefore, Pe-PP best practices can be used as a reference in the government's policy formulation to empower the poor in the rural areas with ICTs.

The followings are some of Pe-PP best practices:

- A holistic approach which not only addresses the provision of ICTs, but also other fundamental components such as awareness raising, info-mobilization, capacity building, cultivating leadership, developing partnership, and localization.
- Community development focusing on systematic and intensive facilitation especially for the people in the rural poor areas
- Special attention to the local context where the facilitation processes fully consider the social and economic aspect of the local community, their culture, natural resources, etc.
- The use of Participatory Rural Appraisal (PRA) tools to embed the participatory processes and to ensure that the community plays the main role in the implementation of development activities.
- The communicative ecology mapping exercise conducted by the community groups which could link clearly their activities with the telecentre facilities and then leads to the development of demand-driven telecentre services.
- The development of community information and a communication culture in utilizing telecenter facilities for livelihood improvement.
- Multi-stakeholder partnerships with local, national and international partners for the provision of telecenter content, programs, services, networks, etc.
- Expanded economic activities resulting in the improvement of the community's prosperity.

More awareness raising efforts need to be conducted if the Pe-PP telecenter model is to be adopted by national ICT programmes and local governments. To ensure the successful replication of this model, a *Telecentre Support Network* needs to be established to facilitate the capacity building of the telecentre team at least in the technical aspect, management, and community facilitation.

The other two categories contested in the ADOC Awards -- *ICT Best Practice for e-Government* and *ICT Best Practice by SME*, were won by Philippine and Peru respectively.

For more information on Pe-PP, please visit www.ict4pr.org. For ADOC Award information, please visit <http://www.apecdoc.org/webADOCAwardList.aspx>.