គណៈកម្មាធិការ
សហប្រតិបត្តិការដើម្បីកម្ពុជា
**Cooperation Committee
for Cambodia**
**Comité de Coopération
Pour le Cambodge**

ទស្សនវិស័យៈ ការអភិវឌ្ឍប្រកបដោយនិរន្តរភាពសម្រាប់ប្រទេសកម្ពុជា
Vision: Sustainable development for Cambodia

MINUTE OF
THE 21ᵀᴴ ICT LEARNING FORUM
ON
"EFFECTIVENESS OF ICT ENGAGEMENT & DIGITAL INSIGHT AND WEBSITE SECURITY"

29 March 2017, CCC Event Space _DI Building

Prepared By: Ms. Keo Mara, Learning Specialist
Supported By: Mr. Lim Sokly, Network Specialist
Mr. Sok Sovann, Mentoring and Coaching Specialist

Introduction

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia.

To keep responding to the needs of the NGO community; CCC and ICT Working Group decided to organize the 21st ICT Learning Forum on using ICT for accessing the information with security to CCC members and other interest NGOs. This forum has conducted full-day on **29 March 2017 from 8:00am – 5:00pm** at CCC meeting room at Development Innovations (DI) office.

Summary output of the ICT 21st Learning Forum

There were 65 participants (10 women) attended they came from: 36 NGOs, 3 private companies and CCC staff.

Welcome remark was delivered by Mr. **Soeung Saroeun**, CCC executive director. He impressed about APP, ICT system and the importance of ICT for development. He had 3 concerns related to the use of ICT system, those were as below:

1. *Ethic/moral of ICT use for insult,*
2. *Cybercrime law in which has 1 article is dangerous for the freedom of ICT use.,*
3. *The interest of ICT use is still limited*

He hoped that ICT learning forum today is very useful by using these topics with morality, legal and capable manner in sending and receiving information.

Mr. Soeung Saroeun expressed that in 2017, ICT plays important role for each political party in order to get fully support from citizen. He also encourage participants to use ICT for peace because commune election is very important that is required to involve in the commune election campaign together without discrimination against any party.

Ms. Keo Mara, Learning Specialist of CCC presented the key sessions and speakers for today ICT learning forum. Then **Ms. Sophany**, ICT specialist of CCC, asked participants who has attended the previous learning forum (2016) and distribute the questionnaire for outcome evaluation and then she reviewed the session of the previous ICT learning forum in 2016 by asked the question what topic that participants have learned?, few participants shared that what they has learnt in the previous forum are Social media hand book, live stream etc.

Mr. Lida Seang, Video Production Officer of CCC added that the Social Media Hand Book is very useful for the users (based on evaluation), however ICT always upgrade so we would like to update the social media hand book to reflect to the current situation, so we would like to invite you all to be a members of interim working group for updating this social media book. **Mr. Veasna Prom,** Communication Specialist of CCC presented briefly of the importance of social media hand book, audience and contents, as well as suggested to all participants to join to update of this book.

Topic 1: How to use Monitoring and Evaluation App (M&E APP)

The Basic of Kobo Toolbox was presented **by Mr. Phon Sarith, Team leader of E-Soft group.**

The main purpose of this topic is to introduce the Kobo Toolbox for developing a M&E application. The key outlines of this session are:

1. **Introduction**
2. **Target Audience**
3. **Creating your online**
4. **Using your form online**
5. **Sources and References.**

He explained and demonstrated the key points as below:

➢ *What is Kobo Toolbox?*

- It is a suite of tools for field data collection which you can use with your mobile devices and laptops
- It is similar to the Open Data Kit (ODK), a de facto open source mobile data collection
- It allows you to create forms and use them on your mobile devices as it creates an offline or online database of your form responses.

➢ Setting-up your account
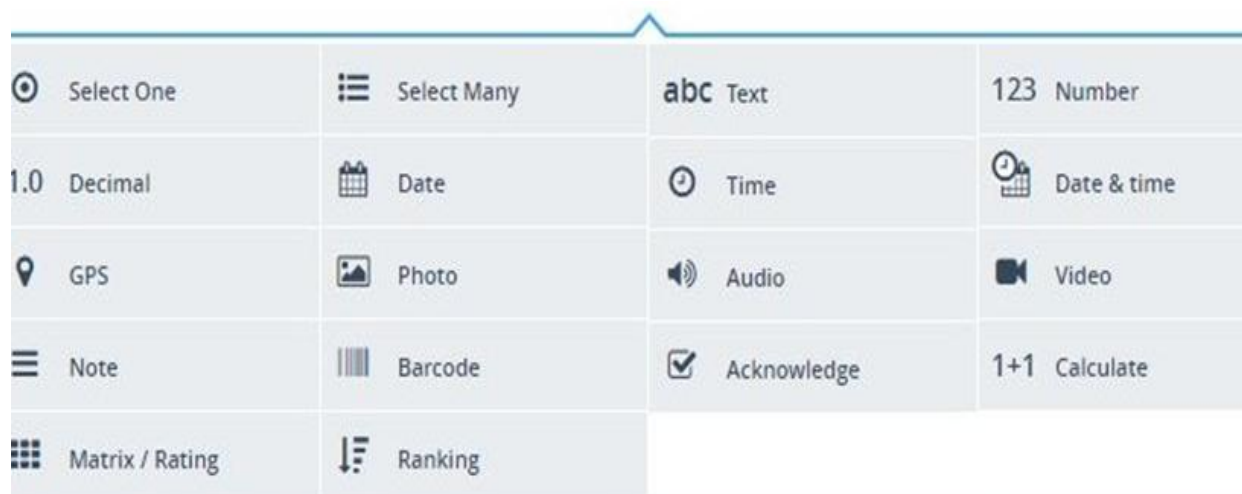
- http://kobo.humanitarianresponse.info
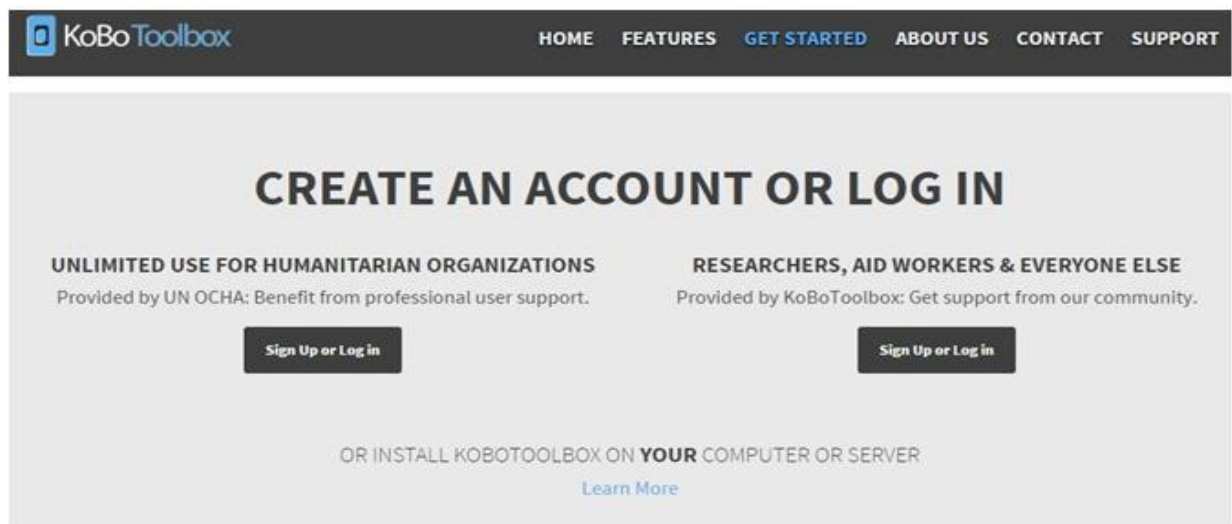
➢ Target Audience (Who is it for?)

- Anyone who needs to use a mobile-based data collection system
- Students, journalists, government staff, humanitarian and development actors
- Unlike other ODK platforms, Kobo Toolbox provides unlimited ever space to humanitarian organizations, taking off from the frequent use of ODK and other similar tools during humanitarian response.

- ➤ **CREATING YOUR FORM ONLIN**
  - Draft your survey form - write down your questions and possible answers.
  - **Remember:** Kobo Toolbox can only create a form if your questions are answerable with the following:

- ➤ **Create your form**
  - On your Kobo Toolbox account, click Add Form. You can either start from Scratch or use your own form (Excel).
  - From the New Form page, you can start adding questions based on your draft questionnaire.
  - Once you have finished your questionnaire, save the project. You can now launch the project in Kobo Collect

- ➤ **USING YOUR FORM ONLINE AND OFFLINE**
  - • **What is Kobo Collect?**
    - Kobo Toolbox app for data collection
    - can only be used in phones or tablets using the Android Operating System
    - not available in iPhones and Blackberry phones
    - can be downloaded via Google Play

- ➤ **Installing Kobo Collect**
  - Using your phone, go to your Applications and open Play Store. Search for KOBO COLLECT.
  - Install Kobo Collect on your phone.
  - Once installed, open Kobo Collect and look for the General Settings (you need to press the three dots on the side of your screen or press the left button on the bottom of your phone).

- ➤ **Setting up your Kobo Collect account**
  - I n the General Settings page, you will be required to type t he URL. Get your Kobo Toolbox account username and type http://kc.humanitarianresponse.info/yourusername

- Type your username.
  - o Under Google account, type your Gmail account if you have one.
  - o Go back to the main page (where you will see the form options).

➢ **Collecting and saving data**
- Press GET BLANK FORM. Press the check mark beside the form
- that you want to use and press GET SELECTED.
- T o start collecting data, press FILL BLANK FORM and choose the form that you want to use.
- Once you are done in collecting the information, you will reach the last page which says YOU ARE AT THE END THE FORM.
- Change the NAME of the form if needed.
- if you are not yet sure with your response, uncheck MARK

➢ **Submitting your form**
- Press SAVE FORM AND EXIT. For saved forms but not yet
- submitted, look at EDIT SAVED FORM and retrieve the form.
- Click GO TO START, review your responses until you reach the end. Repeat step 11 and make sure that MARK FORM AS
- FINALIZED has been checked. You will return to the main page.
- You will see your completed forms under SEND FINALIZED
- FORM.
- Once you have Internet access, check all your finalized forms and press SEND.

➢ **Using your form online**
- Under FORMS, select PROJECTS and choose the project which you're working on.
- Once selected, look for Add Data and click on Enter Data in a Web Browser.
- Share the form link to your users.

Topic 2: Digital Insights and how it can be applied with CCC Members (Member Insights)

Digital Insights-How Digital Insights can be applied in Cambodia, was demonstrated by **Mr. Ponn Pork,**

M&E Specialist of USAID/ Development Innovations (DI).

Digital Insights-How Digital Insights, it is very important for business management, when we design project it's always think ahead in the program who are our audiences.

The key contents:

1. **What is Digital Insights?**
2. **How is it different?**

1. What is Digital Insights?

What is Digital Insights? Is consumer insight in the purpose of business growth consumer Insights is the study of trends in human behaviors which aims to increase effectiveness of a product or service for the consumer, as well as increase sales for mutual benefit. Digital Insights mirrors this process, but focuses specifically on information flows, ICT access, usage and norms.

- **First,** such insight is "*non-obvious*", so it does not normally come from just one source of information and often does not come from just analysis or just research; rather there is a need to converge evidence to glean insights.

- **Second**, true insights need to be *"action-able"*; hypotheses which stay theoretical and cannot be tested in practice are not insights.

- **Third,** customer insights should be powerful enough that when they are acted upon customers can be persuaded to *"change their behaviour"*.

What is Digital Insights?

Consumer Insight
Growth through consumer understanding

A non-obvious understanding of a particular group of population, which if acted upon, has the potential to change behavior

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2. How it is different?

How it is different?

Big Scale Research: LARGE but SHALLOW

Digital Insights: SMALL but DEEP

- **96% of Cambodia people own phone**
  - 76% own phone with Khmer script
  - 48% own at least one smart phone

- **48% access to internet or Facebook,**
  - Almost all of them access to Facebook through Smart phone

- **All interviewees (trade association leaders) owned a mobile telephone**.
  - 95% (38/40) owned a smart phone
  - Majority of respondents indicating that they spend between 1 and 8 hours using their phones on any given day.
  - All respondents that estimate that they use their phones for more than 3 hours a day are smartphone users.

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Differences:
- Respondents (many different groups vs specific group)
- Location of study (many different locations vs specific location)
- Survey design (many questions but not so in deep vs many or less questions but more in deep on specific topic or area of focus)
- Reporting: Long reporting and hard to customize recommendation for specific action vs short and specific report and easy to take further action based on actual findings)

3. Why digital insights?

Why Digital Insights?

- Use collected data to understand how specific audiences receive and share information
  - => Initial step in the design process for a digital outreach/engagement campaign
  - => Design of a digital tool

Designing a sustainable and high-impact ICT intervention will always start with knowing the what, how, and why of users' ICT habits

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4. Case Study

To use collected data to understand how specific audiences receive and share information. And understand tech and media consumption habits to guide your ICT strategy.

Case Study

Ecosystem Insights: How Trade Associations in Rural Afghanistan Use Mobile Tech

- To understand how key groups of stakeholders use digital tools to connect with each other and share information

- To gain insights into how groups access and use ICT in both their personal and professional lives

- To use appropriate platform/mean for sharing business related information among those trade association leaders and members

https://dai-global-digital.com/ecosystem-insights-afghanistan.html

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5. How can Digital Insights apply in Cambodia?

Can Digital Insights in Cambodia?

CCC Member Insights: Communication technology and ICT usage patterns of Cambodian CSOs

ICT Usage Patterns

Challenge, ICT could help?

ICT Needs

Trend

Q: how to develop tool for creating questionnaire?

A: This is face to face interview.

➢ **Why CCC Member Insights?**
- **ICT Design**
- **Outreach Program**
- **Training**

Topic 3: Organize IT Work and Network Strategy

Presented By Mr. Le Vichhaka, Seatel Company.

As start of the topic he introduced about the Seatel company back ground, company alliance and becoming as international member of GSMA (Group Special Mobile Association). Target provinces in Cambodia, numbers of Seatel staff with cross-culture, and Seatel members.

➢ **Organizing IT Work and Network Strategy**

Main force:
- Technology management
- Cost management
- Human resource Management
- Hardware& Software management
- Vendor management
- Risk management.
➢ **Most Modern ICT Operator in Cambodia**
➢ **Mobile ICT network 4G VoLTE 100% which is most modern in southeast A sea.**
➢ **Modern data center in Cambodia:**
- IDC Server Hosting
- Cloud Computing Resource Service

- Entire Technical Solution
- ➢ **Company delivers common solution**
  - Mobile ICT 4G
  - Supply of internet
  - Cloud Hosting
  - Video Conference
  - Mobile office system-OA
  - Management and location determination of vehicle.

- ➢ **Multi-network of reliable and secured ICT**

  - Security of system
  - Virus protection
  - Protection system of information leak
  - Connection of optical system underground
  - Multi-Direction Independent International Outlet
  - Management system of energy
  - Air conditioners system

Topic 4: YouTube 101: Practical Tips for CSOs

By Mr. Oum Vantharith, ICT4D Advisor of USAID's Development Innovations (DI)

Mr. Vantharith shared and showed on You Tube 101: Practical Tips for CSOs by focusing on the key contents and linked to website:
https://docs.google.com/presentation/d/1OkeTdnZ17fSxF7OadowG496mw9GOZHGuh8z YpbjiGwl/edit?usp=sharing

Key Contents:

I.   **Why YouTube?**

II. **10 Fundamentals of Creative Strategy for YouTube**

III. **Tips on how to manage your institutional YouTube effectively:**
- Channel Branding
- Playlist Curation
- Video Discoverability
- You Tube Create Studio
- You Tube & FaceBook co-promotion

I.   Why YouTube? Non-Profits

Techniques to publish your video contents both on YouTube and Facebook:

- 4.6 billion views of you tube of NGO
- You tube still important for CSOs in Cambodia to share their information NGOs are becoming major players in the ecosystem
- 24K plus non profits partners use our platform to do good

II.   10 Fundamentals of Creative Strategy for YouTube

1. **Share ability:**
   a. Be Topical
   b. Be Valuable
   c. Be relatable
2. **Conversation: this not really feet to NGOs**
   a. In mean content
   b. In supplementary content
3. **Interactivity (make interesting to our content)**
4. **Consistency**
   a. Schedule
   b. Personality
   c. Format (repeat your well-packaged
   d. Voice
5. **Targeting (we should as the key below)**
   a. Video level
   b. Show level
   c. Channel level
6. **Sustainability**
   a. If the audient love it
7. **Discoverability**
   a. Trending
   b. Evergreen (ongoing and time-tested video searches
8. **Accessibility (ensure that the audience can access it any with linkage)**
9. **Collaboration (Is there a way to feature guest stars?)**
10. **Inspiration (is this idea coming)** *Useful resources*: **www.youtube.com/nonprofits**

III.   Tips on how to manage your institutional YouTube effectively:

1. **Building your YouTube channel branding**

   Best Practices:

   - Channel Icon
   - Channel Art
   - Channel Description
   - Custom thumbnail
   - Cards
   - Hover Cards
   - Watermark

- Featured video or playlist
- Channel Trailer

2. **YouTube Creator Studio**
3. **Understanding the numbers: YouTube Analytics**
4. **Playlist Curation**
5. **Video Discoverability:**
   - Video title
   - Description
   - Tags
6. **Publish your video contents: YouTube Vs Facebook**
   - Full-version (and/or hi-res HD) video on You Tube
   - Trailer version (and /or low-res) or a photo post on FaceBook with link to your You Tube video
   - Later republish your full video on FaceBook
   - Then comparing if any impact on your YouTube channel

Topic 5: Tips on digital designs - both for YouTube and Facebook

Mr. Chy Sophath, Digital Design Specialist of USAID's Development Innovations (DI), he showed and shared the "**Tips on digital designs - both for YouTube and Facebook**" as following:

"Better to see something once, then to hear about it a thousand times"

1. **Use Visual content**
   - When people hear information, they are likely to remember only 10% of that information three days later
   - If image paired with that some information people retain 65% of that information three days later
   - 90% of information transmit into our brains are visual

2. **Elements of good graphic design :**
   - Color: 90% of snap judgments made about products can be based on color alone. Color is one of important aspect of any social media

3. **Typography (Font) English (www.font.google.com) Khmer :** www.salapa/khmerfonts or www.aksorkhmer.com
4. **Shapes**:

- Shapes can make your design look nice
- Shapes direct the eyes to the core of the design
- Use them approximately
- Less is more, don't use too many shapes to drag you viewers eyes over the place
- it also important to make attractive to audient

5. **Balancing:** of light, picture, side, color, text, and shape
6. **Best ways to brainstorm creative ideas:**
   - Play word games to generate ideas
   - Take a break
   - Get the timing right
   - Collect every pieces of the information
   - Situation includes: understand of the time, social context, cultural and social custom and others socio-economic conditions.
   - Practices make a perfect

   (Innovation can create a thing while sitting)

Topic 6: Discussion to select new topic for the next learning forum

Facilitated by Ms. Mara Keo, Learning Specialist of CCC

Based on the results of each group discussion related to the selection new topics for the next learning forum shows as below:

1. *User Interface website and App builder*
2. *How to take video and photo?*
3. *How to write case study?*
4. *Social Media*
5. *Notwork system(Notwork System security)*
6. *Website(Development tool, technical to improve website)*
7. *Effective strategies to manage ICT in organization(how, strategy, trend and leadership)*
8. *Ethical standard and style for public relation(Guide and style of writing, strategic/focus, how and why?)*
9. *Homepage Create (themes, layout, create content and languages)*
10. *How to develop website /Blog using Word press*
11. *How to create effective FaceBook page*
12. *Backup & Data recovery (window server…)*
13. *IT security and Policy*
14. *Tools of security soft and Hard (App and web protection from hacker)*
15. *New Update on IQ technology (how to recovery on IT and develop)*
16. *M&E App store*

Evaluation of the Learning Forum

Based on the evaluation sheet showed the result overall of the learning forum as detail below:

Topics	Very Unsatisfied (%)	Unsatisfied (%)	Normal (%)	satisfied (%)	Very satisfied (%)
Process	-	-	23.08	61.54	15.38
Venue	-	-	23.08	57.69	19.23
Logistics providing	-	7.69	34.62	53.85	3.85
Contents	-	**7.69**	**46.15**	**34.62**	**11.54**
Understanding the key contents	-	**3.85**	**38.46**	**46.15**	**11.54**
Explaination	-	**15.38**	**42.31**	**38.46**	**3.85**
Sharing Experience	11.54	**3.85**	**38.46**	**42.31**	**3.85**
Duration	3.85	15.38	30.77	46.15	3.85

Conclusion

In generally, the participants are satisfied with the learning forum such as the 46.15% well understood the key contents of each session such as:

- YouTube Channel,
- YouTube creation point
- Kobo Toolbox
- Visual Contents and how to use visual contents
- Key point and strategy to create account YouTube
- Develop Visual Contents
- Digital Insight
- Innovation in designing logo
- ICT 4D…..etc.

Moreover the 42.31% of participants are satisfied that they received the new experiences from the speakers as showed the result of evaluation sheet above. The participants have learnt a lot from the speakers and they have chance known each other for their communication and networking in the future.

Closing Remarks

The ended of the 21st ICT Learning Forum, Mr. Typo thanks giving to the participants has spent their value time to attend the forum until the end, he also thanks giving to all speakers who shared their knowledge and experiences in the learning forum, and the last one is CCC staff who organized the learning forum. Moreover, he added that the learning forum this day is really important session; it can help the ICT practitioners to apply and improve their daily performance. By the way, he wished participants and all have good luck, good health and safe trip all the time and everywhere.

Documentations

Eng_Concept Note for CCC ICT Forum 29

1-KH_ Concept note of ICT Learning Forum

Review topic in 2016 (Sohany_Slide.pdf

Phon Sarith_Kobo-Training.

Ponn Pork 20170324_Digital Insi

Seatel presentation(Khmer)

Vantharith_YouTube 101_pptx.pdf

Mr. Chy Sophath_Tips on digit

Attendant list 21st ICT Learning Forum 2