

Bridging the Rural Digital Divide

Case Studies

Section Headings and Content

1. Background
 - Reason for establishment (significant challenges that had to be overcome)
 - Key organizer(s)
 - Summary of funding sources
 - Marketing and promotional strategy
 - Summary time path (from initiation)
 - Scale - geographic coverage and size
 - Relation to local or national policy on information and communication
2. Objectives, including vision/mission
3. Stakeholders
 - Mapped across the three “Bridging the Rural Digital Divide” stakeholder groups:
 - Rural communities and households (specify gender and education level);
 - Rural service providers providing agricultural, financial, and communications services;
 - Policy-makers and their advisers.
 - From the social and organizational point of view, a brief statement of
 - Relationship between the groups
 - Model of ownership and/or governance (e.g. is there a steering committee)
 - Relationship with community, local government
 - Training provision
 - Motivation of stakeholders’ participation
4. Products and services
 - Give a short description of information products and services offered
 - Information content - What are the subjects covered?
 - Approaches to content development and management - Who decides what the content will be? How and where is the content developed? How is the content verified for accuracy and relevance?
 - Language, complexity (complexity of language to suite different audiences), source, format (text/data/image etc), static/dynamic, medium (website, digital analogue, human being, etc.)
 - Give a short description of other types of products and services offered
5. Technology and systems
 - IT System architecture (hardware, connectivity, user access points, centralized/decentralized)
 - Software (operating system, applications, tools, open source or proprietary)
 - People/Organizations (I/C systems-related) : roles, responsibilities, numbers, gender
 - Process/methods: acquisition, contribution, storage, access, retrieval, dissemination, exchange, dialogue, broadcast, push/pull

6. Financial

- o Business models: including statement on economic sustainability
- o Incomes/Revenues
- o Costs

7. Key issues and conclusions

- o Brief description of the principal benefits and challenges
- o Key Lessons
These should be mapped across the eight BRDD elements (www.fao.org/gil/rdd/key_en.htm), covering lessons learned and key success factors.
 - Locally adapted content and context: ensuring the information is sourced appropriately and presented suitably;
 - Building on existing systems: enhancing rather than replacing existing channels of communication;
 - Addressing diversity: responding to the different information and communication requirements of men and women, the youth and other marginalized groups;
 - Capacity building: strengthening the capacity of institutions and people to provide the right content and to access a wider range of information;
 - Access and empowerment: ensuring that information reaches and empowers poor people, as well as enabling them to participate in decision making processes;
 - Strengthening partnerships and participation: building horizontal and vertical links as well as shared ownership among communities, organizations, and sectors;
 - Realistic approach to technologies: building sustainable systems that enhance existing structures, can be extended and exploit the full range of existing media;
 - Costs and financial sustainability: evaluating and financing the provision of suitable information infrastructure and content, particularly in remote areas.

* * *