Caribbean Telecommunications Union

CTU Caribbean ICT Roadshow

Theme: ***Harnessing the power of Innovation:***
the engine for ICT-enabled development

1. Introduction

Caribbean countries are under undeniable threat. Small size, rising crime, porous borders, the effects of climate change, the flight of intellectual capacity and the dismantling of preferential trade arrangements for agricultural products, are but a few of the vulnerabilities of the region. The search is on throughout the region to identify and capitalise on new, sustainable models for development. Caribbean leaders have recognised that information and communication technologies (ICT) present new opportunities for fostering social and economic development.

In 2009, the Caribbean Telecommunications Union (CTU) embarked on an initiative, the **CTU Caribbean ICT Roadshow** designed to educate, raise public awareness of ICT and establish strategic programmes to foster innovative and beneficial use of ICT in Caribbean countries. The Caribbean ICT Roadshow integrates ICT capacity building with meaningful activities, which deliver tangible benefits to the citizens of the region. The initiative establishes a foundation on which knowledge-based societies and economies may be built.

The Roadshow was held 23 times in 18 Caribbean countries from 2009 to 2013. Each Roadshow provided invaluable insight into ICT and prospects for real and sustainable benefits accruing to the countries. Without exception, all of the Roadshows were enthusiastically received and highly commended by CTU members, ICT stakeholders and citizens.

2. A Unique Approach to Capacity Building

The CTU Caribbean ICT Roadshow represents a unique approach to capacity building, linking the dissemination of information with activities that reinforce the message and produces tangible results in the long term. It is an initiative that is designed to begin a process during the days of the Roadshow, which will result in sustained activity and yield tangible benefits to each country it visits. This approach provides a combination of strategic and practical mechanisms for integrating the learning process with meaningful action.

The Roadshow establishes activities that will continue into the future, the outcomes of which will support national communities in realising the full potential of ICT.

Because of the diverse nature of the Caribbean, each roadshow is customised to address the specific issues raised by national stakeholders and consequently no two Roadshows will be the same. The following characteristics features are built into each Roadshow.

- Capacity building
- Innovation and entrepreneurship
- Service provision issues
- Policy and Regulations
- Beneficial and responsible use of ICT
- Social implications
- ICT in all Sectors

3. Impact of the Roadshow Initiative

Unlike other ICT events, which are limited in depth and reach, the CTU Caribbean ICT Roadshow visited 18 Caribbean countries, extending its activities to the entire national community with a consistent message of ICT innovation for development. The Roadshow mobilises local ICT stakeholders and international ICT organisations in crafting a programme that would support national ICT development.

The multi-country nature of the Roadshow initiative creates the opportunity for a consistent message on the role of ICT in development to be delivered to diverse environments across the region. This has had a positive impact on the CTU's work to harmonise ICT policies and approaches across the region. The success of the CTU's programme to proliferate the establishment of Internet Exchange Points (IXP) in the region is as a direct result of the public awareness and education activities that were undertaken in the 2009-2013 Roadshows.

The Roadshow enhanced the visibility of many regional and International organisations by introducing them to 18 Caribbean Markets. Innovators obtained support and found employment because of their participation in the Roadshow. As it moved from country to country, there was a cross-fertilisation of ideas as best practices from one country were presented in others.

4. Objectives

The 2018 Caribbean ICT Roadshow initiative will continue to promote innovation in the use and adoption of ICT as an engine for all aspects of Caribbean development. However, special emphasis will be placed on raising awareness and educating on the principles of 21st Century Governments. The goal is to establish citizen-centric seamless Governments that are fit for purpose in the 21st century.

The main objectives of the 2018 CTU Caribbean ICT Roadshow are as follows:

1. To present the principles of 21st Century Government and develop a roadmap, making it a reality in each Roadshow country;

2. To build awareness among the public sector, the private sector and civil society of the innovative and effective use of ICTs in every aspect of Caribbean life;

3. To foster innovation in the application of ICT to Caribbean challenges faced by government, the private sector and civil society;

4. To encourage greater regional collaboration in the development of regional ICT policies and solutions;

5. To promote the work, role and programmes of the CTU as a resource to the region;

6. To support innovation and entrepreneurship in ICT business development

The CTU anticipates that the fulfillment of these objectives will lay a strong foundation for the development of information societies. The establishment of 21st Century Government will transform the public service, strengthen economic competitiveness and promote sustainable development

5. Methodology

The Roadshow achieves its objectives by linking the dissemination of information to initiatives designed to bring tangible benefits in the long term. This approach has been effective because the information presented is applied and reinforced in the activities of the on-going programmes initiated through the Roadshow.

In order to develop the programme for a host country, the CTU will perform review of the national plans and then a conducts a series of in-country order stakeholder consultations to identify the ICT challenges being experienced and required ICT interventions. Based on the information gleaned from these exercises, the CTU will formulate a programme of activities designed to address the areas identified.

On confirmation of the proposed programme with the country, the CTU will then work with the host country and its strategic partners to source the expertise that is necessary to deliver an effective programme.

6. Programme

The Roadshow's programme is designed to achieve the objectives outlined above and meet the unique requirements identified by the host country. Consequently, the sessions are very interactive and provide many opportunities for discussion and demonstration.

The programme is directed to all sectors of the national community and is structured around core elements, which may include:

	1. POLICY MAKERS & REGULATORS' FORUM The policy and regulatory imperatives for an environment of rapid technological innovation and the convergence of formerly distinct disciplines are addressed in this Forum. It considers the transformational potential of new Information and Communication Technologies (ICTs) as a means to foster sustainable economic and social development.
	2. SME BUSINESS FORUM This forum considers key areas for redefining small business and how existing ICT tools can be used in small and medium size businesses to improve their efficiency and extend their reach to markets, which could not be tapped in the traditional ways. Particular applications for research, accounting, procurement, inventory management, marketing and customer service are explored.
	3. THE INTERNET GOVERNANCE FORUM The value of the Internet and how the global decision making process operates by engagement of all stakeholders are discussed in this Forum. The value of Generic Top Level domain names and the options for the management of these resources at the country level are explored along with the imminent exhaustion of the IPv4 numbering and naming system, which will be replaced by IPv6.
	4. ICT NETWORK OPERATORS' FORUM This forum seeks to facilitate the collaborative work of operators in the establishment of Internet Exchange Points (IXPs) and Computer Emergency Response Teams (CERTS) and in the work of a Caribbean Network Operators' Group (CARIBNOG). It also presents new technologies and addresses network security issues.
	5. ICT INNOVATOR'S FORUM ICT Innovation is showcased in this forum, which presents a variety of opportunities for the effective use of ICT. It promotes a better understanding of the innovation ecosystem. Practitioners in the field share their experiences and discuss the prerequisites to encourage innovation and the use of the technologies to advance the region to higher levels of prosperity.

	6. YOUTH FORUM The keen affinity of youth to ICT is as a motivator for innovation in this forum, which deals with issues directly focused on the youth. Dangers in cyberspace are discussed tutorials in coding and content creation are given.
	7. THE BANKS AND BUSINESS FORUM This forum explores banking tools available to small and medium size enterprises and the benefits of ICT tools in banking and business.
	8. CTU AND PARTNERS AT YOUR SERVICE The respective roles and work of the CTU and its partners are presented in this forum, which makes a case for Caribbean ICT stakeholders to participate in the activities of regional and international ICT organisations.
	9. COMMUNITY OUTREACH The Roadshow visits selected communities to discuss the potential of ICT to enhance lives. Participants have the opportunity to seek answers for ICT-related questions in an informal setting.
	10. ICT FOR ALL In order to foster inclusivity, these sessions address disadvantaged communities and people with disabilities, demonstrating ICT tools that foster inclusivity.
	11. WHY TECHNOLOGY MATTERS This session presents a compelling case for every citizen to embrace ICT.
	12. HOT SEAT DISCUSSION PANEL Issues of national importance are discussed by stakeholders with a direct interest in the selected topic. The panels are configured to ventilate concerns, present perspectives and identify challenges, to arrive at consensus on the solution.

7. The Sponsorship Value Proposition

The 2018 CTU Caribbean ICT Roadshow Sponsorship Programme provides the opportunity for companies to participate in the Roadshow in one or more of CTU's 20 Caribbean member countries. In addition to the increased visibility and corporate brand recognition throughout the Caribbean, a Roadshow sponsor will be able to:

- Network with Government and industry leaders; potential strategic partners; prospective customers; ICT decision-makers, regulators and other ICT stakeholders;
- Demonstrate social responsibility and commitment to ICT-enabled Caribbean Development;
- Demonstrate commitment to advancing the 21st Century Government initiative;
- Obtain strategic information and critical insight into regional trends and major issues;
- Participate in Caribbean ICT Policy formulation process;
- Promote a positive brand and increase brand awareness ;
- Highlight their innovations, products and services on a regional platform;
- Reach a wider demographic;
- Spot new business opportunities and generate business leads;
- Increase media exposure

8. The Sponsorship Format

The sponsorship format is based on three broad levels of sponsorship: **Premium Sponsors, Anchor Sponsors** and **Co-Sponsors**:

Level	Class	Amount (US$)
Premium Sponsors Organisations which pledge US$50, 000 or more in financial, non-cash and in-kind services in support of the CTU Caribbean ICT Roadshow **AND** ongoing initiatives and programmes for the year.	Jade	50, 000.00
Anchor Sponsors Organisations which pledge financial support of US$20, 000 or more for the CTU Caribbean ICT Roadshow **AND** ongoing initiatives and programmes for the year.	Gold	30, 000.00
	Silver	20, 000.00
Co-Sponsors Organisations, which pledge US$5, 000 or more in financial or in-kind services in support of the CTU Caribbean ICT Roadshow in a selected country.	Bronze	10,000.00
	Copper	5, 000.00

9. Summary of Sponsorship Entitlements

Entitlement	Jade	Gold	Silver	Bronze	Copper
• Special negotiated entitlments	●				
• Guaranteed exhibition space at all Roadshow Venues	●				
• An article on CTU's website, linked to Sponsor's website before and for the duration of the Roadshow	●	●			
• Waived Registration fees to other CTU events across the region within the calendar year	●	●			
• Participation in TV/Radio Roadshow promotions	●	●			
• Prominent display of brand at all Roadshow venues	●	●	●		
• Participation in pre-event and on-site media interviews and press conferences (based on sponsorship level)	●	●	●		
• Speaking position at the Opening Ceremony	●	●	●		
• Display of brand at Roadshow venues	●	●	●	●	
• Speaker at the Roadshow Programme	●	●	●	●	
• Acknowledgement of participation in all promotional materials including videos and final reports of the Roadshow	●	●	●	●	
• Acknowledgement of participation in all press releases	●	●	●	●	
• Display of brand on the CTU website, linked to the Sponsor's website	●	●	●	●	●
• Inclusion of Brand on all CTU Banners and Publications	●	●	●	●	●
• Attendance at Roadshow events	●	●	●	●	●
• Other negotiated entitlements	●	●	●	●	●

Commitment to Sponsor

Please complete and submit to the CTU for the attention of **Ms. Sonja Johnson**, Publications and Promotion Specialist: E-mail: Sonja.johnson@ctu.int. Tel. No. (868) 628 0281 ext. 239 respectively.

Organization:	
Last Name :	
First name :	
Designation:	
Address:	

City:		**State:**	
Country:		**Fax:**	
Telephone:		**E-Mail:**	

Levels of Sponsorship

Level	Class	Amount (US$)	√	Initials
Premium Sponsors	Jade	50, 000.00	◯	
Anchor Sponsors	Gold	30, 000.00	◯	
	Silver	20, 000.00	◯	
Co-Sponsors	Bronze	10,000.00	◯	
	Copper	5, 000.00	◯	

Please tick and initial the class of sponsorship to which you are committed and sign below to confirm your sponsorship of the 2018 CTU Caribbean ICT Roadshow.

Cheques should be made payable to: **Caribbean Telecommunications Union**. If a Wire Transfer is preferred, instructions are provided at the end of the document.

Name of Organisation's Authorised Representative	**Signature**	**Date**

10. Contact Information

Prospective sponsors, partners and contributors who wish to contribute to the CTU Caribbean ICT Roadshow may request additional information from:

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Publications and Promotion Specialist
Caribbean Telecommunications Union
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Port of Spain, Trinidad and Tobago
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Fax: +1 868 622-6523
Email: Sonja Johnson@ctu.int
                 roadshow@ctu.int
URL: www.ctu.int

11. About the Caribbean Telecommunications Union

The Caribbean Telecommunications Union (CTU) is the regional inter-governmental information and communications technology (ICT) institution responsible for facilitating the development of the Caribbean ICT sector. The CTU provides advice to its members on matters of ICT development and is involved in the formulating harmonized ICT policies for the Caribbean ICT Sector. It is a significant contributor to ICT capacity building and assists its members and other stakeholders in realizing the full potential of their ICT investments.

12. 21st Century Government

A 21st Century Government is one characterised by citizen-centric, seamless, open, interactive, efficient and transparent processes, which makes effective use of ICT to deliver services to its citizens, and its internal and external clients. The establishment of 21st Century Government seeks to transform the public service, strengthen economic competitiveness and promote sustainable development.

Caribbean Telecommunications Union

WIRE TRANSFER INFORMATION

NAME OF BANK:	Scotiabank
ADDRESS:	# 1 Frederick Street Port of Spain Trinidad & Tobago
SWIFT CODE:	NOSCTTPS
TRANSIT NO:	90035
CTU ACCOUNT NO:	211227
INTERMEDIARY BANK:	Bank of America 701 Brickell Ave Miami FL 33131 Swift Code: BOFAUS3M

IMPORTANT

Please advise the Secretariat of the Caribbean Telecommunications Union when the transaction has been executed by completing the lower portion of this page and returning a copy by fax or Email to:

Fax:	(868) 622 6523
Email:	Sonja.Johnson@ctu.int
Telephone:	(868) 628-0281or 622-5871, ext. 239

Name of Organisation: _____

Country: _____

Date of Transaction: _____

Transaction Code: _____

Amount: _____

Purpose: _____

Name of Respondent: _____

Telephone: _____

Fax: _____

Email: _____

Signature _____