UNITED NATIONS EVENT ON COOPERATIVES AND ICTS

"Role of ICTs in Promoting Cooperatives"

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HOW CAN ICTS BE USED EFFECTIVELY TO HELP COOPERATIVES AND IMPROVE THEIR EFFICIENCY?

- Better electronic databases
- Introduction enhanced enterprise systems
- Introduction of interactive databases to monitor activities and outputs
- Electronic supply chain management

WHAT IMPACT CAN ICTS HAVE ON COOPERATIVES?

- Improved performance will be seen in terms of:
  - Productivity
  - Profitability
  - Market value
  - Market share

- Intermediate performance measures such as process efficiency, service quality, cost savings, organization and process flexibility and customer satisfaction can be seen.

WHAT IMPACT CAN ICTS HAVE ON COOPERATIVES?

- Implementing ICTs is an invaluable resource for helping organizations **connect, collaborate and compete** – all of which can play a key part in strengthening and advancing economic performance and profitability.

- ICT implementation can enable and improve the **quality, quantity and access to services** from any location by allowing remote access, monitoring and management of systems and applications

- Enhance **collaboration and networking among employees, customers and partners** by removing the barriers to real-time communication and effective information sharing

- Provide opportunities for businesses to **outsource non-core activities so they can focus on their core competencies** and reduce in-house technical support requirements

- **Free up valuable funding resources** that can be used to address other more pertinent issues

WHAT MORE NEEDS TO BE DONE?

- Things to consider when successfully implementing ICTs within cooperatives:
  - Define aspects: what are the project outcomes? Milestones to achieve? Responsibilities for each milestone and outcome?
  - What resources types are needed? (Staff, funds, facilities, external services)
  - What type of Project structure will take place? (Independent structure, delegation structure, matrix structure)
  - Defining activities directly related to the delivery of milestones and/or outcomes
  - Link activities to roles
  - Identify dependencies between activities
  - In case of dependency, check whether a milestone delivery is required
  - Combine all into a time plan

WHAT ICTS INNOVATIONS HAVE TAKEN PLACE OR ARE TAKING PLACE?

- E-Commerce: Hyderabad Action Plan
- Information for All Programme (IFAP-UNESCO)
- Broadband Commission
- Connecting the Unconnected by 2015
- World Summit for Social Development – Copenhagen Declaration and Programme of Action
- Girls in ICT
- Global Alliance for ICT and Development (UNGAID)
- Many more...

WHAT ARE THE CHALLENGES OF ICTS IMPLEMENTATION IN COOPERATIVES?

- Integration within an organization can be complex and it needs to be fully conceptualized and defined from the beginning

- Diversity and competing interests of different stakeholders in the institution should be recognized when developing ICT policy and a strategic plan

- ALL ICT infrastructure that is already in place should be recognized before anything can be discussed

- What is the attitude and awareness that is built amongst stakeholders – this is very important when trying to construct a strategic plan for the implementation of ICTs within institutions and organizations.

- Is there the proper necessary Administrative and Technical support? – Administrative and Technical support are two important facets towards implementing ICTS within institutions/organizations and without the proper help or advice integrating ICTs can be extremely challenging.

- Financial resources are key to successful ICT implementation. Without it, projects can fail before it even begins.

HOW CAN ICTS EMPOWER COOPERATIVES USING APPLICATIONS WHICH PROVIDE POWERFUL PLATFORMS TO HELP MEMBERS OF COOPERATIVES PROMOTE THEIR SERVICES, EXPRESS THEIR VIEWS AND SHARE GOOD PRACTICES?

- Greater use of open-source platforms
- Enhanced data sharing
- Wider use of social media to express views (Twitter, FaceBook)
- Use of Internet marketing to advertise services
- Use of crowd sourcing for fundraising

- Sources:

- http://www.itu.int/ITU-D/ict/publications/world/world.html

- http://www.itu.int/ITU-D/cyb/app/e-commerce.html

- http://www.itu.int/ITU-D/sis/Gender/

- http://www.unesco.org/new/en/communication-and-information/intergovernmental-programmes/information-for-all-programme-ifap/about-ifap/

- http://ijedict.dec.uwi.edu/printarticle.php?id=246&layout=html

- http://www.bell.ca/web/enterprise/newsRoom/en/pdf/Benefits-of-ICT-White-Paper-EN.pdf

- Journal article (search in google): ICT Adoption in Small and Medium Enterprises: an Empirical Evidence of Service Sectors in Malaysia

- http://www.slideshare.net/eric.kluijfhout/developing-and-implementing-ict-project-plans-5261398

- http://www.itu.int/osg/spu/stn/spectrum/workshop_proceedings/Presentations_Abstracts_Speeches_Day_2_Final/Whiteside.pdf

- http://www.un-gaid.org/