

# **Enhancement of the Networking Capacities of the Knowledge Hubs**

**What we have to achieve during  
the time to go**

**Cairo 16-18 February 2010**

## **What to do during the time to go**

- **Networking**
  - **With peers**
  - **With Community**
  - **With Telecenters Managers**
  - **With local authorities**
  - **With global telecenters networks**



## Networking with peers

- **National telecenters staff**
- **Regional telecenters staff**
  - Explain the purpose of knowledge hubs
  - Share and get ideas about the transformation
  - Share the learnt lessons: positive and negative
  - **Transmit the acquired skills: marketing, website management, telecenter managing, business plan and sustainability**
  - **Action: Prepare an exhaustive presentation about the knowledge hub project**



## Networking with Community

- **Website marketing**
- **Create your website's committee and correspondents**
- **Put the emphasis on your telecenters as knowledge hub**
- **Contribute to the organization of local events**
- **Organize fund raising**
- **Strengthen links with community at large by behaving as local agency**
- **Action: Being at the service of the community especially in issues related to knowledge**

## Networking with telecenters National management

- Explain the knowledge hub concept
- Lobbying for the adoption of this concept by the National Telecenters Network Management
- Be proactive in acting and showing benefits
- **But before that, you have to present some innovations in doing things in your telecenters as knowledge hub and not as training center for ICT topics.**

## Networking with local authorities

- The purposes are:
  - Strengthen links with main players in the community
  - Gain their support for the transformation of your telecenter into knowledge hub
  - Gain their assistance in fund raising
  - To be in adequacy with the local needs
  - **Action: Build solid relations with Cultural authorities and NGOs in your Community**

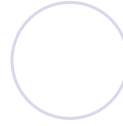
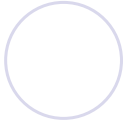
## Networking with global telecenters networks

- To have a larger exposure
- To take advantages from others' experiences
- To present your experience
- To learn more: **telecenters academy**
- **The global network calls actually for: 100 new ideas ... so, suggest one at least**

## ‘100 ideas for sustainable telecentres’

- One idea aiming at strengthening the role of telecenters for the community:
  - **Make the telecenter marketing at the service of development.**

**The Charitable Society for Child care  
telecenter (Algizza)  
Does Not Smoke**



**Thank You**