

## The Syria Trust for Development

### Massar Project

## Suggested Solutions to the Sustainability of Telecentres beyond Piloting phase

Workshop on the Consolidation and Expansion of the ESCWA Knowledge Network  
Damascus, 24-27 April 2010

## Massar-Brief



We foster in the young people of Syria a deeper understanding and appreciation of their world, and empower them as individuals to contribute actively and positively to building the future.

National  
Discovery  
Centre

Regional  
Centres

Green Team -  
National Tours

Massar - ICT

- origins 2002, vision of the First Lady
- started February 2005
- purpose to inspire, enable and empower young people
- non-governmental, not-for-profit, non-formal learning
- part of the Syria Trust for Development
- funded to date by Syrian corporate donations and trusts

knowledge, insight,  
involvement, choice,  
action

competencies – life skills








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- show
- dig
- story
- debate

## Deficiencies exist in many areas



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Access

Awareness

Skills


Online Content

- ICT infrastructure
- Availability of Software application
- Internet Connectivity

- Community perceptions of ICTs
- ICTs in Fulfil individual potentials and aspirations
- Appreciating the wealth of available opportunities

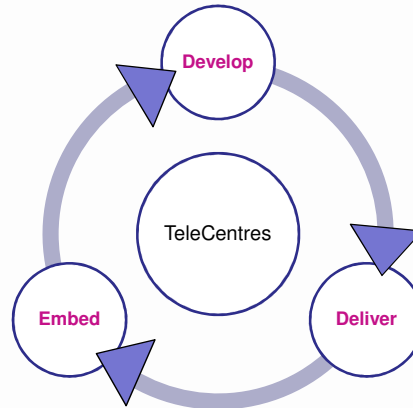
- Technical ICT skills
- Higher-order thinking skills
- Employability skills

- Quantitative
- Qualitative



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## Needed Approach



Sustainability is achieved when telecentres tackle deficiencies and meet the community needs.

## Role of ICTs

### What do we really need to sustain the telecentre's impact?

- Utilise ICT educational applications in developing youth qualifications to enhance their employability prospects.
- Use ICTs to improve the quality of life by empowering youth to respond to community needs.
- Utilise ICTs to improve the competitiveness of youth in disadvantaged communities and instil a sense of empowerment.

# Massar Model for ICTs



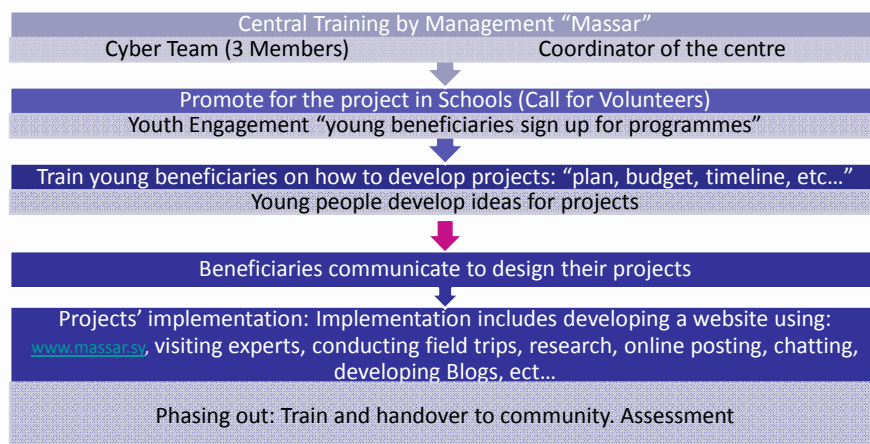
Foster Young people's Ability to Improve their Own Futures and Quality of Life by Developing and Utilising their Skills, Creativity and Dynamism through 4 ICT-Supported Non-Formal Learning Programmes



Access Centres in Governorates- Telecentres



# Programme Cycle





## Tools

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Blogs	
Forums	
Chat	
Social Groups	
e-mail	
News sharing/ Posting	
Photo / Video sharing	
Personal web space/ Profile	
Skills-drives games	
Online surveys	



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## Community Engagement- what's in the telecentre for me?

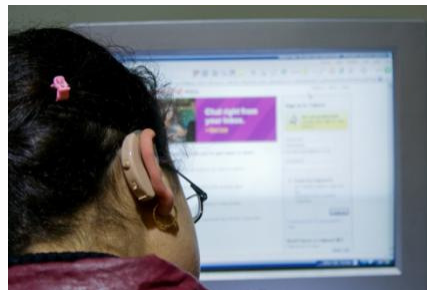
Training Deaf and Visually Challenged on using Computers and the Internet

### Youth

- Communicated with the special needs community
- Developed Need-Driven Materials
- Developed ICT skills

### Beneficiaries

- Intermediate ICT skills (Word, Excel, Internet browsing, etc...)
- Better employment opportunities



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## Community Engagement- what's in the telecentre for me?

### Marathon

#### Youth

- Designed Marathon concept, invitations, logo, brochures, etc..
- Organised for the media Campaign
- Liaised with the business community, Ministry of Health, Medical companies and Local community
- Fundraised for 3 Machines each cost around 27.000 USD



## Trust Role- Planned areas of interest

Training of telecentres team on Massar Volunteer

Training Training of telecentres team on Massar Debate

Outreach through Green Team

Plan for other Trust projects and divisions to support

Online Collaboration

Provide access to the Trust local resources



**They can make  
it sustain!**

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**Thank You**