



Communication for Policy Country Plans

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Cambodia

Pan Localization Communications Planning Template

Country: CAMBODIA

Project Name: KHMER FOSS TRAINING

Target Audients	Communications Objectives	Key Message	Tools and Tactics	Evaluation
All Policy Makers អ្នកសម្របចម្លង Ministers Local Governor add	Standardize Khmer Language Computing, ICT Terminology, Fonts, Keyboards Convince cabinet or adviser who are close to the decision makers	All Document exchange from one to another not open standard, have to copy font along with document, We need to develop Khmer Language Computing	<ul style="list-style-type: none"> Request/showcase to improve the open standard document Problem, Solution and Action, concrete workplan Adaptation Media and Publication Funding Human Resource 	<ul style="list-style-type: none"> Follow up Showcase Success Stories
ICT Vendor ក្រុមហ៊ុនICT	Produce Standard Product	All user required Khmer Unicode Keyboard, Khmer Software A great demand for khmer Unicode products	Workshop/ Invitation/Campaign Software Package for the user Introduce a project team Example like khmerwordpress, khmerjoomla, khmerpython	Follow up support and training
User អ្នកប្រើប្រាស់	Open Standard Document Convince the use to produce open standard document	Policy Maker need all document could be open anywhere and same format and display Free training for all	Training/ Invitation Practice and Project User guide, training material, testing, campaign	Increase open standard document %
Committee សហគមន៍	Culture Approach Incorage use and access more information in local language	publication Get more information is a key power for poverty reduction, by generate more income	Training/ Awareness, Need Assessment	Group discussion and exchange Increase Number of committee access information Type of information

Indonesia

Pan-Localization Communications Planning Template

Country: Indonesia

Project Name: Indonesian Language Technology Development

TARGET AUDIENCES	COMMUNICATIONS OBJECTIVES	KEY MESSAGES	TOOLS AND TACTICS	EVALUATION
Policy Maker (Ministry of Ritech, Ministry of ICT)	to evoke the spirit of nationalism on the use of Indonesian Language	The important of empowering local language through ICT for national independence and industries competitiveness	<ul style="list-style-type: none"> ⤴ Presentation, ⤴ Program simulation ⤴ Piloting 	<ul style="list-style-type: none"> ⤴ The number of meeting with the policy maker. ⤴ The number of regulation generated.
Parliament	To develop awareness of parliament in creating consistency in legal document	Information extraction using natural language can make the legal document consistent	<ul style="list-style-type: none"> ⤴ Presentation ⤴ Workshop 	<ul style="list-style-type: none"> ⤴ The number of meeting with parliament ⤴ The number of document that the parliament given to use as the corpus.
Business	to provide information that the market size of language technology are very huge (in telephony or non-telephony)	The potency of market size Increase Value Added Services Increase Average Revenue per User Increase the company competitiveness	<ul style="list-style-type: none"> ⤴ Presentation, ⤴ Program simulation ⤴ Piloting ⤴ Revenue Sharing ⤴ provision of expert 	<ul style="list-style-type: none"> ⤴ The number of meeting with the industries. ⤴ The number of investment ⤴ The number of licenses be used

Academy	to evoke the spirit of nationalism on the use of Indonesian language	The important of empowering local language through ICT for national independence and industries competitiveness job opportunities in the field of language technology is very high	<ul style="list-style-type: none"> ⤴ Lecturing ⤴ Workshop ⤴ Program simulation 	<ul style="list-style-type: none"> ⤴ The number of publication, ⤴ The number of the thesis (bachelor, master, doctor) ⤴ The number of patent
Lawyers	To keep informed the lawyers that the system can be used to help their task	Legal information system using natural language can make your life easier.	<ul style="list-style-type: none"> ⤴ Presentation ⤴ Prototype ⤴ Workshop 	<ul style="list-style-type: none"> ⤴ The number of meeting with the lawyers.

Mongolia

Pan-Localization Communications Planning Template

Country: ___Mongolia___

Project Name: ___PANL10N___

TARGET AUDIENCES	COMMUNICATIONS OBJECTIVES	KEY MESSAGES	TOOLS AND TACTICS	EVALUATION
Policy Planning department of ICTPA	<ul style="list-style-type: none"> • Convince all officers on vitality of LLC • Approve policy documents on LLC • Develop action plan for LLC development 	<p>Ekh heleeree computeree ashiglaya! = "Let's use computers in Mother tongue"</p> <p>Computer ashiglahad Angli hel hereggi bolloo! = "No need to know English to use Computers"</p>	<ol style="list-style-type: none"> 1. Short introductory ppt 2. Seminars for ICTPA officers 3. Showcase LLC tools, resources and materials produced by PANL10N 4. Policy recommendation. 	<ol style="list-style-type: none"> 1. No of questions and quality of conversation during/after PPT 2. No of participants to seminar 3. Level of interest shown by the participants

University administration	<ul style="list-style-type: none"> • Convince all univ administration on vitality of LLC • Use LLC for university computing needs. • Educate teachers/students on LLC 	Mongol heleeree bolovsrol olgotsgooyo. = “Let’s study using mother tongue”	<ul style="list-style-type: none"> • Showcase LLC tools, resources and materials produced by PANL10N • Focus group discussions • Policy recommendation 	Support of univ admins on LLC More specific...
Researchers and students studying local language computing	make others understand the importance of LLC share and educate other using LLC	Hij bga ajilaa taniulaya = “Let’s share, disseminate our works with fellows”	<ul style="list-style-type: none"> • Meeting workshop • Publication • Information sharing mailing list • Research ideas 	Actions carried out by audience Specific: How many publications How many list members, emails sent a day etc.,

Nepal

Pan-Localization Communications Planning Template

Country: Nepal

Project Name: PANL10n

TARGET AUDIENCES	COMMUNICATIONS OBJECTIVES	KEY MESSAGES	TOOLS AND TACTICS	EVALUATION
Rural Population	To make better aware about the existence and benefits of localized applications.	Use localized applications to get access to the latest ICT technologies It is easier to learn ICT in Nepali.	Trainings and Demos	Periodic checks on awareness and use Through surveys No. of hardware and software, downloads, queries about software No. of users in telecentres

Teachers/Students	<p>To make available localized ICT applications for educational (teaching and learning) purposes.</p> <p>To encourage students/teachers use localized applications</p>	<p>One ICT Lab per school</p> <p>Learning is fun in Nepali.</p>	<p>Presentations, Trainings, Demos</p>	<p>Tasks based training and examination on use and awareness</p> <p>Student performances</p>
University Grants Commission(UGC)	<p>To convince the UGC people for funding Localization Projects</p>	<p>Localized ICT: A major tool for providing uniform education</p> <p>Localized ICT can increase ICT literacy.</p>	<p>Presentations, workshops, seminars, proposals, Data and statistics on ICT literacy and language</p>	<p>Periodic meetings</p> <p>Funding for localization projects (number, amount)</p>
Policy Makers	<p>1. To convince to bring in localization friendly policies</p> <p>2. To convince the policy makers for investment on localization projects and infrastructure</p>	<p>Localization and Localized Technologies: The need of the country</p> <p>Transformational tool and technologies</p>	<p>Presentations, Workshops, Seminars, Policy papers</p>	<p>Periodic meetings, Localization friendly policies over time</p>
Telecom operators	<p>1. Encourage the use of localized content</p> <p>Wider distribution of localized tools</p>	<p>More Nepali, more traffic</p>	<p>Trainings</p>	<p>Applications downloads, Creation of content</p>

Conference on Policy and Sustainability of Local Language Computing in Developing Asia
29th January to 4th February 2012

Pakistan

Pan-Localization Communications Planning Template

Country: _____ Pakistan _____

Project Name: _____ Local Language Computing _____

TARGET AUDIENCES	COMMUNICATIONS OBJECTIVES	KEY MESSAGES	TOOLS AND TACTICS	EVALUATION
Board of Governors (ICTR&D)	To convince in providing funding support for Local Language Computing Research to CLE	Quami Technology Azeem Sarmaya (National Technology, Greatest Assets)	Inviting them to visit CLE, formal and informal meetings and sharing the achievements in LLC research	Process Evaluation, (number of meetings and outputs, Ratio of Proposals and Number of Allocated Grants)
Punjab Information and Technology Board, Chairman	To ensure the utilization of localized applications/software in their respective programs	Apny Zaban mein Taraqi Asan (Easy to Progress in Native Language)	Meetings with PITB Chairman (Demos, Presentation, Flyers, Brochures), Policy Brief	Impact Evaluation (Meeting Minutes, PITB Response)
Ministry of Information and Technology (Secretary)	To convince in providing funding support for Local Language Computing Research and influencing them to incorporate LLC in ICT policy	Urdu Apnao Mulk mein Kushhali Lao (Adopt Urdu Bring Prosperity in Country)	Meetings, Policy Brief, Concept Papers	Ratio of proposed and approved Projects, Recommendations and points added in Policy Draft
Higher Education Commission	To convince in holding research events (Workshops, Conferences and Seminars) on LLC	Apny Zaban Apna Ilam (Indigenous Language, Indigenous Knowledge)	Meetings with Technical Committee Sending Proposal	No. of Organizing Research Events on LLC Track of research papers
Electronic Media	To realize them the significance of LLC in national development	Localised Technology Buanao, Behtr Mustaqbil Paoo (For Better Future, Develop Localised Technology Today)	Press Releases, Digital Stories,	No. OF Reported Events on LLC(Coverage)

Public (Internet users)	To raise awareness in adapting localized technology	Localised Technology Buanao, Behtr Mustaqbil Paoo (For Better Future, Develop Localised Technology Today)	Face-book, Twitter, Digital stories, Blogs Google+	Feedbacks
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