

2nd European
M MEDIA AND
I INFORMATION
L LITERACY
Forum



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President

Who we are ?



The Arab World Internet Institute (AWII) is a non-profit, non-governmental regional organisation committed to conduct programs that develop Internet in the Arab world.

Our mission



The Internet with its uniqueness inspires everything we do at The Arab World Internet Institute.

We aim to be a regional Internet policy centre of excellence, promoting understanding of challenges and opportunities for action in the Internet industry.

We focus on internet related topics and its evolution and use in the Arab region, and this includes areas such as Internet access, access to information, intellectual property, privacy, cyber security and Internet governance.

We work to achieve this mission by involving community members, users groups, public agencies, business leaders, and educational institutions.

Work



- Research : Performing data collection, research and analysis that create new, high-quality information and insights about the full range of economic, social and policy issues affecting and affected by the global development and use of the Internet in the Arab World.
- Community : Effecting action by communicating the results of analyses and studies to public sector decision makers, companies, and individuals in the Arab region.
- Leadership : Educating the global community leadership on the Internet policy, particularly the implications for business, society and the future of the Internet.
- Education : Contributing to the education on Internet policy, economy, science.

Scope

The institute covers countries from the Arab World region members of the Arab League :

Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Somalia, Syria, Tunisia, United Arab Emirates and Yemen.



Activities



The Arab World Internet Institute (AWII) serves as an operational hub, connecting existing expertise, drawing on resources available throughout the Arab region.

AWII experts provide advice and make Arab experiences and knowledge in mediation more accessible to policy makers and practitioners.

The Institute supports engagement and build-up of capacity in Internet technologies, including programs, training and policy.

Arab Web Academy



Educate 1 Million Arab Internet Users by 2020



Context



Research suggests that the growth in Arabic online population is much faster than that of online Arabic content, creating a gap that needs to be filled by local users and entrepreneurs.

According to Arab Media Outlook 2009-2013, 60% of Arabic speakers prefer browsing internet content in Arabic. That figure surges to 97 per cent in Saudi Arabia and Egypt.

Currently, the Internet demands even more quality content in Arabic for the current 141 million online users who speak the language. At the moment, Arabic is the seventh-most popular language on the web, but less than one per cent of all online content is in Arabic, and less than 0.2% of global digital content is hosted in the Arab region, although native Arabic speakers represent about 5% of the world population.

Goal



The goal of the Arab Web Academy (AWA) project is to provide opportunity for Internet users around the Arab countries to access education and acquire skills that allow them to become active in growing Internet in the region. Digitally educated users will be empowered to create content and become an active users either by creating more business opportunities or/and influencing the Governance of the cyberspace.

Specific objectives



- To provide opportunity for Internet users in Arab countries to pursue online and continuing education.
- To scale up awareness and sensitisation activities on Internet and web basic literacy.
- To create a network of partners that will create a supportive environment for digital literacy.
- To promote networking and collaborating with relevant stakeholders.

Course objective



There is no limit to how much this course can help users in the Arab region.

The course will increase users capability to build their own content, promote themselves/business online, increase their awareness of how the Internet and the web works and globally and how to make the most of the web to achieve their goals.

Course Outline



Thanks to a growing number of online platforms and software, anyone can create a webpage. But what if you actually want to understand how the web works? what happens when you click on a link? what do I need to know to build your presence online ? There are great books and online resources for learning web design, networks, Internet governance, digital marketing but most of those resources require some specialized knowledge.

This course is designed to help the novice who wants to gain confidence and knowledge. It cover the theory and the practical with an emphasis on content and governance. This course will appeal to a wide variety of people, but specifically those who would like a brief description of the basics, and practical requirement to create content online. Trainees don't need to have prior programming skills or IT experience.

During the online learning activities, trainees will learn the following :

- Week 1 : Internet and Web history, structure and governance
- Week 2 : Domain names (Registration, Emails, Security, ...)
- Week 3 : Basic of web languages (HTML, CSS, ...)
- Week 4 : Social Media (Facebook, Twitter, LinkedIn, Pinterest, ...)
- Week 5 : Content creation and Arabic language specifications
- Week 6 : Blogging using Wordpress
- Week 7 : Privacy and security
- Week 8 : Final assignment

Methodology



The course will be conducted in a mix of presential and online mode over a period of three months, including a workshop on course presentation and orientation at the partner venue during the first week, eight weeks of online learning activities complemented with an online conference call with the trainers each week and a discussion.

The course working language is Arabic. The e-learning platform and the course materials and readings may include other languages such as English or French.

The course require a minimum of 4 to 5 hours of learning activities per week.

A final workshop/event will be organized at the partner premises where trainees will be delivered a completion certificate.

Target countries



Country	Population	Internet Users	AWA Target
Saudi Arabia	27,752,316	18300000	150000
United Arab Emirates	9,445,624	8,807,226	100000
Jordan	6,623,279	5,700,000	70000
Lebanon	4,151,234	3,336,517	40000
Kuwait	3,996,899	3,145,559	40000
Oman	3,286,936	2,584,316	40000
Qatar	2,194,817	2,016,400	40000
Algeria	39,542,166	11,000,000	100000
Egypt	88,487,396	48,300,000	200000
Morocco	33,322,699	20,207,154	150000
Tunisia	11,037,225	5,408,240	70000
TOTAL	229,840,591	128805412	1000000



Thank you

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