PUBLIC ACCESS TO INFORMATION & ICTs
PHASE II REPORT

COLOMBIA

Prepared for the University of Washington,
Center for Information & Society.

University of los Andes
Interdisciplinary Center for Development Studies CIDER
Bogotá D.C., Colombia, South America
Carrera 1 #18A-10, Building PU
Telephone: +57-1-3324525
(jatorres@uniandes.edu.co / ju-trian@uniandes.edu.co)

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University of Washington
Center for Information & Society
4311 11th Avenue NE, Suite 400
Box354985
Seattle, WA 98195 USA
www.cis.washington.edu
cisinfo@u.washington.edu

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1 Extended Executive Summary

1.1 Research Project Overview

This research focuses on the public access to information and communication landscapes in 24 countries, with specific focus on public libraries, to understand the information needs of underserved communities, public access to information and communication venues, and the role of ICT.

Through field research in 24 countries conducted by local research partners, and cross-country comparative analyses based on common research design elements (see list of countries and research design overview in Appendix), the project aims to contribute to the knowledge in the field of information and ICT for development. Of particular interest and value are: the comparative look at key venues (libraries and other), and the mix of depth of in-country knowledge with breadth of global comparison to elicit success factors and scenarios to understand how diverse populations can and do access and use ICT to improve their lives. All outputs of this research will be broadly disseminated to interested stakeholders and placed in the public domain.

1.2 Introduction

This Report is the result of the Phase 2 of the Project "Public Access to Information and ICT's" for COLOMBIA. This Project is being developed by the Interdisciplinary Center for Development Studies CIDER at los Andes University in Bogotá D.C., Colombia.

It presents the country overview, the Research Rationale, Sample, and Methods, the Information Needs of Underserved Communities, the Strengths, Weaknesses, and Opportunities in Key Public Access Venues, the Salient Findings and the key recommendations.

1.3 Country Overview

According to Fundalectura (2006) over time Colombians, from different social sectors, educational levels, age, gender and cities, read more through the internet. It shows that as the social status increases, reading through the Internet also increases: between the 1st social status and the 6th, there are 41 points of different for internet reading. Men read a bit more on the internet than women do, the those with high income read more in the internet than those which lower incomes. The most educated do it more that the least educated. 1.8% of the internet readers only have a primary education, 34.7% have their secondary education and the 63.5% have done superior education. Income, education and age are the variables which are most correlated with reading other that gender.

It is also important to point out the public policies oriented to digital alphabetization in the country. Among the principal initiatives we can mention “Computers to Educate” (supplies of computers for different institutions and communities all over the country) Connectivity Agenda (on line government strategy, government intranet and unique transaction portal) Compartel (Rural telephone and social internet), and finally, National Plan of Reading and Libraries (construction, supplies and reinforcement of the national network of public libraries).

It is important to remark the importance of the public will, one outstanding example is in the city of Manizales, which was recognized in the IV Iberoamerican Prize of Digital Cities in 2007 in the category of Best Practice in a Medium City by the Iberoamerican. The Association of the Investigation and Telecommunication Companies (AHCIET) shows the importance of the communitarian telecenters network as well.

According to data of the Colombian Association of Investigation of Media (ACIM) published in El Tiempo newspaper (http://www.eltiempo.com/vidadehoy/2008-04-04/ARTICULO-WEB-NOTA_INTERIOR-4073865.html),, the place Colombians use the most to surf on the internet, is their home (73%), second to work (48%) and cyber cafés (42%). On the other hand, the places where they least access to the internet is in libraries, at friends and family homes and at school and in universities.

1.4 Research Rationale, Sample, and Methods

The research in the Colombian case is based mainly on the following sources of information:

– Telecommunications Regulatory Commission CTR:
The CRT is the Colombian government's regulation office for the telecommunications sector. The CRT is the source of several statistics, public policies and projects for telecommunications development.

– Colombian Chamber of Information Technology and Telecommunications CCIT:
CCIT is a private organization, which articulates the main actors of the private sector with capacity to affect and interests in the telecommunications sector.

– Program “Colombia get connected” (of the Ministry of Communications):
This program is a network of most of the initiatives that are currently running in the country aiming to close the gap in connectivity. It includes initiatives such as Telecenters and Compartel.

– Program “Connectivity Agenda” (of the Ministry of Communications):

This Agenda focuses mainly on the construction of the path to e-government. This source brings up statistics, public policies and recommendations guidelines to broaden and deepen the access to ICTs.

– National Network of Telecenters:

It is a Third sector's network conformed by several community telecenters around the country. The network promotes the experiences' sharing and the promotion of research.

– National Network of Libraries ("Paths"):

Several libraries around the country are part of this network. They are coordinated and integrated with the aim to improve the services they provide. The main objective of this network is to increase the public access to information, while working on the improvement of the quality and quantity of physical and electronics resources. One of the core objectives of this network is to increase the reading rate of the population.

SAMPLE AND METHODS

The first filter in sample, It represent the national definition of urban and rural, the difference between urban and rural venues.

The first step was design a list of venues to inquiry, then was estimated the sample according to importance of the variable in each venue. To define sample amplitude, some statistics advisors suggest the amplitude of the sample, they define the random it is take a sample with 4% of the total of users diary that are attended by this venues.

The next step was redesign the enquiry for CIS, adaptation it according to the study and Colombian context. The tools used in the study are show in the annex.

Finally, a query team was trained and designed some tools to tabulate the information; the list was processed to being show in the template.

– Operators consulting

Survey (through the internet – by the pone) to 61 operatos of public acces establishments (public libraries, telecenters, cyber coffees, CAEDS-CPGA)

– User Consulting

Personal Survey to 1100 users of public establishments. (Bogotá Cali, Manizales, Florencia. Guamo Silvia).

1.5 Information Needs of Underserved Communities

It is important to point out the needs of information of the public. The gathering of information has been done taking into account the following four types of information being request:

1. Public affairs procedures: For instance: taxing processes, utilities provision, local accountability (e-government) and electoral system.

2. Personal services: For instance: Banking systems, personal calls, virtual education, and health information.

3. Enterprises services: For instance: Legal requirements for firms, good management practices, formal registration processes, macro and micro-economics info, stock exchange updated information and marketing data.

4. Leisure: For instance: cultural offer, free-time activities, sports offer and schedules, and opening times of recreational venues.

Personal services and of leisure are adequately covered, as shown in the data of the ACIM study: indicates that the most common activity dome by the national cabernets (89 percent) is to check their email, the next most common activity is to use the MSN-Messenger Program (77 percent) and reading the news (72 percent). Other important activities are to look inside searchers (57 percent), chatting (56 percent) downloading music (51 percent) and downloading software (48 percent).

A look inside this list shows that the activities which are less done are: search for a couple (9 percent), visit adult pages (13 percent), consult the weather (13 percent), download films (16 percent) and call abroad by the internet (17 percent).

According to the field work already done by the project, the principal categories of information that people seek in the studied establishments are:

Information People Seek	%
Education	29,75
Health	4,56
Agriculture	1,04
Government services	19,18
Entertainment	16,06
News	2,31
Personal	20,97
Other	6,12
TOTAL	100,00

1.6 Strengths, Weaknesses, and Opportunities in Key Public Access Venues

Exist elements in common that permit make an approximation in group of witness and strength of the chosen venues, the first element is spot in places where they have not existed previous offers and innovation guaranties the social improvement, this element is so common for national telecenters, the specialize local administrative centers and some public libraries. The second element that can be mention is the generation of information and services those communities does not have access facilities, transact or ways to adapt knowledge that was unknown by citizens, this element apply for any study cases, because they search is widen all the access and try to touch the people about new technologies. The third element reinforces all the study cases, politic will and governmental support, this is important for all the initiatives and this will transfer safety to all potential users.

We can make a list about all the deficits, starting for deficits in technologic services, the national telecenters and public libraries share same problem low offer and generate contents to promote the community interest and importance for the users, with high presence in telecenters and public libraries. At last, the need of breakdown the cultural barrier and social opposition, this make change especially those that provoke to distrust in all the communities about the public management, their intervention make the different.

1.7 Salient Findings

It is necessary to design necessary incentives to sensitive and achieve the appropriation of new technologies. There exist, two imaginaries in the country; the first makes reference to the low broadcast and low capacity of the citizens to connect with the information and technology, which demerits when studying the programs offered in the territory, or when studying the reactions and perceptions of the program by the people, like the Connectivity Route. The second imaginary is that one of the conditions that limit the access is the citizens is the income, which also demerits when studying the services offers of these programs, where the majority are for free or of low cost, apart form that, the citizens have other leisure services and recreations like videogames or salon games like billiard

The most important step must be the design of an attractive offer for the different population segments, identify an offer from information and services which are useful for the citizens and can be incorporated in their daily routine, this is the only way that can assure the commitment of users and benefactors. Another aspect to consider must be the design of local content, which is the previous requirement for an adequate use of the technological advantages, because on the other hand the cultural hegemony would take advantage unknowing great part of the characteristics of the local identity.

1. Local Initiative: in Colombia there exist representative cases where the rol that developes the local initiative is extremely relevant. An example of this is Manizales, city named as the best example of a medium digital city.

2. Articulation of actors in common work fronts: the articulation of dispersed initiatives will allow a more efficient use of resource investment. It will also increase the impacts

with the design o strategic interventions. There are some examples in the country in which the detailed analysis collects important conclusions to allow better clarity.

3. The design of the information and services offer must result attractive for the potential users, and will result useful to be incorporated within the daily routine. This design must correspond to an analysis and context knowledge, recognizing necessities and citizen expectations.

4. The participation of users in the process of consolidation and strengthens of the offer and access sites is necessary and it is the only way to assure the identification and commitment of the citizens. It is, maybe, the longer way but it is the only secure way to seek the sustainability and the success of the initiatives, and achieve the objectives of the investment, form the point of view of social return of investment as well as the point of view of the business.

1.8 Key Recommendations

The necessity to identify the strategic information that allow making decisions, the generation of standard quality that assure its trust and opportunity when the work is done; the creation of incentives for its generation; the availability of the information on line and its wide diffusion; the promotion of information evaluation; the promotion of social information demand; the establishment of sanctions for the information management; the generation of an interoperation in all levels of the government –central, territorial and international- and the promotion of compatible architectonic business and interfaces that facilitate its circulation. (María del Rosario Guerra| Communication Minister in the memories of "Hacia una Construcción de una Política para la Gestión de la Información Pública en Colombia" Bogotá, November, 2007).

The principal decision must be the consolidation of an information access network as well as the ICT in the country. Important efforts from the national government in its different ministries exist (Compatel program, Computers for education, connectivity route, communications ministry), (reading and libraries national plan, public libraries national plan, cultural ministry) and (connectivity of educational institutions, educational ministry), but there is no synergy between these programs. Therefore, these synergies could be established with entities programs in territorial entities like communitarian telecenters in Manizales or initiatives of the private sector, like the Colnodo case, with the national network of telecenters and the national academy of telecenters.

It is important to define a strategic vision where roles are defined and resources are allocated according to the skills of each actor, this should occur within the program of the connectivity agenda, which is centered in this moment, in the component of "government on line" (national and international), but that could increase to include competition productivity and human development issues.

The top ten recommendations are:

1. Citizen participation
2. Broader and permanent programs
3. Inter-institutional coordination
4. Funding
5. Tax incentives
6. Infrastructure
7. Security and privacy
8. Market consolidation (demand)
9. Community organization
10. Non-governmental network

2 Methodology

2.1 Venue Selection

The first step was made a list of possible venues included in the study, then two criticizes was implemented for restrict the list: the first of them was institutional support, the second was information available to develop in detail way.

In the preliminary list had some doubts about chose traditional venues, or if could be include , some programs government, if it has a great potential for massive the access to public information, specially about vulnerable population. The final list is compose with representative venues and with wide experience like a public library, national telecentre, coffee internet and a new type of venue it is growing day by day, it is government venues where the people are guide and offer many tramited and publics bills(cades –cpga).each of them with their respective emphasis and service model.

2.1.1 Venues studied

	Public Libraries	Telecenters	Café Internet	Decentralized Centers
Total number in country	1588	1490	1501	288
A. # in urban location	1588	1490	1501	208
% offering ICT	16	100	100	2
Total # of people served (annual)	4,695,533			
B. # in non-urban location				
% offering ICT				
Total # of people served (annual)				

Comments

According to definition of urban and rural in this country, all the venues are in urban areas, because they are located into urban zone divided by municipal council. This is the reason why in the table does not have rural venues.

2.1.1 Other experiences of public access to information that are not quite "venues"

Other public access experience #1:
CONNECTIVITY ROUTE

Description:
It goes around the country with a mobile unit crossing to 20 towns of 10 states of the country to promote icts(information and communications technologies) use in all visited regions and promote social projects, like a compartel telecentre, the schools where work "computadores para educar" and the mayor halls benefit with e-government.

- Total number in country: 1
- % offering ICT access: 100
- % in urban location:

Comments on how it is influencing public access venues in the country:
Connectivity route search promote icts use and showing in different regions the social government projects and reunite all the community product experience and the use of new technologies.

Other public access experience #2:
COMPUTER TO EDUCATE

Description :
It is a program about technologic recycle, it is objective is give access to ICTs in educative public institutes in Colombia, using the reorganized, ensemble and maintains in equipments, and promote the use of meaningful educative process, through the implementation of educative following strategies and appropriation of ICTs. The program was approved by social and economic national council of politic, according to CONPES 3063 of December 23 of 1999.

- Total number in country:
- % offering ICT access:
- % in urban location:

Comments on how it is influencing public access venues in the country:
For what the computers could be helpful in any educative activities is not enough , just give the equipment to the college and schools. It is necessary do a process of following over the institutions that receive this resources, tender the information and educative advancement that permit use effective tools and extract the best . The program offer educative following and their beneficiary entities.

Other public access experience #3:
BIBLIOBUS

Description :
This program takes books and activities of Reading, writing and culture promotion to the citizens of the locations in Bogotá, especially those who live in poor zones and do not count with public library services.

This project is done thanks to the donation of the Japanese Embassy in Colombia to the Education Secretary of the District and it with start in the 20 locations of Bogotá. Initially the services would be lent in different point of Usaquen, Engativá, Suba, san Cristobal and Usme, and it would be places from Monday to Saturday form 8am until 4pm. The people form Bogotá will find it as well in Service to the Citizen fairs in their own location.

The bibliobus has the capacity to hold 2000 volumes of books and offers interest centers, newest bibliography, workshops, artistic presentations and activities like "the hour of the story", Reading club, literature and cinema, out loud Reading, meetings with authors and other important activities.

- Total number in country: 1
- % offering ICT access: 100
- % in urban location:

Comments on how it is influencing public access venues in the country:
With this newest service bibliored (Network of Public Libraries in Bogotá) seeks to increase the library coverage in the city as well as spreading and promoting the access to the information and to knowledge for the people in Bogotá. This brings out opportunities to integrate with the different cultural and leisure manifestations in the city.

2.1.2 Other existing public access venues, not included in this study

Other venue not studied #1:
SUCURSALES BANCARIAS RURALES

- Total number in country: 200
- % offering ICT access:
- % in urban location:

Description:

This is a channel of distribution that permit to the clients and users realize transaction and solicit information about products and services using commercial venues open to the public, their were contracted by the bank.

This is new channel PAC (Closed Attention Point) permit that the different neighbor and population count with this channel and give more opportunities to grow up and progress, to facility the access the financial services increase the bank levels.

Reason why it was not included in the study:
The information about this venue is not available for develop the analysis of this investigation project.

Other venue not studied#2:
COMMUNITY CENTERS

- Total number in country:
- % offering ICT access:
- % in urban location:

Description:
Articulation social centers of popular neighbor, where the people get-together to discus subjects about common interest. On this days this places does not have general access to ICTs, but for it importance for the community, could be a good venue to massive the access

Reason why it was not included in the study:
Exist few information available about this type of venue.

2.2 Inequity Variables

2.2.1 Socio-economic status

Colombian Gross Internal Product 2007 is $357.421.666 millions Colombian pesos. 180 countries being part of International Monetary Found, Colombia was rank in 95 place thank to It GIP. According this organism Colombia had a GIP of 2 thousand 888 dollars per person. According Republic Bank, economic grown in 2007 was 7,62%. Main economics sectors are social services, communal and personal (18,8%), Manufacturing industries (14,6%), Financial, safe, buildings and services to companies (14,1%) and commerce (10,9%). The most productive territorial entities are in order of national GIP contributes: Bogota D.C (22,47%), Antioquia (15,05%), Valle (10,77%) and Santander (6,35%). The Gini coefficient in Colombia is 0,55, this coefficient reflects an average concentration of incomes, in this way, we could found 49,2% of the population living in pour conditions and 14,7% living like a rag picker.

Exist two mechanisms to incorporate inequity variable on this study. The first of them is the access to information by the user and operators, characterizing some questions what is

the incidence of each variable in the profile of frequent users of the venue. The second process is taken a sample, It was chosen representative venue with each variable, like this is possible find a valance of variable into each type of venue and between chosen cases.

2.2.2 Educational level

Rate of illiteracy in Colombia is 93%. The total of students registered in the 2006 according by DANE, was 10.452.114,4% in the kinder garden, 36% in primary, 19% in secondary, 17% average school and 12% in the College, this percentages are distribute 75,8% in urban area and 24,2% in countryside. All the registered students, 77,1% are official education, 17,8% are private education and 5,1 are subsidized education. It registers it according to the type of establishment, in the kinder garden exist 40.313, 75,8 % are official education and 24,2% are non official education, primary school establishment are 51.925, 84,4% are official education and 15,6% non official education. Secondary school establishment are 18.716, 77,2% are official education and 27,8% are no official education. At last, average school establishment are 8.677, 66,9% are official and 33,1% are non official. Mientras el 11,64% de la población reporta algún tipo de estudio universitario o postgrado, el 10,22% no ha cursado ningún tipo de estudio.

Exist two mechanisms to incorporate inequity variable on this study. The first of them is the access to information by the user and operators, characterizing some questions what is the incidence of each variable in the profile of frequent users of the venue. The second process is taken a sample, It was chosen representative venue with each variable, like this is possible find a valance of variable into each type of venue and between chosen cases.

2.2.3 Age

The age composition of Colombian population, correspond to youth country, the 57% of population is less than 30 years old. When check carefully It could found that 20% of population are between 0-9 years old, 20% between 10-19 years old, 17% between 20-29 years old, 14% between 30-39 years old, 12% between 40-49 years old, 8% between 50-59 years old, 5% between 60-69 years old, 3% between 70-79 years old and 1%older than 80 years old.

Exist two mechanisms to incorporate inequity variable on this study. The first of them is the access to information by the user and operators, characterizing some questions what is the incidence of each variable in the profile of frequent users of the venue. The second process is taken a sample, It was chosen representative venue with each variable, like this is possible find a valance of variable into each type of venue and between chosen cases.

2.2.4 Gender

Colombian population are conformed by 50,96% are women and 49,04% are men. Trying to reach sort fairness, first they retakes some dates from the observatory of sort subjects of the presidency of republic, then, make a relationship with some indicators compiled by Ong social watch, who is makes annual sort fairness in whole world. Registered in average and basic education. Between January and December of 2004, were registered 10´368.229 basic and average education people. The differences between men and women (0,28%), this demonstrate the equity between men and women has being reach about the access to basic and average educations. The total registered, 5.169.561 are women and 5.199.178 are men (Observatory of sort fairness – Management report 2003-2004.) Qualified Students in professional formation . Between January and December 2004, 2.964.799 people was prepared with professional and qualified formation, 50,7% are women. Program Family in Action .Between January and December, 354.135 families was beneficing by the program family in action. 1.876 more than 2003, 94,32% of this families the woman is a responsible for the family. In the entire program, 12.949 children was beneficing by the program, 452.365 girls and 460.584 boys.

Exist two mechanisms to incorporate inequity variable on this study. The first of them is the access to information by the user and operators, characterizing some questions what is the incidence of each variable in the profile of frequent users of the venue. The second process is taken a sample, It was chosen representative venue with each variable, like this is possible find a valance of variable into each type of venue and between chosen cases.

2.2.5 Location

This is a good place to offer further details on the urban/peri-urban/non-urban definitions and relevance in your country, among other location variables.

Urban area: It is found in the limits of urban perimeter defined by municipal agreement. This definition is according to politic-administrative, a possible widen of this, a suggestion that most include in the analysis some elements of urban structure: the nomenclature definition, public service infrastructure, route design, offer of services like health points, schools, in others. Finally, the size of the population most be a important variable, according to international standards of population similar or higher than 2000 habitants.

Rural area: It is all that portion of territory is out of urban limits established by municipal council. For wide this definition, It is important the relation with urban area, the size of population, the presences of urban services and other additional variable, It is important incorporate a revision of uses of ground, because this grounds are agro or forest reserve.

Developing this variable in study was design a strategy that permits reunite part of rural characteristics, because urban and rural definition used in the country, all the venues

studies are urban, the design of media was oriented to permit some part of rural, to reach this, It was chosen small towns venues with strong cultural influence related with life style in rural zones.

2.2.6 Other inequity variables

Other Inequity Variable 1:
Desplaced and victims of violence

According to Social Action inform "El Desplazamiento Forzado en Colombia: 10 Años de Politica Publica" (Julio, 2007), in the period 1995-2007, has been displaced 2.114.888 people because the intern conflict, reached the highest pick in 2002 with 419.186 people decplaced. According Social Action, the principals doubts of displaced are : Political control pursuit, economic and social control over this territories, the civil population threat, terrorist actions, overtake municipalities, recruit by pressure and massacres, the confrontations between irregular armies, the control and fight for illicit crops. Until 2002 - 2007 have been rebuilt 196 small towns and 7.554 houses those buildings were destroying by the terrorist actions. The number of homes beneficiated with house subsidies are 65.043. Other part 69.093 homes has been beneficiated with resources none feedback to promote new jobs and projects. Even with this efforts reality is far from disappear any inequity.

This indicators shows, how violence and forced displacement are higher, but those variable are so difficult to incorporate in an analysis about public access to information and ICT, because do not exit enough information that can give us the tools to analyses the true impact in the population

Other Inequity Variable 2:
Inequality between regions

An inequity indicator is population density per regions. According to natural regions in Colombia according with population distribution: Andin region 56,05%, Caribbean region 21,03%, Pacific region 17,32%, Orinoquia region 3,19%, Amazon region 2,26% and Insular region 0,16%. Another indicator about inequity between states is Gross Domestic Product (GDP) distribution (according republic bank 2007). 54.64% of Colombian GDP are distributed : Bogota D.C (22,47%), Antioquia (15,05%), Valle (10,77%) and Santander (6,35%). The population of this states represent 44,24% of whole country. Another analysis that shows inequity is index of unsatisfied basic needs NBI, estimated in the Censo 2005, which evidence big inequity between regions. The 32 define states, 23 have an index NBI higher to national average and only 10 have lower average. Twenty states also have NBI higher than 110% of its national equivalent. Fourteen of them have indicators higher

than 150% of its national equivalent.

Exist two mechanisms to incorporate inequity variable on this study. The first of them is the access to information by the user and operators, characterizing some questions what is the incidence of each variable in the profile of frequent users of the venue. The second process is taken a sample, It was chosen representative venue with each variable, like this is possible find a valance of variable into each type of venue and between chosen cases.

2.3 Data Gathering Techniques

2.3.1 Literature review

106 documents reviewed.

When the list was made for this study, the objective was searched official entities and independent investigation centers with wide trajectory. In the first category found the National Planning Office (DNP) or national administrative department of statistics (DANE) and others. The second category is the CEDE of Andes university and others. And finally the sources with the objective of produce regional information about Information and communication technologies (ICT), others sources in this category are Telecommunications Regulation Commission (CRT), The NGO Colnodo(using internet to development)

2.3.1.1 *Most useful bibliography:*

1. Departamento Nacional de Planeacion DNP (National Planning Office). "Documento Conpes 3072 Agenda de conectividad" (Connectivity Agenda). Bogotá D.C., 2000.

2. Departamento Nacional de Planeacion DNP (National Planning Office). "Documento Conpes 3297 Agenda interna" (Internal Agenda). Bogotá D.C., 2004.

3. Villate, C., Granados, R., and Abreu, S. "Estudio sobre las tecnologías de la información y la competitividad del país" (Study on ICT's in Colombia). CCIT, 2006.

4. Colnodo APC. "Resultados consulta sobre políticas de tecnologías de información y comunicación TIC en Colombia" (Results from surveys on Policis of ICT's in Colombia). Bogotá D.C., 2007.

5. Comisión de Regulación de Telecomunicaciones CRT (Telecommunications Regulation Commission). "Informe semestral Internet" (Internet Report). Bogotá D.C., 2007.

6. Comisión de Regulación de Telecomunicaciones CRT (Telecommunications Regulation Commission). "Plan estratégico 2007-2001" (Strategic Plan). Bogotá D.C., 2006.

7. Comisión de Regulación de Telecomunicaciones CRT (Telecommunications Regulation Commission). "Informe sectorial de las telecomunicaciones" (Telecommunications Report). Bogotá D.C., 2007.

8. Comisión de Regulación de Telecomunicaciones CRT (Telecommunications Regulation Commission). "Medición de factores multiplicadores para el cálculo de usuarios de Internet en Colombia" (Measurement of multiplicity factors to calcúlate the Internet users in Colombia). Bogotá D.C., 2006.

9. Krueger, R. "Designing and conducting focus group interviews". 2002.

10. Regional Dialogue on the Information Society (redis-dirsi). "Digital poverty: Latin American and Caribbean Perspectives". 2007.

11. Paz, O. – Colnodo. "Alternativas y desafíos de las TIC en el medio rural: apuntes con base en el contexto colombiano" (Alternatives and Challenges of ICT's in the Rural areas: Notes based on the Colombian Context). Bogotá D.C., 2007.

12. Maeso, O. and Hilbert, M. – CEPAL "Centros de acceso público a las tecnologías de información y comunicación en América Latina: Características y desafíos" (Centers of public Access ot ICT's in Latin America: Features and Challenges). 2006.

13. Soto, A. "Apuntes sobre las bibliotecas públicas municipales en Colombia" (Notes on local public libraries in Colombia) Biblioteca Nacional de Colombia, Bogotá D.C., 2006.

14. Centro Nacional de Consultoria – Comisión de Regulación de Telecomunicaciones CRT (Telecommunications Regulation Commission). "Consultoria para la segunda medición del nivel de satisfacción del usuario NSU del servicio de Internet" (Study for the Second measurement of User Satisfaction Level of Internet Services). 2004.

15. Alcaldía de Medellín. "Plan maestro para los servicios bibliotecarios públicos de Medellín" (Plan for Libraries oficials in Medellín). Medellin, 2004.

16. Ahciet – Red de ciudades digitales. "IV premio iberoamericano de ciudades digitales 2007: Mejor práctica en la categoría de ciudad mediana" (Iberoamerican award on digital cities: Best practice in médium-size city). Manizales, 2007.

17. CEDE - Universidad de los Andes. "Resumen de la evaluación del impacto y análisis de viabilidad de los programas Compartel - Internet social" (Summary of the Impact Assessment and Analysis of Viability of the Comparte Program - Social Internet access). Bogotá D.C., 2007.

18. López, M. "Telecentros comunitarios en países en desarrollo" (Community Telecenters in Developing Countries). Universidad Politecnica de Madrid. Madrid, 2002.

19. Paz, O. – Colnodo. “Uso social, apropiación e impacto de Internet para la rendición de cuentas en el municipio de Pasto, al suroccidente de Colombia” (Social use and impact of Internet in the Accountability in Pasto, Colombia). FLACSO, Quito, 2006.

20. Departamento Administrativo Nacional de Estadística (DANE). (national administrative department of statistics). Boletín Censo General 2005, Necesidades Básicas Insatisfechas(Bulletin general census 2005, basic unsatisfied needs) . Bogotá, 2005

21. Departamento Nacional de Planeación (DNP) (National Planning Office). Estimaciones pobreza e indigencia en Colombia(Poor and homeless estimation). Bogotá 2005

22. Fundalectura. Hábitos de lectura, asistencia a bibliotecas y consumo de libros(lecture habits , assistant in the library and consume of books). Bogotá, 2006.

23. Social Watch. Gender Equity Index 2008. IEG New York 2008

24. Observatorio de Asuntos de Género. Informe De Gestión 2003-2005. Bogota 2006

25. Agencia Presidencial Para la Acción Social y la Cooperacion Internacional. (Acción Social)(presidential agency for social actions and international cooperation). Avance, Perspectivas Y Retos De La Política De Atención A La Población Desplazada(advance, perspective and political attention to displaced population dares). Julio 2007.

2.3.2 Individual interviews

6 number of individuals interviewed.

JEIMY HERNANDEZ
Director of the National Public Libraries Group
Jhernandez@mincultura.gov.co

Acts like the coordinator of the network. There for, the national Librarie of Colombia constitutes the instance which leads the definition and formulation of politics of lectures in a national level, as well as the development of methodologies for the librarie processes and the execution os the national Plan con Lecture and Libraries througj which the idea is to promote the importance of reading improving the acces and stimulating the interesy of the Colombian population towards books and other ways of bringing out knowledge.

SANDRA ESCALLON
Coordinator of the National Telecenters program – COMPARTEL
sescallon@mincomunicaciones.gov.co

Compartel is a Social Telecommunication Program created by the Comuniication Ministry

which aims to allow the faraway zones and low status zones of the country to benefit with the technologies of communication such as rural telephones and internet.

NUBIA RODRIGUEZ RUBIO
Sub-director of citizen services – Mayor hall of Bogotá
nrodriguez@alcaldiabogota.gov.co

With the district sub-director of profound citizen services about Bogotá's CADES. The Center of Specializes District Attention were founded in 1991, as a program that facilitated the process of spreading and decentralization of the services lent by the distrital centers, specially the services of public domiciles. Today, the portfolio service has increased, incorporating National order Services.

EDUARDO RODRIGUEZ
Connectivity Rout Coordinator – Connectivity Surfer.
Communication Ministery
edurod@agenda.gov.co

The rout and the surfer of the connectivity are programs that emerge within the strategy of the connectivity agenda, which seeks to reduce the digital gap in Colombia. They are initiatives that look to inform the citizenship about the important and facility of access as well as the use of the Tics.

NELSON REMOLINA ANGARITA
Internet studies group director, electronic commerce, telecommunication and informatics (GETCI) university of los andes.

The GECTI has as the objective to increase efforts, share and defuse knowledge to implement a professional synergy specialized for make searches, consults, publications and high level academics programs. Additionally, it seeks to promote the multidisciplinary work and establish a bridge between the University and society to look for reflection and internet actions, the information society and convergent subjects.

JESUS MARTINEZ
Worker of the Ministry of Agriculture in charge of the program of provincial centers of agro-enterprise management-CPGA-

The mission of the CPGA is increase the alliance agro-enterprise, the institutions and a social organization and productivity, for the congestion of competitive development support and equalities in the field, using consolation of productive business and alliance agro-enterprise that made new enterprises and alternative to work and job.

2.3.3 Group interviews and focus groups

2 number of group interviews or focus groups. Focus groups with program functionaries and public entities, with information access venues operators and users. In the annex is showing all the results.

The topics of the first focal group contained:

1. Historical trends
2. Information needs
3. Inequity environment
4. Policy & regulatory environment
5. Collaboration practices and opportunities

The topics of the second focal group contained:

1. Objective of the project - phases
2. Methodology
3. Comparative inform
4. Profile country
5. Fieldwork
6. Comments of preliminary results consult field
7. Discussion of the conclusions

2.3.4 Site visits

17 number of site visits. Visited sites according to work Scheck and visits of preparation for final selection of the venue to incorporate in this study.

Bogotá:
- Biblioteca Publica El Tintal
- Supercade Calle 26
- Cade Yomasa
- Café Internet Bosa
- Café Internet Suba

Cali:
- Biblioteca Departamental
- Café Internet Comuna 10

Manizales:
- Café Internet
- Telecentro Comunitario Bajo Tablazo
- Telecentro Comunitario Galan
- Telecentro Comunitario Nevado
- Telecentro Comunitario San Cayetano

Florencia:
– Café Internet

Guamo:
– Biblioteca Publica
– CPGA Pijaos

Silvia:
– Biblioteca Publica
– Telecentro Agroindustrial Piloto

2.3.5 Surveys

	Public Libraries	Telecenters	Café Internet	Descentralized Centers
# of urban venues surveyed	4	5	5	3
# of non-urban venues surveyed	0	0	0	0
# of respondents in urban venues	420	118	196	367
# of respondents in non-urban venues		0		

Survey description and comments:

The first filter in sample, It represent the national definition of urban and rural, the difference between urban and rural venues.

The first step was design a list of venues to inquiry, then was estimated the sample according to importance of the variable in each venue. To define sample amplitude, some statistics advisors suggest the amplitude of the sample, they define the random it is take a sample with 4% of the total of users diary that are attended by this venues.

The next step was redesign the enquiry for CIS, adaptation it according to the study and Colombian context. The tools used in the study are show in the annex.

Finally, a query team was trained and designed some tools to tabulate the information; the list was processed to being show in the template

– Operators consulting

Survey (through the internet – by the pone) to 61 operatos of public acces establishments (public libraries, telecenters, cyber coffees, CAEDS-CPGA)

– User Consulting

Personal Survey to 1100 users of public establishments. (Bogotá Cali, Manizales, Florencia. Guamo Silvia).

2.3.6 Other data gathering techniques

Other Data Gathering Technique 1:
ON-LINE OPERATORS QUERY

Thanks to a good relation between national public libraries and telecenter program, exist a direct link with the venue operators. For recollect directly from information actors, widen the suggestions of CIS questions, others questions relevant to Colombian case sent by email. Have access to the data bases help to sent a query to all operators registered in that data bases, with a Email sent by official of program, this give us certain support and compromise.

- Number of queries did sent to national public libraries: 220
- Number of queries did sent to national telecenters:105
- Number of queries did sent to cybercafés: 90
- Number of queries did sent to CADEs-CPGA: 165
- Total number did sent 580

2.3.7 Most useful contacts

1. Telecommunications Regulatory Commission CRT
Contact name: Cristhian Lizcano
Title: Executive Director
Contact details: www.crt.gov.co

Areas of expertise: It is a regulator organism to telecommunications in Colombia, the CRT, It mission is promote the competition and inversion like protect user right and according to government lineament, protect the users rights and sector development in the convergence and society of information.

2. Colombian Chamber of Information and Telecommunications CCIT
Contact name: Ramiro Valencia Cossio
Title: Executive Director
Contact details: www.ccit.org.co

Area of expertise: Colombian informatics and telecommunications camera, is a organization that join a most important private enterprise in the telecommunication and informatics sector in Colombia. Is was found in 1993 like organism of private sector, to link it with the government and public opinion.

3. Biblioteca nacional de colombia

Grupo de bibliotecas publicas
Contact name: JEIMY HERNANDEZ
Title: Coordinator
Contact details: Jhernandez@mincultura.gov.co

Area of expertise: Act like net coordinator center. The national library of Colombia leads the definition and formulation of lecture politics , methodologies to development of library process and the execution of national plan of lecture with this trying to promote a read books and other media of diffusion of the knowledge.

4. Program "Connectivity Agenda"
Contact name: María Isabel Mejía Jaramillo
Title: General Director
Contact details: www.agenda.gov.co

Area of expertise: the connectivity agenda is a government politic, write in the document CONPES 3072 of 2000, focus to contribute with a productive sector more competitive, a modern government and a community with more opportunities to develop, using the new technologies. The information and telecommunication technologies ICT represent a opportunity and the big challenge for countries in development do a jump to economic, politic, social, and cultural evolution. Their transform our way to live, like works, how make business and the relation between government and citizens.

5. Programa Compartel- Ministerio de Comunicaciones
Contact name: Sandra Escallón
Title: National Telecenters Coordinator
Contact details: <sescallon@mincomunicaciones.gov.co>

Area of expertise: Compartel is a program of social telecommunications made by the communication ministry; It objective is permit the access telecommunication technologies like rural telephone and internet in apart zones and lower status population around the country.

6. Observatory on Society, Government, and ICTs
Contact name: Marco Peres
Title: Director
Contact details: www.observatics.edu.co

Area of expertise: Observe from the university perspective the transition of the society and Colombian government, sceneries of massive use of information and communication technologies. Promote the university investigation, about links and relations between information and communication technologies , society and the government.

7. Corporation Digital Colombia
Contact name: Rafael Orduz

Title: Executive Director
Contact details: info@ColombiaDigital.net

Area of expertise: Colombian Digital Corporation is an entity without profit intention, that It is consolidated like a center of action-knowledge dedicated to politics analysis and national and international experiences about use of information and telecommunication technologies, like development tools to formulation and implementation projects that foment the use and appropriation of ICT in the country.

8. Colnodo
Contact name: JULIAN CASASBUENAS
Title: Director
Contact details: info@colnodo.apc.org

Area of expertise: simplify the interchange of information to development and better the life style in Colombia, to transform the management culture of information, simplify the communication with the world and generated new tools and space of participation for all.
Colnodo has a principal objective is make easier the communications, the information interchange and experience between Colombian organizations in the different levels (local, national and international) through electronic nets on lower cost especially in topics like human rights, environment, better condition for women, habitat and related topics.

9. Colombian Association of Internet Users
Contact name: ANTONIO MEDINA GOMEZ
Title: President
Contact details: www.acui.org.co

Area of expertise: Promote socialization, knowledge and use of information and communication technologies, particularly internet. Report opportunely to Colombian people, about internet need like communication media, information, collaboration, geopolitical and cultural integration, development, teaching, cultural, investigation, citizen participation, entertainment, socially, commerce, educative business and work.

10. Center for Research on Telecommunications
Contact name: MANUEL MARTINEZ
Title: Director
Contact details: www.cintel.org.co/cintel/opencms/cintel/index.html

Area of expertise: CINTEL is characterize for study and promote the integral use of information and communication technologies (ICT), for increase the competitive between their members, clients and in general all the society, standing out by their knowledge in the application of ICTs like tool of Digital Inclusion that introduce to the community in the Society of the Information and the Knowledge.

2.4 Research Trustworthiness and Credibility

The first mechanism was consulting government information and confront with NGOs information, all the time trying to balance the source and trustful of the documents. Verify documents statistics and numbers with opinion and user perception and operators. Balance all the quantitative instruments (queries) confront with qualitative instruments (interviews and focal groups). Discuss and conclude decision in the team, never take a choice alone, for that reason was solicitude some project resulted and advances with strategic actors (formulator of public politic, users, operators, etc) for validated and wide their reaches.

2.4.1 Research limitations

Available resources

Exist two parallel realities, a wide emphasis in public politic and official program support, but few evaluations of impact and manage of resources.

In the case of cybercafé does not exist a entity or net that give trustful information about this venues in Colombia.

2.4.2 Team qualifications

JAIME TORRES MELO
Doctor in Government, at the Government Department, London School of Economics and Political Science LSE, London, England. Master in development Management, institute of Studies f Development - DESTIN LSE. Specialist in Planification and Administration of regional development, CIDER Civil Engineer, University Nacional in Colombia

JUAN GABRIEL TRIANA
Master in Interdisiplinary Studies about development and Specialist in Administration and Planification of the regional Development in the University of Los Andes. Arquitect of the Javeriana University.

JUAN GUILLERMO ALCAZAR
Electronic Engineer with specialty in telecommunications. Experience in telecommunications on the area of investigation and development of technologies for mobile systems.

3 Country Assessment

3.1 Overall Country Assessment

In Colombia there is a transit of phase. Going from the phase of understanding the access as a simple topic of infrastructure and installed capability to enter the phase of discussion of the capability of the users and operators to adopt and generate local contents.

There exist important National Programms like Computers to Educate, Compartel Telecenters, National Public Libraries Network and the Conectivity Agenda, which seek to allow the citizens of have Access of Information reliable for their daily lives increasing the coverage and improving the services available for the citizens, and therefore increasing the appropriation of the users.

The conditions of access are very different form Urban and rural areas and there exist unequal conditions depending of the region. One of the key elements to increase the service should be the articulation of the national programs mentioned above. The problem is that these are in a raw state.

3.2 Real Access Framework

3.2.1 Access

Physic access

A variable common in the program access design and connectivity, is try to offer a services for more population, for that reason the venue are located in central urban areas. It is important the difference between all the kind of towns typologies around the country, It is different infrastructure presence and physic accessibility in mid and big cities, meanwhile small towns does not offer condition in vial infrastructure and public services.

According to CENSO of DANE (2005), just 56 towns of the country (5%) have a population higher than 100000 people, focus in 58% of the population of the country (24.837.161), meanwhile 444(39, 68%) have a population lower than 10000 people focus in 5, 98% of total population in the country (2.566.588). this a indicator of urban concentration and a type of infrastructure and publics services available.

The readiness of the information, and the possibility to access it, are wider in urban areas where the access points like libraries, educational institutions and community centers proliferate. While in rural areas, the readiness of these access points is very limited. The Colombian population is distributed in 74% urban and 26% rural (Dane, 2005). It expresses that almost a third part of the total population is excluded of the appropriate access.

Adequate technology

3.2.2 Capacity

According to the CRT :

The 53% of the users are men, 47% women. The 32% are social status 4 and the 27% social status 3, the 35% are between 18- 25years old and the 23% are between 26-36years old. Related with academic level in users, the 37% of users have university studies, the 33% have secondary studies and the 36% of users are students and 265 employees.

The internet use is higher between the population: the half of the persons use the services with some frequency (54.2%).

In Bogotá (60%), Cali(55%) and Barranquilla (52%) is located the higher percentage of internet users.

The 28,6% of users connect to internet at home.

The 26,1% of the people use Internet in cybercafe and the 20,1% from the company.

The users of internet of high social status use more services in home and the people of socioeconomic lower level link from cybercafe.

Average 2.5 people of home people use internet from home.

The internet users for demand or prepay, consulted at home, average are connected three and more hours per week (73.6 minutes)

The half of people consulted in their home use commutated analog access(51%)

The internet use is stronger in higher social status.

Almost a middle of internet users consulted does not know speed connection (47%)

The biggest part of the companies consulted use internet service(77%).

The highest internet consume is from companies in Medellin (87%) and Bogotá (83%).

The internet use is higher in companies of any size: big (98%), mid (95%) and small (90%). The microenterprise use is minor in consume of this service (70%).

The average of the employees that have access to internet in enterprise 10.1

In enterprise the average time that spend is two hours (124,9 minutes) and use the service 22.7 times per month.

The corporative sector connection type more used are xDSL (36%) and analog commutation(28%).

The most part of the cybercafés have xDSL connection (69%).

The average of computers per cybercafés is 8.2.

The biggest part of cybercafés offer user service of Monday to Friday between 12 to 17 hours.

The average a computer could be busy for 6 hours in a cybercafé.

A cybercafe receive 45 people per day, 21 of habitual users. Per month a cybercafé receive around 1350 people, 720 of them are sporadic clients and 630 correspond to habitual clients.

Knowing that a habitual client visit a cybercafé in average 13 days in a month, the 630 visits per month correspond to 50 habitual clients.

The numbers before reveled point to a cybercafé is visit for 770 diferent people per month.

The user's profile of internet is related to people in higher social status (4,5 and 6), young people (between 15 and 25 years old), more men than women, with a highest scholarship level (university, secondary and master).

Source: crt. Medición de factores multiplicadores para el cálculo de usuarios de Internet en colombia. 2006

Education level	%
No formal education	7,54
Only elementary	13,81
Up to high school	53,41
College or university	25,25
Total	100,00

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

3.2.3 Environment

According to Fundalectura (2006) each time Colombians, of different social sectors, educational levels, age, gender and cities, read more through the internet. It shows that each time the social status increases, reading also increases: between the 1st social status and the 6th, there are 41 points of different for internet reading. Men read a bit more on the internet than women, the ones with higeh income read more in the internet that those which lower incomes, and the most educated do it more that the least educated. 1.8% of the internet readers only have a primary education, 34.7% have their secondary education and the 63.5% have done superior education.

Income, studies and age are the variables which are most correlated to reading other that gender.

In is also important to standout form the surroundings, the public politics iniciatives to seek for digital alphabetization in the country . Among the principal initiatives we can mention "computers to educate" (supplies of computers for different institutions and communities all over the country) Conectivity Agenda (on line government strategy, government intranet and unique transaction portal) Compartel (Rural telephone and social internet) and finaly National Plan of lectura and libraries (construction, supplies and reinforcement of the national network of public libraries).

Remarkable fact

The Hispanic association of Investigation centers and telecommunication Enterprise – AHCIT, gave out 6 of the 15 honored mentions to Colombian projects in different municipals.

The objective of the prices given by AHCIET is to recognize the effort done by the local administration in the utilization of technology in order to improve the municipal management, the access to information of the citizens, the promotion of the development and the reduction of the digital gap within communities.

Cali and Bogotá ocupied the first and second place respectively in the category of "biggest city"; tulua occupied second place in the category of "medium city" ; medellin and the Conectivity Agenda occupied First and third place respectively in the special category "e-inclusion" and manizales the first place in the category of "enterprice promotion".

Cali obtained the award in the category of "biggest city" thanks to its strategy of electronic government that was developed within three fundamental axes: **Reenforment of the Tecnological Plataform of the Municipal** which seeks to update a platform that could be able to

support the new services that will be available to the community, as well as improve the conditions of connectivity and availability of the municipal portal. **Improve tics Knowledge** to make the public workers and the citizenship capable of using them to take advantage of the services offered by the administration and improve their actual social condition: **Digital Inclusion** by creating communitarian access rooms and interactive "kiscos" that will offer the community the opportunity to access the TICS and receive information for their benefit and personal development. Additionally, the Web Portal allows the people who have visual problems to surf the net Infocali is also working on adapting the place so people in wheelchairs can access the place; including Blindus Software (which is for blind people).

Bogotá obtained trhe second place in this category for its strategy to try to join the community and the private companies together with the local administration, creating projects of inclusion like: **IDECA**: INFRAESTRUCTURA DE DATOS ESPACIALES that allow to increase the calculus capacity, storage, representation and transmission through the net of that information. **Digital Classrooms**: which are done to promote the alphabetization of social Status 1, 2 and 3. The **Programm of Masification of the TIC-ETB** which principal objective is to give a priority o universal access, the low social status population promotin the creation of telecenters or interactive portals. And the **Citizen Service Programmm** that has the purpose of solving the problem of client service, implementing a strategy to widen the channels of interaction between the citizenship and the existent administration and open new channels.

Tulua, winner of the second place in the "medium city category", focused their efforts to improve the administrative, economics and social process of the city using and appropriation in tics, with a integrate approach that have many components: fortification of the academic sector, greater access to the technology infrastructure, tools generation for improve the security, advantage of the innovator talent of the citizens and institutional modernization orient to a transparent management and efficient centered to citizen. With a propose of succeed the last component, Tulua designed information systems that could be applicable in other municipal process, standing the management system of quality with a view institutional excellence.

Medellin, winner of category E-inclusion by It project digital Medellin that based in realize a intervention integral in the city where the icts could be tools to promote the transformation of social and economic dynamic. The program is not limited only connectivity but their strategy is also focus in other components like appropriation, development and diffusion of the right contents for the citizens on the way that the intervention been integral. Digital Medellin count with three interaction edges. **Services and contents:** where was developed a platform of portals that allow created webpage according to citizens needs, until today has been developed three portals: education, undertaking and libraries. In addition count with the municipal website that offer e-government services; **Connectivity and access:** allowed carry connectivity to educative institutions , telecenters, enterprise development centers and libraries; **and the appropriation:** It looked give a offer of wide formation and activities of icts use, for different groups and sector like young people, industrialist, educational, libraries users and municipal employees.

Manizales, It is the first place in the category of enterprise promotion, after have to structure the program "enterprising Manizales 100%", developed and planed according to the citizens needs,

searched generated new opportunities and economic growth by social inversion politics, better condition for the competitive, and the promotion of national and international inversion. Manizales, "the digital city does not have to be consived like a solution pointed to the administrative optimization into the municipality, but toward construction of the society of knowledge, in the relation with the objectives of the community, enterprise, education and investigation centers.

3.3 Information Needs of Underserved Communities

E-government services: taxes pay, public services information, accountability and electoral processes information (e-government).

Personal services: bank services, communications, virtual education, health information

Company services: information of companies creation, registration of good practices, mercantile registrations, macro and micro-economic information, market of values and foreign currencies, and markets potentials.

Leisure: cultural offers, recreational offers and sport offer).
A group of 2.434 people declared in fundalectura´s survey (2006) that use internet, the distribution by type was: 35,8% used that to obtain information about work, another side 64,2% do not do that. For studding 53,2% and 46,8% do not. For being actualized 59,6% manifested yes and 40,4% manifested no. 35,9% for fun, 22,1% for read newspapers, 17,9% for read magazines, 47,5 % for read their e-mails, 26,2% for chatting and 3,1% other options.

***Source**:* Grupo Focal 01 y entrevistas personales con funcionarios de Bibliotecas Publicas Nacionales, Programa Compartel

Information People Seek	%
Education	29,75
Health	4,56
Agriculture	1,04
Government services	19,18
Entertainment	16,06
News	2,31
Personal	20,97
Other	6,12
TOTAL	100,00

3.3.1 Information sources

The current main sources are libraries, schools and telecenters.

According to estimate rates (www.mediosmedios.com.ar) by communication media registered in formal way, exist 45 newspapers, 75 magazines, 3 agencies of press, 80 radio transmitters, 2 radio in short wave and 17 TV channels.

According to research made by Colombian Research Media Association (Acim) published in the newspaper El Tiempo (http://www.eltiempo.com/vidadehoy/2008-04-04/ARTICULO-WEB-NOTA_INTERIOR-4073865.html), the website more used for the Colombian people is at home (73%), followed for at work (48%) and cybercaffe (42%). In the other hand, the places with less internet access are libraries, friends and family houses, the school and university.

3.3.2 Key barriers to accessing the information that underserved communities need

People not necessarily benefit of the information, partly due to difficulties in the access to the services, and partly because of the lack of the potential users' interest.

The appropriation of the transformations by the citizens is still very low. According to data from the last General Media Survey EGM (2007) the share of audience between several media access forms are:

- Television: 94%
- Radio: 69%
- Magazines: 43%
- Newspapers: 33%
- Newspapers' magazines: 25%
- Internet: 25%

Source GENERAL MEDIA SURVEY 2007

Barriers to use	%
Location, distance	22,3337516
Hours of Operation	11,6687578
Cost	6,77540778
Lack of skills/training	8,40652447
Not enough services	2,50941029
Not in right language	0,75282309
Not enough content	2,6348808
Other	52,446675
total	100

3.3.3 Ways users experience different types of public access venues

3.3.4 Inequity environment in the country

According to DANE, Colombian GDP was 335.546.939 millions of Colombian pesos that correspond to 144.584,31 millions of dollars. From that quantity 54,64% was producing by the capital and the three first states: Bogotá D.C (22,47%), Antioquia (15,05%), Valle (10,77%) and Santander (6,35%). In contrast, 10 states with the lowest GDP participate just with 2,35% of the total production. It suggest that exist differences between regions, which influence in the citizens how it is describe on next.

Another analysis illustrate inequity base on Basics Unsatisfied Needs coefficient, NBI, according to general census 2005, which evidence big social inequities between regions. On first places, of 33 defined states, 23 have an NBI coefficient higher than national average (27.6), just 10 of them have lower average. Twenty states have a NBI coefficient higher than 110% of national equivalent, fourteen of them have indicators superior to 150% of national NBI.
ICT

According to Fundalectura study 2006, the reading in internet is going to expand socio-demographically. This want to say, that more and more Colombian people of different social, educative levels, age, gender, and cities, read more using internet. It is growing according to the socioeconomic status; between the people of social status 1(minimum) and 6 (maximum) have 41 different points in the internet reading, meanwhile that social status percentage 3, 4 and 5 are similar. The men read in internet more than women, people with highest incomes read more than lowest incomes and the most educated people read more than less educated. 1,8% of lectures of internet have primary studies only, 34,7% secondary and the 63,5% have superior studies. The youngest (between 12 and 24 years old) read in internet, conformed 47,5% of the lecture population. For this reason the variables incomes, education and age are more related to reading than gender.

3.3.5 Freedom of press and expression and the right to information

The next table contains registered cases by the FLIP in the six first months of 2006 and 2007:
Registered cases against freedom press 2006-2007

Violation type / year 2006 2007
– Threat 40 36

–	Illegal Arrest or detention	3	1
–	Murder	1	1
–	Attack against infrastructure	1	0
–	Exile	5	1
–	Hurt in work time	0	1
–	Journalistic work obstruction	11	11
–	Kidnapping	2	0
–	Cruel treatment	10	16
–	Total	73	67
–	Total of victims	85	124

Source: FLIP 2007

According to same inform by FLIP, the risk factor that generate threat in this period going on conflict cover and administrative corruption. It is important the discovery of subjects related with drug traffic as cause of threat in Cali city.

According to FLIP 32 states registered at least one violation. The Valle del Cauca state and country capital, Bogotá, have the biggest quantity of resisters. Bogota case is explained for a bigger capacity of monitoring and a bigger propensity of press for denounces attacks. In the same way, Santander, Tolima and Atlántico continue in the list of states where It is registered bigger number of infraction to freedom press, in a most part related with threat, aggression and obstruction.

3.4 Charts: Information Needs, Users, and Uses

3.4.1.1 *Users, by type of venue*

Users profile (estimated proportion of users in each category, %)		Public Libraries				TELECENTER				CAFE INTERNET				CADE- CPGA			
		Urban		Non-urban		Urban		Non-urban		Urban		Non-urban		Urban		Non-urban	
		General use	ICT use	General use	ICT use	General use	ICT use	ICT use	General use	General use	ICT use	General use	ICT use	General use	ICT use	General use	ICT use
Gender	Male	48,81				44,92				51,02				45,50			
	Female	51,19				55,08				48,98				54,50			
Age	14 and under	31,67				21,19				17,35				0,82			
	15-35	52,86				65,25				72,45				43,05			
	36-60	14,29				11,86				9,69				49,86			
	61 and over	1,19				1,69				0,51				6,27			
Education level	No formal education	3,81				16,10				14,80				5,18			
	Only elementary	13,10				15,25				10,20				16,08			
	Up to high school	56,43				54,24				44,90				54,22			
	College or university	26,67				14,41				30,10				24,52			
Income bracket (approx)	High	0,31				6,78				4,19				0,00			
	Medium	24,06				5,93				52,69				3,33			
	Low	75,63				87,29				43,11				96,67			
Social status (approx)	High	0,31				6,78				4,19				0,00			
	Medium	24,06				5,93				52,69				3,33			
	Low	75,63				87,29				43,11				96,67			

***Source**: survey*

3.4.1.2 *Information People Seek, by type of venue*

(estimated proportion in each category, %)	Public Libraries				TELECENTER				COFFEE INTERNET				CADE- CPGA			
	Urban		Non-urban		Urban		Non-urban		Urban		Non-urban		Urban		Non-urban	
	General use	ICT use	General use	ICT use	General use	ICT use	ICT use	General use	General use	ICT use	General use	ICT use	General use	ICT use	General use	ICT use
Education	42,50				51,74				26,46				5,88			
Health	2,67				2,33				4,45				8,28			
Agriculture	1,93				1,16				0,70				0,00			
Government services	0,59				1,16				3,75				67,54			
Entertainment	22,44				13,95				24,12				0,00			
News	3,27				4,65				2,34				0,00			
Personal	23,18				21,51				21,55				16,99			
Other	3,42				3,49				16,63				1,31			

***Source**: survey*

3.4.1.3 *Uses of ICT, by type of venue*

(estimated proportion in each category, %)	Public Libraries				TELECENTER				COFFEE INTERNET				CADE- CPGA			
	Urban		Non-urban		Urban		Non-urban		Urban		Non-urban		Urban		Non-urban	
	General use	ICT use	General use	ICT use	General use	ICT use	ICT use	General use	General use	ICT use	General use	ICT use	General use	ICT use	General use	ICT use
Email	20,41				32,28				20,95				25,95			
Chat	16,69				16,14				23,42				13,74			
Web browsing	23,03				35,13				24,12				32,06			
Blogs & social networking	21,10				2,85				8,98				10,69			
Commerce & business	7,72				2,53				3,17				13,74			
Phone or webcam	2,07				1,27				10,92				3,05			
Games	3,72				5,70				6,87				0,76			
Other	5,24				4,11				1,58				0,00			

3.4.1.4 *Frequency of Use for each type of venue*

(estimated proportion in each category, %)	Public Libraries				TELECENTER				COFFEE INTERNET				CADE- CPGA			
	Urban		Non-urban		Urban		Non-urban		Urban		Non-urban		Urban		Non-urban	
	General use	ICT use	General use	ICT use	General use	ICT use	ICT use	General use	General use	ICT use	General use	ICT use	General use	ICT use	General use	ICT use
First visit	4,47				4,24				4,64				14,34			
Rarely (less than monthly)	6,98				2,54				3,09				40,38			
Occasional (about once a month)	13,13				6,78				9,28				26,04			
Regular (about 2-3 per month)	20,11				21,19				18,04				10,94			
Frequent (about once a week)	28,77				29,66				37,63				4,15			
Daily (about every day)	26,54				35,59				27,32				4,15			

3.4.1.5 *Barriers to use for each type of venue*

(estimated proportion in each category, %)	Public Libraries				TELECENTER				COFFEE INTERNET				CADE- CPGA			
	Urban		Non-urban		Urban		Non-urban		Urban		Non-urban		Urban		Non-urban	
	General use	ICT use	General use	ICT use	General use	ICT use	ICT use	General use	General use	ICT use	General use	ICT use	General use	ICT use	General use	ICT use
Location, distance	29,87				13,01				15,13				12,18			
Hours of Operation	8,83				15,45				23,68				2,03			
Cost	5,45				2,44				17,76				1,52			
Lack of skills/training	0,52				13,01				2,63				22,84			
Not enough services	1,04				0,81				0,66				7,11			
Not in right language	0,26				0,00				3,29				0,00			
Not enough content	4,42				0,00				0,00				2,03			
Other*	49,61				55,28				36,84				52,28			

***Source**: survey*

Comments:

The answer other refers in most of the answers of the users to that any barrier doesn't exist for the access.

3.4.2 Salient initiatives to help meet critical information needs by underserved communities

3.4.2.1 *Past initiatives:*

There have been created new urban venues to access information and ICTs mainly in the big cities. This new model of urban access has been successful and it is being replied in other medium-size cities of the country. Government has had important advances in massive access. It has improved on infrastructure, regulation and public policies. There is a current important change in the community perception of the importance of ICTs.

3.4.2.2 *Ongoing initiatives:*

Massive program of access to ICT

Compartel
Compartel is a social telecommunication program was made by communication ministry, It subject is permit that apart zones and lower social status of the country was beneficing with telecommunication technologies like rural telephone and internet service.

computer to educate
It is a program about technologic recycle, it is objective is give access to ICTs in educative public institutes in Colombia, using the reorganized, ensemble and maintains in equipments, and promote the use of meaningful educative process, through the implementation of educative following strategies and appropriation of ICTs. The program was approved by social and economic national council of politic, according to CONPES 3063 of December 23 of 1999.

Program of use and ways and new technologies
The program of new technologies use for the development of competence is a strategic project for the competitive that lead the national education ministry. The strategy of program is based in collaborative schemes, the net and strategic alliance that most give a different levels, and each of them are crucial in the social appropriated process of knowledge. The program establishes attachment lines that help in the construction of one 1. Technology infrastructure of quality, 2. Development of contain of quality, in the definition of 3. Use and appropriation of the technologies in the education, and the educative community consolidation that adapt and star up new paradigms support with technologies, to give solidity to the cover policies, quality and efficiency of the Educative Revolution concerning the pre-school, basic education, average and superior.

SENA (learning national service)
Starting off with the necessity of implement new strategies of information , the learning national service have included information technologies and the communication as important pillar of It teaching process and learning. Since 2003 the SENA offer programs of formation title and

complementary –occupational and continues- through the virtual mode, for those could access to formation centers and require specialized knowledge. To December 2007 through the platform of management of learning 2.292.659 Colombian in the country and resident in Colombia around the globe. Also through new environments and formation methodologies, the SENA to 2007 had benefice 197.951 apprentices with direct access to ICT in It programs of title formation and 5.153.188 apprentices that incorporate the ICT in their learning process. For this was implemented 7500 terminals of access to internet for formation (portable), 52 points of videoconference, 140 buildings with all availability to broadband internet and 188 buildings with LAN or WAN connection.

ICT in the health

- The integral system of information of the social protection –SISPRO that must in the heat of enter operation 2008, It is structured around a warehouse of data and Included others, the Unique Registry of Affiliates to the Social Protection -RUAF-, the Information system for the Regulation of the medicine market - SISMED-, the Information system for the territorial operation of the Regime Subsidized in Health - SISSUB-, Integrated Platform of Liquidation of Contributions - BATTERY, the Individual Registry of Benefit of Services of Health - RIPS, ACCOUNTS OF HEALTH and safe Transport of archives TSA-
- The unique register of affiliated – RUAF- that contain the register of affiliated to integral system of social security (health, pension, professional risk), a familiar help income, cesantias and beneficiaries of programs and help incomes that pretend through the social protection net, like the SENA, ICBF, social action and others entities.
- The integrate platform of profit liquidation –PILA-, that manage the unique pay and automatist of profits to social security.
- The obligatory system of warranty in health of quality –SOGB-, that registers and validated the information about health services.
- The fund of solidarity and warranty –FOSYGA-, that registered the information of affiliated and beneficiaries to general system of health for manage the process of compensation.
- The individual register of presentation of health service- RIPS-, that register of the information of the actuator of health services.
- The watching system in public health- SIVIGILA, that manage the users group, norms, techno resources, financial and human talent, organize each other for the recompilation, analysis, interpretation, actualization, divulgation and system evaluation and timely information about events in health, for the orientation of actions of prevention and public health control.
- To the component of telemedicine, in 2007 was approved resources for $8000 million pesos for ability services of mid and high complexity through of telemedicine in nine states of the country.
- Through the program Compartel has been connected and capacitated 875 publics institutions of health (IPS) and It is developing a pilot program of actuality about medicine using virtual courses for free, utilized e-learning , that beneficing 981 professionals of health in the states of Nariño, Cauca, Cordoba, Boyacá and Meta. It was assigned 200 million pesos for establish ofidicos contained, in mental health and disasters.

E-government

The objective of E-government is made an efficient state, much transparent, more participative

and given better services to citizens and enterprises, means of the approached of the ICT. Transversal systems and chains of transit. Correspond to system of information utilized for many public entities of deferent sectors. Sectarian system: system of information or information solution development for public entities of a particular sector. Access portal: It is a point of entry to information and services that public entities had been provide for citizens.

Government intranet
Correspond to a technologic platform that facilitate the flow and interchange of information, of standard way, between states entities, with fit levels of services (security, available, capacity). This platform is a efficient use of resources of state and permit develop in most favorable way of E-government services. The governmental intranet is conformed by two big compounds.
***More information**:*
http://www.colombiaplantic.org/

3.4.2.3 *Historical trends and opportunities to serve information needs*

The main tendency is the massive and wide the e-government contents in the country, with these it is propose advance in three fronts:

- Improve the services supplies to the citizens and enterprises.
- Fortify the government transparence and citizen's participation.
- Improve the government efficient.

The connectivity agenda (program of communication ministry, document Conpes 3072 of 2008), it is proposed made the transition between information phase to e-democracy until nineteen years (2000-2019), which this process the country is in the mid route. Actually, 1098 towns of the country, 1051 (95, 7%) publish information through their WebPages, 2189 national entities steps are published in official WebPages and had been design and start to work in 17 chains of steps (number of solutions from different sectors).

Source: www.agenda.gov.co

3.4.2.4 *Planned initiatives:*

Coinfo (intersectional commission of policies and manage of information for the public administration) going to the instrument harmonize of politic information of all that entities of the public sector, in this way that facilitate and structure the mechanism of interchange of the information between the entities, oriented the efficient in the expend of inversion as functioning related to develop of ICT, and define the mechanism for facilitate the access of citizen information. The formulation of this politic most align and coordinated the initiative of information already

exist of economy minister, the DANE, the geographic instituted Agustin Codazzi, the communication of minister, commerce minister, industry and tourism, the education minister, the connectivity and planning national department agenda.

ICT
- Among the dynamics that can be projected, the connectivity will increase in the country; mainly, through mobiles phones or another type of portable devices.
- Security and information protection
- Technological convergence
- Protection of information rights

***More information**:*
http://www.colombiaplantic.org/

3.5 Economic, Policy, and Regulatory Environment

3.5.1 National and local economic environment

Colombia is a decentralized country and his territorial entities are autonomous (municipals, states and Indian communities). The national budget is divided according to the national institution, assigning percentages for the investment of the central level and transferences of the territorial entities to provide the needs of its communities.

The General System of Participation corresponds to the resources that the nation transfers, as a mandate of the article 356 and 357 of the Political Constitution (reformed by the Legislative Act 01 of 2001) to the territorial entities –states, districts and municipals, - for the financing of the services in charge, like health, education and the ones defined by the Article 76 of the Law 715 in 2001.

The Composition of the investment of the SGP is the following: 96% has a sectorial distribution (58.5% to education, 24,5% health and 17% for general purposes-clean water, sports, culture and free investment-of the territorial entities) and 4% are special designations (school feeding, territorial pension funds).

As deduced, the autonomy of the territorial entities to achieve investments in developing activities is restricted because, although there are resources to invest, these depend on priority investments delimited by the constitution and the money dedicated to implement new programs is narrow.

***Source**:* Constitucion Politica de Colombia, Ley 715 de 2001

3.5.2 National and local policy (legal and regulatory) environment

Creation of the information systems.

SIGOB (Follow up system of the government objectives). The follow-up system is a inter-institutional working tool and as well of management information of the President of the Republic, developed in line for the programming, management and monitoring of the results of the most important programs of action done by the government. In this system the entities of the Executive Line interact and get involved directly in the accomplishment of the Government. These have to report, in real time, the information of the advances achieved with respect to the objectives per quarter of year and yearly. These are activities related with the National Plan of Development and other important meetings of the government.

SICE (Information System for the State Hiring).according to the 003512 Decret from Dicember 5th of 2003, the National Government regulates the organization, functioning and operation of the SICE, created by the Law of 598 of 2000, and other dispositions.

SIGA (Administrative Management System) The law 87 of 1993, in its 8th article determines: "The legal representative of every entity should be in charge of the formal establishment of an evaluation and management control system, according to the characteristics of each entity. The Presidential Directive 04 form the 30th of June of 1995, point out that each entity should produce a manual of efficiency indicators for the management of the public servers, of the independence and the entity as a whole. The Directives 01 of January 29th of 1997, fixes as an element of conformation of internal control of the indicators of management.

SPI (Information System of Follow-up of Public Investment Projects) was created by the Decret 3286 of 2004. This information system is created as a union of atomization integrated processes that allow the evaluation of the management and make the flow up of the public investment projects.

SUIP (Unique System of Personal Information). This system was created in the development of the Article 36 in the Law 489 in 1998 and the decret 1145 of 2004. It is the most important instrument of the National Government to facilitate the decision making according to the public employment and the administrative organization of Colombia.

SIIF (Integrated System of Financial Information). It was implemented January of 2000. It allowed the creation of the information infrastructure for the decision of the public resources management, improvement of the functioning of strategic subsystems of the financial cycle and supports the entities of the State to accomplish their constitutional responsibilities.

The National Government has committed to a National Plan of TIC 2008-2019 (PNTIC) that seeks, at the end of this period, that all Colombians are informed and communicate using effectively and productively the TIC, to improve the social inclusion and increase the competition.

The plan focuses in three fundamental aspects that have to be done in the short term because of the effect that can produce in spreading the TIC in society: improve the access in the infrastructure, help the filtration of the TIC in the PYMES (small and medium companies) and consolidate the processes of Gobierno en Linea.

***Source**:* http://www.colombiaplantic.org

3.5.3 Regional and international policy (legal and regulatory) environment

3.6 Collaboration Practices and Opportunities Across Venues

There exist multiple cooperation networks or practices between diferent types of venues in the country. We will mention some as follows.

Senders

The Nations Network of Public Libraries is a set of libraries and library services of the country, integrated and coordinated in the way that through resources and service offers, the possibility of increasing and guaranteeing free information access, a rich literary offer, documental and of information resources. These pesibilities can be educational and cultural and they increase the index of lecture in the Colombian population.

National network of telecenters

In Colombia there is a National Network of Telecenters as a result of an effort that during many years a group of people and institutions, working in TIC topics, have developed a strategy to help the management process, participation and improvement of the condition of the people and the community.

Although it is not a legally formed network or product of specific agreements which determine its formation and functioning, the thing is that the National Network of Telecenter in Colombia exists and it is formed by leaders of telecenters, investigators, popular communicator, academics, social organizations, ONGs, universities, Investigation centers among others.

The members of the Network meet every two years in the National Meeting of Telecasters that is used to share experiences and get better in new topis, as well as proposing as a whole, working strategies lead to fulfill what to do in the telecenters in the country.

There is a case of collaboration between the Program Compartel and Colnodo with the objective of transferring information and experiences on the management de community telecenters. The alliance aims to generate new contents and enlarging the possibilities of improvement in the

service.

Another example is the collaboration is the digital platform that was created for the discussion of the National Plan of Technologies of Information and Communications. This Plan involves the participation of several actors and it allowed reaching concerted agreements.

3.7 Buzz Factor: Public and Government Perceptions About What is "Cool"

The buzz factor for the government is the summoning will and the commitment of the local government, since multiple cases, national investment in venues with out politic and economics will from the local government are wasted, condition necessaries to assure the sustainability of the programs.

The BUZZ FACTOR for the users is qualify like a services and contents offer and the attention of the operators, since the venues with update contents and pertinent for their expectative are supported by the users. This kind of welcome and endorsement from the users is mainly in the public libraries that has been supply by the PNLB and the telecenters with a communitarian and pedagogical emphasis.

3.8 Legitimate Uses

A group of 2.434 people declared in fundalectura´s survey (2006) that use internet, the distribution by type was: 35,8% used that to obtain information about work, another side 64,2% do not do that. For studding 53,2% and 46,8% do not. For being actualized 59,6% manifested yes and 40,4% manifested no. 35,9% for fun, 22,1% for read newspapers, 17,9% for read magazines, 47,5 % for read their e-mails, 26,2% for chatting and 3,1% other options.

Using internet according type of reading

Kind of reading in internet	Internet use
Information for work	35,8
Information for study	53,2
Information for updating	59,6
Information for entertaining	35,9
Newspapers	22,1
Magazine	17,9
Mail	47,5
Chat	26,2
Others	3,1

Source : Fundalectura 2006

3.9 Shifting Media Landscape

3.9.1 Mobile phones

A 3.459.135 were previouslly deposited so internet could be access in TMC, PCS and Truking Networks, and helped a traffic of 5.191 GB during the first trimester of 2008. The numbers show that the pre-paid that those who mostly access the internet, are the ones which use traffic the less. On the other hand the abonados acces the internet according to plans (subscription) and represent the 4.8% but are the ones who have the most traffic on average. Additionally, from the total "abonados" of the networks of TMC, PCS and Truking, 10.3% access de internet.
SMS Messeges and MMS.

In is important to say that, according to the report done by the operators, it is not possible to send MMS off-net up to date. On the other hand, the table 9 shows that there exist an average of 18.12 SMS and 0.08 MMS.

3.9.2 Web 2.0 tools and use

Although in the country the are no shown cases of the use of WEB 2.0 Tool, there are two expert opinions.

"This model, is like the Colombian economy: it has a lot to offer to small and medium companies and if the majority of the offer is for free, it is much better."

Enter a service like Google is easy, but not trivial and not any citizen can make it, son organizations that do not have a technological department or at least a person with abilities in the use of internet can find the help through companies which are specialized in the Topic.

FRANCISCO FORERO form GOOGLE – COLOMBIA
"Colombia is still far back in terms of quality of the access of wide internet for the companies, therefore to depend on critical applications of the use of frequent online service models can be, in some case, not viable".

There are many entrepreneurs, micro and small entrepreneurs who would by affected when buying software license. This is the main reason why they seek for new alternatives which are free or illegal.

Omar Perdomo, Microsoft Marketing manager in Colombia for small and medium companies

3.9.3 Combination of different media

There exist important initiatives of the National Government in which technologies combine and alternative mechanisms are used to conscience the citizenship about the potential roll of the TICs:

Connectivity Rout:

The connectivity Rout seeks to provide the use Information and Comunication Technologies – TIC- , show in the different regions the social projects of the ministry and to collect the communitary experiences as a product of the use of new technology.

The principal component of this Project is a mobile unit with computers and internet access that will go around 21 municipals of 10 states of the country, in these they will dictate the workshops about the use of the internet.

Connectivity Surfer

The "connectivity Surfer" is a Ministry of Communication's project that has the objective to conscience and teach around 5 thousand Colombians near the Magdalena River, the principal fluvial artery in the country, the use of Information and communication technologies (TIC)apart from promotion the social telecommunication projects like Compartel Telecenters, schools where Computers to Educate operate and the mayors benefit from the project "Gobierno en Linea Territorial".

3.9.4 Other shifting media landscape examples

3G Networks

Thursday the 31st of January, Comcel (a Colombian mobile phone operator) entered the market with a third Generation Network (3G), which is based in a technology that allows great quantities of data between mobile phones.

With the 3G technology it is possible to surf the internet at high velocities. It is expected that the service lent by Comcel, achieves a velocity of 1.6MBP, capacity that would be three times superior to the 80% of the service of Wide Band of Colombian Households, according to data of the telecommunication Regulation Commission (CRT)

Although in Colombia it is possible to surf the internet from a mobile phone, the actual services work with a lower performance technology known as Edge. Edge offers a maximum of 130KBPS, which means a velocity 15 tines less that the one 3G will have. (1.000 KBPS, approximately)
One of the advantages of the system is that it is possible to have the option of navigating which wide band in a laptop or a desktop. For this , a 3G SIM Card is needs, it is then installed in the USB Port and then in the PC to provide the service.

Digital television

Actually the implementation of digital technology is being done. The eco-knowledge of this necessity is written in the Development Plan of 2006-2007 of the National television Commission (CNTV). The trial was done in the "Television Digital en Colombia" Forum, promoted by the CNTV

the 5th of July of 2006 and since that day they have done 6 regional events of socialization and discussion to provide coverage to the whole country. For move information.

http://www.cntv.org.co/cntv_bop/tv_digital

3.10 Health Information Needs

3.10.1 Sources of health information

43,44 clinic/hospital	6,04 friend	17,1 health worker	20,96 public access venue (library, community center, etc)

3.10.2 Types of health information

25,71 disease prevention	13,52 how to locate healthcare	15,12 child health information	35,73 remedies/drugs	9,92 Other

4 Venue-Specific Assessments

4.1 Venue 1: Public Libraries

4.1.1 Overall venue assessment

Provide a broad picture of the public access information landscape in this venue, informed by the results of this research.

2–3 Paragraphs:
What is your overall assessment of public access information in this type of venue?

The national lecture plan and libraries afforded for national government, until 2003-2007, 1098 libraries in towns around the country had been equipped with content especially selected by cultural ministry.

Although the national government had made an important effort, still left a lot by the local government, because they are responsible of sustainability and impact in these venues, assuring resources for their for operation, for example the facilities and the work party.

The acceptation of this venues in the communities is high, since It served a important service to the educative community and all the citizens that want made the lecture part of their life.

4.1.2 Access

2–3 Paragraphs:
What is your overall assessment of ACCESS ecosystem in this type of venue (physical access, appropriate technology, affordability)?

A big part of the Colombian population is cover by any public library. In the big cities existed wide network with different levels of covered, whereas in the small cities o towns in Colombia, exist just a library that offer services for all urban area.

Exist an important lingering about covered in rural areas, since most part of libraries in Colombia are located in urban areas, trying to cover all the municipal population.

4.1.2.1 *Physical access*

Describe how accessible this venue is to various population segments, differentiating by applicable Equity of Service variables (Form 1c), especially the differences between urban and non-urban settings.

If appropriate, indicate any specifics that apply to Digital ICT services alone.

1098 towns of the country, the PNLB until 2002-2006 was made or fortify public libraries in 798 of them (72,68%), located always in urban central, for facility the access of kind of population. The

70% of Colombian population(26´192.747p) has been beneficed with a the creation or staff of libraries nearest to this towns.

4.1.2.2 *Appropriate technology and services*

Describe how appropriate the technologies, services and information offered in this venue are to the population, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The public libraries have the following materials:

- Books
- Televisions
- Video and audio players
- Video and audio recorders
- Computers
- Bibliographical software

4.1.2.3 *Affordability*

Describe how affordable the technologies and services offered in this venue are to the population, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

A registration is required, but it doesn't have any cost.

4.1.2.4 *Fees for services*

What fees or other requirements exist in order to access and use the information in the venues? (registration, user fees, restrictions to certain populations)

If there are fees: What do these fees buy?

Indicate amount in local currency

Equivalent in US Dollars:

Date of estimate

and local currency name

If appropriate, indicate any specifics that apply to Digital ICT services alone.

Explain any salient differences in the services offered in different regions, sizes or other variables of significance:

Differences across sizes of venue:

Administrative unit	Libraries	Quantity of books
Library "Luis Angel Arango"	1	1'000.000
Bibliored	19	500.000
Public Libraries of Medellín	34	506.413
Library Network of "Banco de la República"	18	470.000
Library Network of "Cajas de Compensación"	51	1'300.000
Libraries of "Departamentos"	15	230.000
Municipal libraries (PNLB)	637	1'645.200
Other public libraries (No PNLB)	812	2'200.000
TOTAL	1.588	7'851.613

Other difference is revealed for capacity and formation of in charge crew and formation services of users, meanwhile in a standard library of a small town restriped the use of library software and search of documents, in big libraries as the bibliored for example, offer 56 courses, some of them with enfaces ICTs.

4.1.2.5 *Geographic distribution*

What is the distribution of the venues in terms of their geographic location?

Complement any details not already included in section 2.1: Venue Selection.

The concentration of libraries per natural regions is asimetric, that present a mayor proportion is the andina region, where we can find 56,14%, followed far away by pacific region with 18,36%,caribian region 17,89%, Orinoquian region with 4,21%, Amazonic region3,41% and island territory 0,27%.

4.1.2.5.1 Map

If available, insert a map that displays the geographic distribution of this type of venue in the country (expand to the size you need).

4.1.3 Capacity and relevance

2–3 Paragraphs:
What is your overall assessment of CAPACITY ecosystem in this type of venue (human capacity, locally relevant content, integration into daily routines, socio-cultural factors, trust in technology, social appropriation of technology)?

Again It must differentiate the condition seen by tow point of view, the first between urban and rural areas, and the second is between big cities and small towns, while that these variable generated the exclusion of certain kind of population.

The highest levels of schooling and the capacity of the technique equipment in urban areas and big cities, whereas that small towns functionaries on charge whose had a low knowledge level, in that way is lower a users capacity to take advantage of the supply contents.

4.1.3.1 *Staff size*

How many people work in a typical facility for this type of venue? (full time-equivalent employees or contractors; describe any significant variations; i.e., large, medium and small libraries in the country)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

4.1.3.2 *Staff training*

What is the overall capacity of the staff (i.e., librarians, telecentres operators) to help users access and use public access to information and communication services offered in this venue? Differentiate by applicable Equity of Service variables (Form 1c).

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

(ii) For Public Libraries, indicate if Library School training is available and/or required for librarians.

EMPLOYEES IN CHARGE WITH IN THE NETWORK

Librarians (university title)	680	19,00
Administrative people	415	11,60
Lecture promoters	77	2,15
Cultural promoters	581	16,23
Librarian assistants	1236	34,53
General services	563	15,73
Others	27	0,75
Total	3579	100,00

4.1.3.3 *Services offered*

What kind of services does this type of venue offer to the public? (i.e., access to books, magazines; meeting and conference rooms; audio/video programs, computers, Internet, other). Include Digital ICT services if offered.

Services Offered	*Comments*
1. Consults in material room	
2. Reference collection,	
3. General collection	
4. elaboration of bibliographies,	
5. selective dissemination of information	
6. loan with agreement inter-libraries	
7. Children's room	
8. Juvenile room	
9. External loan	
10. Academic and cultural activities	

Explain any salient differences in the services offered in different regions, sizes or other variables of significance:

4.1.3.4 *Programs for underserved communities*

Describe if this venue has programs specifically intended to reach underserved communities, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The differences modes of cultural activities exist some towns objective is differenced according to particular of weakness. The list and the relation of assistant are:

Kind of user	quantity	%
Teachers	52.624	18,83
Mature people	47.563	17,01

Disavailable	8.523		3,05
Ethnic minority	4.670		1,67
Jails	12.227	4,37	
Hospitals	11.887	4,25	
Others	142.099		50,82
Total	279.623		100,00

4.1.3.5 *Relevant content*

What type of locally relevant content is available? What else is needed? Who is doing it?

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The 2464 titles that make part o the basic list in public libraries of the PNLB, are in Spanish. When speaking of the areas of knowledge, 48,9% are of world literature, 6,45% of geography and history, 4,67% of education, 3,41% of art, architecture y urbanism and 3,37% of agro-science. With much smaller participation, we find relevant information of human development like medicine and science of health with 2.27%, Another minor participation are those contents that allow the empowerment of the citizenship, both his personal development and those of public issues: economy 1.46%, law 1.42% and political science 1.30%.

Source: PNLB

4.1.3.6 *Services and information available in local languages*

Describe the availability of services and contents relevant to human development that are available in **local languages** in this type of venue? (i.e., info on health, education, government services, etc)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The 2464 titles that make part o the basic list in public libraries of the PNLB, are in Spanish. When speaking of the areas of knowledge, 48,9% are of world literature, 6,45% of geography and history, 4,67% of education, 3,41% of art, architecture y urbanism and 3,37% of agro-science. With much smaller participation, we find relevant information of human development like medicine and science of health with 2.27%, Another minor participation are those contents that allow the empowerment of the citizenship, both his personal development and those of public issues: economy 1.46%, law 1.42% and political science 1.30%.

Source: PNLB

4.1.3.7 *Types of uses*

What do people USE the venues for (most frequent kinds of information and services people seek in them, activities they carry out in them)?

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

Refer to section 3.4 Charts: Information Needs and complement here as needed.

In a nation level, the greatest motivation to assist a library if for academic research with 72.94%, working consults with 37,13% and development with 31,74%. This trend is reflected especially in urban areas, because ut has found that the reason to go are for academic research with 75.99%, working consults with 36,81% and development with 32,77%. In the rural area there is a significant change as follows: academic research with 60.44%, working consults with 41,15%.

Results Of FieldWork

INFORMATION PEOPLE SEEK	%
Education	42,50
Health	2,67
Agriculture	1,93
Government services	0,59
Entertainment	22,44
News	3,27
Personal	23,18
Other	3,42
TOTAL	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

4.1.3.8 *Number, type, and frequency of users*

Refer to section 3.4 Charts: Information Needs. Complement here as needed.

The total number of attended users in 2007 is of 4,695,533. According to the type f attention, users are distributed this way: reading services and programs 11,36%, external borrowing 10,44%, services and cultural programs 8,67%, library extension 4,77% and users formation 3,92%.

According to the 2007 PNLB statistics, with respect to the classification of users by age, we found that 56% are children, 38% are young and adult people and only 6% are old aged adults. .

MOTIV OF THE COLSULT	NACIONAL	URBAN	RURAL
WORK	37,13	36,81	41,15

HELPING CHILDREN	26,93	28,5	19,5
DEVELOPMENT	31,74	32,77	24,84
ENTERTAINMENT	28,98	29,92	23,12
ACADEMIC	72,94	75,99	60,44
PESONAL MOTIVATION	30,23	31,18	25,66
GENERAL CULTURE	31,69	32,28	26,74
OTHER	14,29	10,46	27,31

Results Of FieldWork

Frequency of Use	%
First visit	4,47
Rarely	6,98
Occasional	13,13
Regular	20,11
Frequent	28,77
Daily	26,54
total	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

4.1.3.9 *Users Capacity to use information and services offered*

What is the overall capacity of the users to take advantage of public access to information and communication resources, differentiating by applicable Equity of Service variables (Form 1c)?

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

Results Of FieldWork

Educational Level	%
No formal education	3,81
Only elementary	13,10
Up to high school	56,43
College or university	26,67
total	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

4.1.3.10 *Training courses for users*

Describe training courses offered to the public at this venue, and if they offer some kind of testing and certification.

Training courses: Introduction to the library: It is the instruction that the library offers to the user, so that it can access the resources and services that the library has, by having a permanent program of qualification, operation and collections, with emphasis in the handling of the automated catalog, the search of information and the use of all the materials that the library possesses is easier.

 Illustration workshops: Workshops focused to the exploration of books and literature.

 Conferences: Conferences developed by experts in specific topics like arts, music, history and recent issues that contribute to the knowledge and the general culture of the participants.

 Reading workshops: Incentives reading and writing like a mean to understand the environment and the world through literature.

 "Ludoteca": Activities of plastic expression and animation: origami, folding, cut, drawings, and painting (Animation Games, creative workshops, talent and competitions).

 Literature for children: Workshops that try to move children to create and develop reading and writing abilities and the discussion of literature.

 Family reading: A space where the main characters are children and parents; by reading aloud, they strengthen the affective bonds and the interpersonal relationships among members of the family.

ICT specific training courses:

Informatics for youngsters and children: Basic directions to the use of computers and technological (Word, Excel, Power Point and Internet) resources. They are carried out in computer labs of the libraries.

 Listening, feeling and communicating: Formation program in the use of technological specialized resources for people with visual limitations.

 Information route: Basic directions to the use of computers and technological (Word, Excel, Power Point and Internet) resources. They are carried out in computer labs of the libraries.

4.1.3.11 *Integration into daily routines*

How easy is it for users to integrate the information and services offered in this type of venue into their daily lives? (offer concrete solutions to their needs and problems, make it easier to solve them at this venue than in other places)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

4.1.3.12 *Users perceptions about the venue*

What is the general perception or opinion of the population about the venue (not necessarily its specific services, but the venue itself: i.e., what do people generally think about libraries? Are they places that are "cool" or "only for elites" etc?), differentiating by applicable Equity of Service variables (Form 1c)? This includes perception by people who do not use the venue…

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

4.1.3.13 *Social appropriation of information and generation of new knowledge*

What activities, products and services are users undertaking that exhibit new levels of social appropriation of technologies and generation of knowledge? For example, how are users generating and disseminating new knowledge, products and services through their use of this venue? (see category 13 in Real Access Framework for Social Appropriation of Technology).

If relevant, indicate any specifics that apply to Digital ICT services alone.

Of the 3,726,086 books lent in the year of 2007, 84% of them have been consulted in the libraries, representing a great acceptance of the public libraries as a way of accessing relevant information and content for the users

4.1.3.14 *Trust, safety, and privacy*

What is the general perception or opinion of the population about the safety, security and privacy (TRUST) of the information and services offered in this venue?

4.1.3.15 *Gaps and opportunities in information and services offered*

What other information gaps and opportunities exist, which are not being met? (other information/services people need that are not being met there and could be offered, especially through Digital ICT services)

During an interview done to the group director of the public libraries she manifested a great opportunity, which is not developing the correct way, is tha connectivity to new services and content coming from the ICTs , knowing that only 16%of the libraries in the country are offering access to the internet. Knowing that the public library network is present in 789 municipals of the country, and that counts with 1,498 unification of the network, there exist a great potential to articulate he traditional services with the ICTs widening the possibilities to the users.

4.1.4 Enabling environment

2–3 Paragraphs:
What is your overall assessment of the ENVIRONMENT ecosystem in this type of venue (local economy, national economy, legal and regulatory framework, political will and public support, regional and international context)?

It is important remarkable roll that play national entities supported by the national public libraries network that exist a national sector that direct and rule all the efforts in this matter. The principal actors are national library, cultural ministry, FONADE (financial found of develop projects) and the support of the Japanese government by means cooperation agency JICA.

4.1.4.1 *Local and national economy*

Describe the local and national economic environment and how it affects public access to information and communication in this type of venue (refer to and complement economic summary in country assessment, section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

4.1.4.2 *Legal and regulatory framework*

Describe the legal and regulatory framework and how it affects public access to information and communication in this type of venue (refer to and complement economic summary in country assessment, section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

Several National Policy Documents define the expansion of these services as a national priority (No.3222 “National Plan for Reading and Libraries”).

It should be also stand out the synergies thanks to the National Network of Libraries, which is a system of management of knowledge that promote the permanent exchange of documents, experiences, and clear guidelines for action.

4.1.4.3 *Political will and public support*

What is the level of political will and public support for this type of venue? (refer to and complement section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

The lack of political will of local government, knowing that the PNLB is in charge of the inicial supply and guide for the processes, but the installations and the personal must be given by the local authorities, and in some cases, the fault of this has been a great obstacle to achieve mayor impacts (GBP Director)

4.1.4.4 *Organization and networking*

Describe if the facilities in this type of venue organized in any network, association or other collective body? (i.e., national public library system, telecentre franchise or network, etc)?

the National Network of Public Libraries includes libraries around the country. It aims to increase and guarantee the possibilities of free access to the information, literary production, high quality documental movies and computer resources. It helps to increase the educational and cultural possibilities of many Colombians. The Network follows the principles of the UNESCO manifesto, the rules of IFLA and the Declaration of Caracas for public libraries as a factor of social change in Latin America and Caribbean. The webpage is www.senderos.gov.co.

Administrative unit	Libraries	Quantity of books
Library "Luis Angel Arango"	1	1'000.000
Bibliored	19	500.000
Public Libraries of Medellín	34	506.413
Library Network of "Banco de la República"	18	470.000
Library Network of "Cajas de Compensación"	51	1'300.000
Libraries of "Departamentos"	15	230.000
Municipal libraries (PNLB)	637	1'645.200
Other public libraries (No PNLB)	812	2'200.000
TOTAL	1.588	7'851.613

4.1.4.5 *Partnerships*

Describe notable public-private partnerships in support of this type of venue.

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The PNLB has advanced communications with private companies like Philip Morris, ECOPETROL, Chevron Texaco and with the help of Casa Editorial El Tiempo and, thanks to these collaborations, the first production of low cost books was reliezed through wide distribution channels, in a way that circulation and la possibility of buying increase to all types of public. In the year of 2006 , Isagen invested 700 million pesos to deliver donations (books) to public libraries in 13 municipals on its area of influence

Republic Bank: It's the main ally of the Ministry of Culture for the development of PNLB because, apart from its wide technical experience, they have made important economic donations for the buying of book collections that make part of the library's supply.

Fundalectura: non-profitable private foundation, national leader in reading fomentation, in charge

of the development of the program of training of "Promocion de Lectura del Plan" and fundamental ally in the general development of a reading promotion strategy.

Asolectura Leader entity in formulation of reading and writing politics and promoting participation of citizens around the topic of public libraries and reading, in charge of yje development os a strategy for the citizenship participation.

Isagen: Colombian Company dedicated to the generation of energy, and in the last two years of the PNLB has financed supplies for public libraries in municipals of his area of influence.

Fonade: Industrial and Commercial Enterprise of the State, in charge os the management of resourses for the execution of the PNLB.

Japanese Government: has made a contribution to the country of around 15,000,000,000 COP (approximately 8,500,000 dollars) in the last four years for the construction of 78 libraries.

4.1.4.6 *Other environment factors*

Other factors in the environment that affect access and use of information in this kind of venue, not covered above?

4.1.5 For publicly funded venues only: Revenue streams

This section is meant specifically for publicly-funded venues (public libraries, national connectivity programs, etc).

4.1.5.1 *Budget*

What is the total budget for this public access venue system (applies especially for libraries, answer for other venues if applicable and if available)?

Total Budget for Fiscal Year 2008

Local currency name COP amount (local currency) 125.715.234.306.174

Approx. equivalent in USD 71.146.142.788 based on exchange rate of 1767 on date 29/05/2008.

4.1.5.2 *Relative size of budget*

How large (or small) is this budget in relation to other funding streams? (this is a way to show, in financial terms, how much the government cares about information and public access as compared to a variety of other issues in the country).

Relative Size of Budget for same year	Total budget (local currency)	Comments
Total national budget	125.715.234.306.174	
Education	16,028,665	
Culture	347,530	
Public libraries		

4.1.5.3 *Sources of funding*

What are the sources of funding for this public access venue system?

Sources of funding:	Approximate % of total budget	Comments
Government sources:	90	Public resources for investment were agreed on the General Law of Culture. The territorial entities should dedicate 3% of the budget in cultural activities, these includes the funding of libraries.
International donors:	5	JICA - The Japanese government's agency invested $3'587.212 in infrastructure (construction of new libraries) in 2007
National donors:	5	The Cajas de Compensación and other private organizations make permanent donations to different networks of libraries in the country.
User fees / services:		

4.1.5.4 *Paths and flows of resources*

How do resources get allocated and disbursed to the actual venues? For the principal funders, and especially for the public sources, what is the flow of funds? How are the funds raised (what tax stream), what path do the tax streams flow before they get to the specific venues? Who makes decisions about this funding?

describe

4.1.5.5 *Fees and cost recovery*

Describe if there are user fees or any other type of cost recovery. How does it affect service delivery and usage?

4.1.5.6 *Cost categories*

What are the main cost categories in the operation of this kind of venue? (% of total annual budget)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

Cost Categories for Operation:	Approximate % of total budget	Comments
Staff (salaries, benefits)	69	
Building infrastructure		
Utilities	23	
Staff Training		
Computers/technology	8	
Total	100%	

4.1.5.7 *Recent changes and future trends*

Describe any recent changes and anticipated future trends in the funding and revenue streams for this type of venue in the country. Have funding levels risen or decreased dramatically over the past few years? What is the outlook for the foreseeable future?

According to the interview given to the Group Director of Public Libraries (Jeimy Hernandez), an important component during the second quarter of the PNLB will be the creation of a rural library network which widens the access of o generally excluded population.

4.1.6 Case example for public libraries

Provide a short descriptions and commentary for each type of venue, offering a realistic sense of what the venue looks and feels like in its day to day operation, the kind of people who visit, and the kind of services they receive. Also, the case example indicates what makes the case unique or what features are commonly shared with other venues. A photo and short quotes will make it even more real.

Insert Case Example and Photo here.

NATIONAL NETWORK OF LIBRARIES "SENDEROS"

www.senderos.gov.co/bibliotecas_publicas/default.aspx

The national network of public libraries, is the organization of libraries and services the people of the country use, and is integrated and coordinated in a such way that its resources and services are offered, to increase and guarantee the possibilities of free access to the information, literary production, high quality documental movies and computer resources, this increases the educational and cultural possibilities and the quantity of Colombians with access to it.

“Senderos” is based on the principles of the UNESCO manifesto, the rules of IFLA and the declaration of Caracas for the public library as a factor of social change in Latin America and the Caribbean.

The basic politics of “Senderos” are amongst others: cooperation among its members. They believe that by working in network it is possible to develop an infrastructure of services of information and guarantee free access to all Colombians. They also try to coordinate all possible resources in Colombia to consolidate its projects.

“Senderos” work on:

To negotiate the political and financial commitment of the local, regional and national administrations, so that in the short and medium term, they constitute and consolidate services to the urban and rural sector.

To impel the permanent formation of public librarians in the level of the formal education as not formal.

To offer the establishment of the good conditions in the public libraries for the summary and conservation of the bibliographical national, regional and local patrimony, and their accessibility to the investigators and community in general as instrument of reaffirmation of our cultural identity.

To promote the vision of the public library as space of community development, coexistence and civic participation.

To integrate the services librarians in all and each one of the regions of the country have; and to rationalize the existent resources, to enlarge the covering and to qualify the service, coordinating the efforts of the public and private bound entities directly to the sector.

The General Law of Culture states that (article 24 of the Law 397 of 1997) the coordination of the National Network of Public Libraries is in charge of the Ministry of Culture of Colombia. The National Library constitutes the instance that leads the definition and formulation of public policies, as well as the development of methodologies for the processes of librarians, to promote the reading and improving the access and stimulating the Colombian population's interest toward the books and other means of diffusion of knowledge.

The fronts of work of the center national coordinator are:

At national level: National center coordinator of public libraries, National advice of the book and the reading, and National advice of public libraries.

At regional level: Regional committees of public libraries.

At departmental level: Coordination of departmental networks of public libraries.

At municipal level: Municipal libraries (of public and private character), clerks of the municipal administrations, or groups of other networks of libraries that have presence in different regions of the country.

Successful experiences:

The town house (Inza, Boyacá):

The Guanacas library exists thanks to a collective effort. This town, composed of 50 families, has 250 inhabitants and very clear objectives: they want all to be intellectually rich. Ten years ago they decided they needed a community space that made the times of a library and a place of reunion. They looked for something modest that satisfied their necessities. Now they have a library.

Bibliocarreta (Sabana the Bogotá regional network)

Bibliocarreta is a mobile service for the promotion of reading that was established because of the necessity of taking the library far away, to sectors and communities that traditionally can't visit our facilities because they don't have time, they live very far, they are not allowed to come, or simply because they are lazy, or they are in the municipal jail, or sick in the hospital or confined in a home for old men.

Biblioburro (Magadalena)

Four years ago, a Spanish teacher from the municipality of Granada (Magdalena), mounted in a donkey began to take books to the children so that they could consult the tasks he left. Today, thanks to a project of the ministry of social protection, his work will be carried out by two indigenous of the snowy mountain.

Lend me your eyes (Bucaramanga, Santander)

One of the most successful programs is "multimedia Fabio". He is one of the most assiduous users. He reads slowly, and tries continuously to find the novel sense. Maritza Vargas has been the promoter of the program for blind people; she has education and social communication degrees. This room has the equipment to reproduce histories, or audio books, and screens like the one that uses fabio and texts in Braille system. The program was born of an agreement between the national institute for blind Colombians, inci, and the distrital institute of culture.

Books for the life (Bucaramanga, Santander)

At ten in the morning Mateo Ortiz lights the motor of the bookmobile. Juan Carlos is to his side, he is a stoy-teller and promoter of reading. In that appropriate space as rolling library feels to their wide ones. Eight times per week dos goes outside until those de Bucaramanga, until the most depressed neighborhoods, to make during one hour a program of total library: hour of the story, explanation of the services that it offers the public library Gabriel Turbay, shop of expression and readings aloud. This time their destination is suroccidente of the city: the neighborhood Estoraques.

The indefatigable word (Villeta, Cundinamarca)

In Villeta the temperature in the noon can reach thirty-five degrees. Towards the valley where this population from Cundinamarca is located, one can realize that everybody

knows where the library is. That seems to be a good indication. Every one can give you directions to get to the library "go straight ahead and then make a right", they all know its location and address. The public municipal library Arcadio is in a brown building, and has a modern architecture. Inside, you will find Nury Muñoz that has been setting there for the last twenty-three years.

Tambo (Nariño)

Tambo is located to 43 kilometers Pasto, the capital city of Nariño. The itinerary in municipal bus is of one and a half hour, for secondary highways, before of to arrive and to find a warning that itnotices that the highway continues toward Sandoná. Tambo is a small town, of temperate climate -18c on the average -, of rural people. De their 30.000 inhabitants 6.000 only live in the municipal head, the rest makes it in the 37 sidewalks and four corregimientos bordering. Mary light herrera is in front of the public municipal library Kipu Huasi. It is a woman 23 years old, of speaking crawling the you wander that have arrived for four years to the library.

Reading is patience (Herrán, Norte de Santander)

The books, baled in 42 boxes coming from Bogotá, arrived when the festivities of San Dormido approached. Herrán is a municipality in the mountains of the south east of Norte de Santander; it is 1.922 meters above see level. They waited these books around one year, so they tend to say that like the colonel of García Márquez, they armed of patience and they waited all this time.

Already walk many years (Sibundoy, Putumayo)

Thanks to three immense new tables, Emma understood that the space they had was very small. Monsignor Camilo Cruz was to leave and it commended him/her the task of establishing the first house of culture. "I said goodbye to him, he left me a lot of optimism. Monsignor Ramón Mantilla Duarte arrived. He is very strict (although I had the opportunity to have their support) man.

Donkeys and readers (Teorama, Norte de Santander)

The municipal library is beside the church. It is a white house. It works like a house of culture since its foundation in 1984. The doors are colorful. The library is in the first floor. It is surprising that their collection is opened to almost everyone in the nearby municipalities. Fabio says that it is about letting "people play the role. Smell it. Stroll it without punishment. "The collection is conformed by 5.000 titles, but the goal of the present administration is to get to 10.000 thanks to the donations of the culture ministry. Unfortunately, the violent atmosphere during the last years has changed the library and they only have a daily average of three users.

Reading without barriers (Bogotá, Cundinamarca)

Since the network of public libraries was established in Bogotá they have carried out special efforts to extend the programs and services from the libraries to different populations in different socio-economic, geographical conditions. Stating with the concept of a public library, Biblored has defined a line of action that enables the development of different strategies to extend libraries and attention to populations in situation of disadvantage or vulnerability.

Minga for the public libraries of the valley (Cauca)

For more than 25 years Jorge Garcés Borrero has consolidate the network of public libraries in the Valle del Cauca, without one of the many hidden treasures of the department. The 72 libraries that cover all the municipalities of the valley and many of their rural corregimientos, are the fruit of the combined work between the departmental, municipal, national government and mainly of the different communities that honor the old tradition of prehispanic origins.

LIBRARIE GUANACAS

NATIONAL LIBRARIE OF COLOMBIA

LIBRARIE EL TUNAL

LIBRARIE CARLOS MARIA HERNANDEZ

LIBRARIE USAQUEN

4.2 Venue 2: TELECENTERS

4.2.1 Overall venue assessment

Provide a broad picture of the public access information landscape in this venue, informed by the results of this research.

2–3 Paragraphs:
What is your overall assessment of public access information in this type of venue?

At least two types different of telecenters: those are promote by national program Compartel and those promote by local government or social organizations.

The Compartel program telecenters had a important emphasis about universal access and massive the icts use for all kind of communities, generally the offered resources pointed to digital teaching of the users

The communitarian telecenters had a greater emphasis to incorporate the icts to daily life or wide the options of communities develop, either using virtual teaching, or new productive opportunities for the users.

Generally it is necessary fortify the capacity by the operators, since of them the support and appropriation by the users.

4.2.2 Access

2–3 Paragraphs:
What is your overall assessment of ACCESS ecosystem in this type of venue (physical access, appropriate technology, affordability)?

IN GENERAL TERMS IT IS WIDE THE ACCESS FOR THE POPULATION IN THIS TYPE OF ESTABLISHMENT (ACCORDING TO THE RESULTS OF THE WORK OF FIELD, 36,84% OF THE USERS CONSIDERS THAT IT DOESN'T EXIST BARRIERS FOR THE ACCESS). THE SERVICES HAVE ADJUSTED VALUES TO THE CAPACITY OF THE USERS' PAYMENT AND EAST HAS NOT BEEN VALUED AS A BARRIER FOR THE ACCESS IN THE FIELD WORK. ALSO, THE OFFERED SERVICES SERVE FROM COMPLEMENT TO THE ACADEMIC ACTIVITIES.

ALTHOUGH EXCLUSION APPROACHES DON'T EXIST TO POPULATIONAL CERTAIN GROUPS, IN MOST OF ESTABLISHMENTS IT IS POSSIBLE TO DETECT CERTAIN EMPHASIS IN THE ATTENTION TO YOUNG IN SCHOOL AGE, WHILE NOT IN ALL THE ESTABLISHMENTS OF THIS CATEGORY, THEY ARE SERVICES SPECIALLY DESIGNED FOR OTHER RANGES OF AGES OR FOR SOCIAL CERTAIN GROUPS.

THE ACCESS THIS CONDITIONED BY THE CAPACITY OF THE USERS AND DE THE OPERATORS TO GENERATE NEW OPPORTUNITIES AND TO ADAPT IN A BETTER WAY THE INFORMATION AND THE TECHNOLOGIES, OTHER VARIABLES AS FOR EXAMPLE THE COST, THEY ARE NOT SO OUTSTANDING.

4.2.2.1 *Physical access*

Describe how accessible this venue is to various population segments, differentiating by applicable Equity of Service variables (Form 1c), especially the differences between urban and non-urban settings.

If appropriate, indicate any specifics that apply to Digital ICT services alone.

4.2.2.2 *Appropriate technology and services*

Describe how appropriate the technologies, services and information offered in this venue are to the population, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The telecenters have in phase I and III: 2 computers, 1 phone line, and 1 fax line. And in phase II: 6 or 12 computers, 3 phone lines, fax, scanner, and webcam.

Also, the supply of services of the teams and the installed capacity, aim to improving the access and to converting ICTs in a new space of action for the citizens' daily life; moreover, it offers benefits for their routine processes, with the supply of information and recreation services.

The CEDE 2007 study, defined in it model of evaluation, 4 types of telecenters according to the level of performance and the conditions of the environment, to measure the impact of each telecenter. The four categories are:

Type 1: Are Telecenters that are found in poor places and have a low performance. The potential impact of Telecenters should be low because not only are they in poor places but their level of performance is low. Participation 19%

Type 2: Are Telecenters that are found in poor places and have a relatively high level of performance. These have a high impact according to the performance in poor communities. Participation 21%

Type 3: Are Telecenters that are found in not so poor places and have a relatively high level of performance. The potential impact of Telecenters should be high because although they are in less poor locations, their level of performance is high. Participation 53%

Type 4: Are Telecenters that are found in poor places and have a relatively low performance. These telecenters, according to their low level of performance, generate scarce impacts of benefits towards the future. This, knowing that is located in a community that could benefit itself of telecommunications. Participation 7%

4.2.2.3 *Affordability*

Describe how affordable the technologies and services offered in this venue are to the population, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

In the study CEDE 2007, the qualification of the users over fees in telecenters are collected: 13% of the users thought the fees ate to high, 67% think they are low or too low.

4.2.2.4 *Fees for services*

What fees or other requirements exist in order to access and use the information in the venues? (registration, user fees, restrictions to certain populations)

If there are fees: What do these fees buy?

Indicate amount in local currency

Equivalent in US Dollars:

Date of estimate

and local currency name

Phase	COP$	USD$
Phase i	13.679'087.490	7'218.516
Phase ii	19.849'875.007	10'474.868
Phase iii	124.816'170.056	65'866.053
TOTAL	158.345'132.553	83'559.437

If appropriate, indicate any specifics that apply to Digital ICT services alone.

Explain any salient differences in the services offered in different regions, sizes or other variables of significance:

4.2.2.5 *Geographic distribution*

What is the distribution of the venues in terms of their geographic location?

Complement any details not already included in section 2.1: Venue Selection.

State Participation

AMAZONAS	0,30
ANTIOQUIA	5,85
ARAUCA	0,60
ATLANTICO	1,49
BOLIVAR	7,04
BOYACA	11,01
CALDAS	1,19

CAQUETA	1,88
CASANARE	1,29
CAUCA	5,36
CESAR	3,08
CHOCO	3,87
CORDOBA	3,08
CUNDINAMARCA	8,53
GUAINIA	0,20
GUAVIARE	0,20
HUILA	4,07
LA GUAJIRA	2,28
MAGDALENA	5,95
META	2,08
NARIÑO	5,85
NORTE DE SANTANDER	3,77
PUTUMAYO	1,19
QUINDIO	0,60
RISARALDA	1,09
SAN ANDRES	0,10
SANTANDER	7,44
SUCRE	2,78
TOLIMA	3,67
VALLE	3,67
VAUPES	0,20
VICHADA	0,30
TOTAL	100

4.2.2.5.1 Map

If available, insert a map that displays the geographic distribution of this type of venue in the country (expand to the size you need).

Description of map:

4.2.2.6 *Other factors affecting access*

Other factors that affect equitable access to public information in this type of venue, not covered above?

If appropriate, indicate any specifics that apply to Digital ICT services alone.

4.2.3 Capacity and relevance

2–3 Paragraphs:
What is your overall assessment of CAPACITY ecosystem in this type of venue (human capacity, locally relevant content, integration into daily routines, socio-cultural factors, trust in technology, social appropriation of technology)?

Actually, in the country, the debate is centered in the capacity of the operators to lend a better service in the establishments. To show this the National Academy of telecenters, in order to promote workshops to guide the best way ever, their users.

The results of the field work show that a 30.59% of the operators think that the lack of training is a barried for the acces of informations, while a 13% of the users consider that this is a barrier.

They should do greater efforts to increase the capability of the users to appropriate the opportunities that generate the information and the new technologies, for this it is very important the generation of local contents, pendent assignment.

4.2.3.1 *Staff size*

How many people work in a typical facility for this type of venue? (full time-equivalent employees or contractors; describe any significant variations, i.e., large, medium and small libraries in the country)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

A full-time administrator

4.2.3.2 *Staff training*

What is the overall capacity of the staff (i.e., librarians, telecentres operators) to help users access and use public access to information and communication services offered in this venue? Differentiate by applicable Equity of Service variables (Form 1c).

(iii) If appropriate, indicate any specifics that apply to Digital ICT services alone.

(iv) For Public Libraries, indicate if Library School training is available and/or required for librarians.

4.2.3.3 *Services offered*

What kind of services does this type of venue offer to the public? (i.e., access to books, magazines; meeting and conference rooms; audio/video programs, computers, Internet, other). Include Digital ICT services if offered.

	Services Offered	*Comments*
11.	PC use	
12.	OFFICE	
13.	INTERNET	
14.	LENGUAGES	
15.	Social security payment	
16.	Encyclopedia	
17.	Reading for children	
18.	Fax sending and reception	
19.	Games	
20.	Traditional phone operation	

Explain any salient differences in the services offered in different regions, sizes or other variables of significance:

There exist three types of telecenters, tipa A, B and C. The differences between each are explained below.

Type A: telecenters for population between 10,000 and 30,000 citizens. Minimum Supplies: 6 computers, Color printers, fax scanner and 2 public phones.

Type B: telecenters for population between 30,000 and 200,000 citizens. Minimum Supplies: 6 computers, color printer, black and white printer, fax, scanner, 2 public phones and a video camera.

Type C: telecenters for population over 200,000 citizens. Minimum Supplies: 12 computers, color

printer, black and white printer, fax, scanner, 2 public phones and a video camera.

4.2.3.4 *Programs for underserved communities*

Describe if this venue has programs specifically intended to reach underserved communities, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The conception of the Program Compartel is focused on the facilitation of the access of communities and appropriation of the importance of ICTs in their daily life.

According to the Evaluation of the Impact and Analisis of Viability of the Progtramms Compartel – Social Internet, study elaborated by the CEDE (University of Los Andes, 2007), say that 33% of the telecenters of the country offer special tariffs for students and a 6% have special tariffs for teachers.

4.2.3.5 *Relevant content*

What type of locally relevant content is available? What else is needed? Who is doing it?

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The telecenters are not offered any type of content for the users, they are channels to access to internet contents, for example virtual courses of national service of learning SENA. It is relevant to wide the user's options, the venues emphasis depend of each venue, some of them are design to massive the access, others count with accompaniment to the citizen for the improvement of ICTs management, for example searched suppliers, virtual courses, governmental steps, etc…

Source: Interview Report 02

4.2.3.6 *Services and information available in local languages*

Describe the availability of services and contents relevant to human development that are available in **local languages** in this type of venue? (i.e., info on health, education, government services, etc)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

In this venue all the services are presented in local language. The official pages, which it count with many contents to capacity the users, also it is in official language.

4.2.3.7 *Types of uses*

What do people USE the venues for (most frequent kinds of information and services people seek in them, activities they carry out in them)?

(ii) If appropriate, indicate any specifics that apply to Digital ICT services alone.

Refer to section 3.4 Charts: Information Needs and complement here as needed.

Main activities that users undertake at the telecenters:

For the study 50%

For business 10%

For amusement / entertainment 17%

As half of communication 22%

Another 1%

Results Of FieldWork

INFORMATION PEOPLE SEEK	%
Education	51,74
Health	2,33
Agriculture	1,16
Government services	1,16
Entertainment	13,95
News	4,65
Personal	21,51
Other	*3,488*
TOTAL	100,00

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

4.2.3.8 *Number, type, and frequency of users*

Refer to section 3.4 Charts: Information Needs. Complement here as needed.

- One day: 14%
- Two days: 21%
- Three days: 15%
- Four days: 7%
- Five days: 14%
- Six days: 6%

- Seven days: 6%
- Eight days: 2%
- Nine days: 1%
- Ten days: 4%
- Over ten days: 10%

Results Of FieldWork

Frequency of Use	%
First visit	4,24
Rarely	2,54
Occasional	6,78
Regular	21,19
Frequent	29,66
Daily	35,59
total	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

4.2.3.9 *Users capacity to use information and services offered*

What is the overall capacity of the users to take advantage of public access to information and communication resources, differentiating by applicable Equity of Service variables (Form 1c)?

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

The level of education of the telecenters' users is:

- Secondary education: 44%
- University level: 33%
- Technical level: 16%
- Postgraduate level: 5%
- Primary education: 2%

The age of the telecenters' users is:

- 18 to 25 years: 46%

- 26 to 35 years: 22%
- 12 to 17 years: 20%
- 36 to 50 years: 10%
- Over 50 years: 2%

(Source: CRT and Centro Nacional de Consultoria, 2004)

According to the CEDE (2007), 53,6% of the telecenter users are men, 46,4% are women. 9% of the users are between 14 and 24 years old, 26% the users are between 24 and 34 years old. A 76% of the users work and 24% are unemployed. A 76% have a monthly income lower that 612,000 COP (340 USD$)

Results Of FieldWork

Educational Level	%
No formal education	16,10
Only elementary	15,25
Up to high school	54,24
College or university	14,41
total	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

4.2.3.10 *Training courses for users*

Describe training courses offered to the public at this venue, and if they offer some kind of testing and certification.

Training courses:

ICT specific training courses:

- PC use
- Excel
- Word
- Power Point
- Internet work
- Web page creation
- Languages

4.2.3.11 *Integration into daily routines*

How easy is it for users to integrate the information and services offered in this type of venue into their daily lives? (offer concrete solutions to their needs and problems, make it easier to solve them at this venue than in other places)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

There are at least three means by which these centers sensitize the communities about the importance, usefulness, and convenience of ICTs:

- Office and Internet Courses: enables the users a way to enlarge labor and productive opportunities.
- Payment of social security: supports the contribution and prosecution of a unique schedule.
- Encyclopedias and readings for children: easy and available for the students

4.2.3.12 *Users perceptions about the venue*

What is the general perception or opinion of the population about the venue (not necessarily its specific services, but the venue itself: i.e., what do people generally think about libraries? Are they places that are "cool" or "only for elites" etc?), differentiating by applicable Equity of Service variables (Form 1c)? This includes perception by people who do not use the venue…

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

The satisfaction level of the users of these telecenters was collected in a survey applied in 2005:

- 63% in phase I
- 75% in phase II
- 71% in phase III.

(Source: Compartel, 2008)

4.2.3.13 *Social appropriation of information and generation of new knowledge*

What activities, products and services are users undertaking that exhibit new levels of social appropriation of technologies and generation of knowledge? For example, how are users generating and disseminating new knowledge, products and services through their use of this venue? (see category 13 in Real Access Framework for Social Appropriation of Technology).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

Exist some cases that stand out from telecenter national network (www.telecentros.org.co) to generated new knowledge and opportunities for the communities.

The first of them, it is the case telecenters PUNTO COMUN in Medellin. In this telecenters were design some services offer that included virtual courses by SENA, basic info related with Microsoft Offices,

virtual high school and lower prices (with the same quality), submit in the public services of job by SENA.

Other example of new knowledge and opportunities is the system room of the Samaca-Boyaca towns. The services for students and teachers that permit access to technological tools offer for this venues all the journal mornings. In the afternoon all the community can access for their own needs like consult, study, communication with their families and other activities.

Source: www.telecentros.org.co

4.2.3.14 *Trust, safety, and privacy*

What is the general perception or opinion of the population about the safety, security and privacy (TRUST) of the information and services offered in this venue?

4.2.3.15 *Gaps and opportunities in information and services offered*

What other information gaps and opportunities exist, which are not being met? (other information/services people need that are not being met there and could be offered, especially through Digital ICT services)

In the conclusions of the CEDE study, there is a new classification of the telecenters in 4 categories: type 1 are those that result economically viable and of high potential impact (70%), type 2 are economically viable and low impact (22%), type 3 economically unviable and of high potential impact (3%) and type 4 economically unviable and of low potential impact (5%)

4.2.4 Enabling environment

2 – 3 Paragraphs:
What is your overall assessment of the ENVIRONMENT ecosystem in this type of venue (local economy, national economy, legal and regulatory framework, political will and public support, regional and international context)?

It is important the emphasis of public politics and recourses of the national government to promote this program, the pendent assignment is to assure the political approach and the resources of local government, because without this synergy the program is not sustainable.

The impact and level of the community acceptation of these type of initiatives is high because it creates a bridge that overpasses tears of abandonment or delay of the connectivity of the national infrastructure and this offers new educational and productive opportunities among others.

It is important to leave out the synergy that has been constructed between actors of the multiple sectors and institutions, these type of alliances widens the possible impact of the iniciatives. It is

the case od the national academy of telecenters, iniciative that articulates efforts of Compartel (National Gobernment), Colnodo (ONG) and Gillat (private sector)

4.2.4.1 *Local and national economy*

Describe the local and national economic environment and how it affects public access to information and communication in this type of venue (refer to and complement economic summary in country assessment, section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

4.2.4.2 *Legal and regulatory framework*

Describe the legal and regulatory framework and how it affects public access to information and communication in this type of venue (refer to and complement economic summary in country assessment, section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

The Conpes document 3457 of 2007, which define the political lineament to reformulate the Compartel program of social telecommunication, their final objective were guarantied the Colombian universal access to telecommunication, give services to that community does not count with access and using the improvement of cover in those localities where the service is insufficient.

The national government, through the document "Visión Colombia II Centenario: 2019", define the lineaments focus to develop the ICTs for integrate the strategies. :"Generar una infraestructura adecuada para el desarrollo", y "Avanzar hacia una sociedad informada".

Source: www.compartel.gov.co

4.2.4.3 *Political will and public support*

What is the level of political will and public support for this type of venue? (refer to and complement section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

Compartel is a program of social communications made by communication ministry, and the objective is permit that far away and lower social status of the country are beneficed by telecommunications technologies like the rural telephony and internet services. The communication ministry executed policy of social communications through Compartel program. By means promote resources, the operators incentive offer services for that apart regions and the lower social status in the country. The inversion of public resources are around the total USD$ 83'559.437

Source: www.compartel.gov.co

4.2.4.4 *Organization and networking*

Describe if the facilities in this type of venue organized in any network, association or other collective body? (i.e., national public library system, telecentre franchise or network, etc)?

These venues make part of the National Program of Telecenters and Social Internet (Ministry of Communications); in a complementary way, the National Telecenter Network (public-private) works to improve the management of knowledge in the sector.

4.2.4.5 *Partnerships*

Describe notable public-private partnerships in support of this type of venue.

If appropriate, indicate any specifics that apply to Digital ICT services alone.

A 10% of the telecenters that signed an agreement of collaboration with educational institutes, a 6% signed agreements with mayors, a 2% with communitarian organizations and 1% with educational institutions. It should be pointed out the national alliances with Colnodo for the virtual formation to telecenter administrator, which is done by the National Academy of telecenters.

4.2.4.6 *Other environment factors*

Other factors in the environment that affect access and use of information in this kind of venue, not covered above?

According to the CEDE(2007) study, the principal problems that the telecenters have in order to improve the service, in order of participation are: internet connection 64%, capacity of the equipment 58%, energy failures 51%, lack of technical support 32% and competitiveness 24%

4.2.5 For publicly funded venues only: Revenue streams

This section is meant specifically for publicly-funded venues (public libraries, national connectivity programs, etc).

4.2.6 Case example for venue 2: Venue Name

Provide a short descriptions and commentary for each type of venue, offering a realistic sense of what the venue looks and feels like in its day to day operation, the kind of people who visit, and the kind of services they receive. Also, the case example indicates what makes the case unique or what features are commonly shared with other venues. A photo and short quotes will make it even more real.

Insert Case Example and Photo here.

COMPARTEL BARANOA

COMPARTEL SILVIA CAUCA

“Most Internet telecenters’ users of the Program Compartel, lead by the Ministry of Communications, are inhabitants of poor rural areas. 53% of the Colombians that use telecenters receive less than a monthly minimum wage”. This conclusion is part of the study "Measurement and Evaluation of the Socioeconomic Impact of the Compartel Social Internet Program" carried out by the Universidad de los Andes hired by the Ministry of Communications.

Another aspect highlighted in this document, is that the users that take more advantage of Internet in telecenters receive better incomes (23% higher) that the group that demands them less frequently. While the mean income of more frequent telecenter users is $ 438 thousand pesos, the income of less frequent users is $ 280 thousand.

The study demonstrates that telecenters are fulfilling the social objective for which they were designed. At the moment, these telecenters are used by Colombians inhabiting rural isolated areas to study, socialize, and look for labor opportunities and personal growth. The Minister of Communications sustained that this indicates that we are heading in the right direction.

There are 1.490 telecenters in Colombia, with 6.900 computers and 4.907 telephones that have lent the service to more than five million inhabitants of the most remote rural areas in the national geography that don't have another Internet connection possibility in its

majority.

54% of the users consider that the main benefit of telecenters is to enable the access to information through the use of Internet, which evidences that this service generates the largest demand and impact in the users. As for the activities of the users 55% are students and teachers, a population group that enjoys special rates in 33% of telecenters.

The study verified that 63% of the users of telecenters are people that have finished secondary school, and 17% have only concluded additional studies. Most of people (61%) that use telecenters are younger than 24 years old and 4% are only older than 44 years of age. The results of the investigation also indicate that 48% of the students that attend telecenters throughout more than 5 months use them to study.

Another important impact is on employment and entrance. According to these results, 48.3% of the users that have been exposed to telecenters during more than 15 months currently have a job. This statistic shows an occupational improvement situation among these users and those that have been exposed during shorter periods of time. The study also found that 12% of the users obtained education and labor opportunities oriented to Internet.

Additionally, according to the findings in the study, telecenters show that the bonds of the users with their relatives and friends strengthen in 32% of the cases.

The users, in general, feel satisfied with the service skills of the managers; its seizure, the study concludes that there is a clear necessity to increase the support in order to make better use of the services and to make it available to other users. It was also determined that 10% of telecenters have agreements with an educational institution and 6% with Major's offices, which has allowed them to impel the service to other social sectors.

In the last three months, the main cause that forced a curtail lending of the service in telecenters was due to electric power flaws. The study inferred that 850 telecenters existent at the moment are viable, and 70% of them have a high potential impact on the population.

5.1 Venue 3: CYBERCAFE

5.1.1 Overall venue assessment

Provide a broad picture of the public access information landscape in this venue, informed by the results of this research.

2–3 Paragraphs:
What is your overall assessment of public access information in this type of venue?

It is difficult to elaborate a valuation of this type of establishments because there little information. Some hypothesis can be done with anticipation based on expert´s opinions and the results of the field work already done.

To begging with, there does not exist any type of organization or network that centralizes and articulates these establishments in the country, it has been a complete innovation the data base that the CIDER has created because it collects contact information of 200 Cyber Coffees, an information that other actors do not have

With respect to the access in these establishments, it is conditioned by two variables: the first is the time period of attention (23.68% users think it that way) and the second is the cost (17.76% of the users). These two elements say that these type of establishments depend on private interest criteria as well as luxury because they are special business, and do not have a fundamental communitarian service.

The mayor public in which they have positioned the cyber coffees are the youngsters in school age (44,9% of the users), these use it to find information about their own education (26.46%) and entertainment (24.12%)

As there is no organization that articulates the cyber coffees in the country, the participation is very low regarding politic initiative or the participation of financed initiatives with public resources.

5.1.2 Access

2–3 Paragraphs:
What is your overall assessment of ACCESS ecosystem in this type of venue (physical access, appropriate technology, affordability)?

5.1.2.1 *Physical access*

Describe how accessible this venue is to various population segments, differentiating by applicable Equity of Service variables (Form 1c), especially the differences between urban and non-urban settings.

If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.2.2 *Appropriate technology and services*

Describe how appropriate the technologies, services and information offered in this venue are to the population, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

According to the study "Multiplier Effects of Internet" Publisher by the CRT, the coffee internet have a 69% access via XDLS, 22% of dedicated access and a 9% via Cable Access. The average of computers in these establishments is of 8.2 in each one.

The number of daily hours that those establishments are opened are from Monday to Friday as follows: 31% are opened 12 hours a day, 23% 13 hours, 20% between 14 and 17 hours, 13% 11 hours and 12% between 8 and 10 hours, A similar participation is presented when speaking of amount of hours that these are opened of Saturdays.: 32% open 12 hours, 23% open 13 hours, 21% open between 14 and 17 hours.

The trend is modified a little with respect to the hours that the cyber coffees are opened on Sundays, 33% open 13 hours, 29% open 13 hours, 21% opened between 14 and 17 hours

5.1.2.3 *Affordability*

Describe how affordable the technologies and services offered in this venue are to the population, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.2.4 *Fees for services*

What fees or other requirements exist in order to access and use the information in the venues? (registration, user fees, restrictions to certain populations)

If there are fees: What do these fees buy?

Indicate amount in local currency

Equivalent in US Dollars:

Date of estimate

and local currency name

If appropriate, indicate any specifics that apply to Digital ICT services alone.

Explain any salient differences in the services offered in different regions, sizes or other variables of significance:

5.1.2.5 *Geographic distribution*

What is the distribution of the venues in terms of their geographic location?

Complement any details not already included in section 2.1: Venue Selection.

5.1.2.5.1 Map

If available, insert a map that displays the geographic distribution of this type of venue in the country (expand to the size you need).

Description of map:

5.1.2.6 *Other factors affecting access*

Other factors that affect equitable access to public information in this type of venue, not covered above?

If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.3 Capacity and relevance

2–3 Paragraphs:
What is your overall assessment of CAPACITY ecosystem in this type of venue (human capacity, locally relevant content, integration into daily routines, socio-cultural factors, trust in technology, social appropriation of technology)?

5.1.3.1 *Staff size*

How many people work in a typical facility for this type of venue? (full time-equivalent employees or contractors; describe any significant variations, i.e., large, medium and small libraries in the country)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.3.2 *Staff training*

What is the overall capacity of the staff (i.e., librarians, telecentres operators) to help users access and use public access to information and communication services offered in this venue? Differentiate by applicable Equity of Service variables (Form 1c).

(v) If appropriate, indicate any specifics that apply to Digital ICT services alone.

(vi) For Public Libraries, indicate if Library School training is available and/or required for librarians.

5.1.3.3 *Services offered*

What kind of services does this type of venue offer to the public? (i.e., access to books, magazines; meeting and conference rooms; audio/video programs, computers, Internet, other). Include Digital ICT services if offered.

	Services Offered	*Comments*
21.		
22.		
23.		
24.		
25.		
26.		
27.		
28.		
29.		
30.		

Explain any salient differences in the services offered in different regions, sizes or other variables of significance:

5.1.3.4 *Programs for underserved communities*

Describe if this venue has programs specifically intended to reach underserved communities, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.3.5 *Relevant content*

What type of locally relevant content is available? What else is needed? Who is doing it?

If appropriate, indicate any specifics that apply to Digital ICT services alone.

Available Content:

Other Content Needed:

Local Initiatives to build needed content:

Source:

5.1.3.6 *Services and information available in local languages*

Describe the availability of services and contents relevant to human development that are available in **local languages** in this type of venue? (i.e., info on health, education, government services, etc)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.3.7 *Types of uses*

What do people USE the venues for (most frequent kinds of information and services people seek in them, activities they carry out in them)?

(iii) If appropriate, indicate any specifics that apply to Digital ICT services alone.

Refer to section 3.4 Charts: Information Needs and complement here as needed.

RESULTADOS DEL TRABAJO DE CAMPO

INFORMATION PEOPLE SEEK	%
Education	26,46
Health	4,45
Agriculture	0,70
Government services	3,75
Entertainment	24,12
News	2,34
Personal	21,55
Other	*16,628*
TOTAL	100,00

Fuente: Elaboración Propia

Para poder hacer la comparación frente a los resultados de los otros establecimientos, observar el informe de trabajo

de campo en la sección de anexos.

RESULTADOS DEL TRABAJO DE CAMPO

Uses of ICT	%
Email	20,95
Chat	23,42
Web browsing	24,12
Blogs & social networking	8,98
Commerce & business	3,17
Phone or webcam	10,92
Games	6,87
Other	1,58
TOTAL	**100**

Fuente: Elaboración Propia

Para poder hacer la comparación frente a los resultados de los otros establecimientos, observar el informe de trabajo de campo en la sección de anexos.

5.1.3.8 *Number, type, and frequency of users*

Refer to section 3.4 Charts: Information Needs. Complement here as needed.

These establishments have an average of 40 users per day. The frequency of use is 32% every fifteen days, 32% weekly, 24% less frequently and 12% daily.

The average time that a user stays connected is 73.6 minutes, with maximum of 360 minutes and a minimum of 3 minutes. The average amount of times a user needs the service during a week is 2.9 times. In average a computer is occupied for 5.6 hours per day.

In a month an average of 1350 people enter a cyber coffee, and 720 are not frequent clients while 630 correspond to frequent users. Taking into account that a frequent client visits a cyber coffee on average 13 days a month, the 630 monthly visits correspond to 50 frequent clients. This last value indicates that a cyber coffee is visited by approximately 770 people per month. .

Results Of FieldWork

Frequency of Use	%
First visit	4,64
Rarely	3,09
Occasional	9,28
Regular	18,04
Frequent	37,63
Daily	27,32

total	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

5.1.3.9 *Users capacity to use information and services offered*

What is the overall capacity of the users to take advantage of public access to information and communication resources, differentiating by applicable Equity of Service variables (Form 1c)?

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

From the 26.1% of the users that access the internet in cyber coffees, the 57% are found in Bogotá, 13% in Barranquilla, 12% in Cali, 10% in Medellín. The average age of the users is 26 years old.

According to the CRT, 56% of the users of these establishments are men, 44% are women. A 32% correspond to the social status number 3, 23% to the status number 2and 21% to the status number 1. UIT respect to the occupation of the users, a 35% are students, 23% are employees, a 16% are independent workers and a 16% are unemployed. UIT regards to the academic information, a 39%have achieved secondary studies, 37% have achieved a university level of studies, 8% have a technical formation and only an 8% only have primary studies.

Results Of Fieldwork

Educational Level	%
No formal education	14,80
Only elementary	10,20
Up to high school	44,90
College or university	30,10
Total	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

5.1.3.10 *Training Courses for Users*

Describe training courses offered to the public at this venue, and if they offer some kind of testing and certification.

All the cybercafés operators polled answer negatively about courses or capacitating of the users. This kind of venue work under private business criteria, the objective does not the formation or capacitating of the users, it is just offer ICTs access and telecommunication to users.

5.1.3.11 *Integration into daily routines*

How easy is it for users to integrate the information and services offered in this type of venue into their daily lives? (offer concrete solutions to their needs and problems, make it easier to solve them at this venue than in other places)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

An indicator that measures the appropriation of the daily routine done by the users is the percentage of users that assist daily to make use of the services provided by the establishment and it is of 12%.

5.1.3.12 *Users perceptions about the venue*

What is the general perception or opinion of the population about the venue (not necessarily its specific services, but the venue itself: i.e., what do people generally think about libraries? Are they places that are "cool" or "only for elites" etc?), differentiating by applicable Equity of Service variables (Form 1c)? This includes perception by people who do not use the venue.

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.3.13 *Social appropriation of information and generation of new knowledge*

What activities, products and services are users undertaking that exhibit new levels of social appropriation of technologies and generation of knowledge? For example, how are users generating and disseminating new knowledge, products and services through their use of this venue? (see category 13 in Real Access Framework for Social Appropriation of Technology).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.3.14 *Trust, safety, and privacy*

What is the general perception or opinion of the population about the safety, security and privacy (TRUST) of the information and services offered in this venue?

5.1.3.15 *Gaps and opportunities in information and services offered*

What other information gaps and opportunities exist, which are not being met? (other information/services people need that are not being met there and could be offered, especially through Digital ICT services)

5.1.4 Enabling environment

2–3 Paragraphs:
What is your overall assessment of the ENVIRONMENT ecosystem in this type of venue (local economy, national economy, legal and regulatory framework, political will and public support, regional and international context)?

Does not exist public policies that regulated these kinds of venues. Either exist any type of organization or guild with the objective of articulate these venues in the country.

5.1.4.1 *Local and national economy*

Describe the local and national economic environment and how it affects public access to information and communication in this type of venue (refer to and complement economic summary in country assessment, section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.4.2 *Legal and regulatory framework*

Describe the legal and regulatory framework and how it affects public access to information and communication in this type of venue (refer to and complement economic summary in country assessment, section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.4.3 *Political will and public support*

What is the level of political will and public support for this type of venue? (refer to and complement section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.4.4 *Organization and networking*

Describe if the facilities in this type of venue organized in any network, association or other collective body? (i.e., national public library system, telecentre franchise or network, etc)?

There is no network that group up the cyber coffees in the country. Therefore there is no unique data base or mechanism to articulate these types of establishments.

5.1.4.5 *Partnerships*

Describe notable public-private partnerships in support of this type of venue.

If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.1.4.6 *Other environment factors*

Other factors in the environment that affect access and use of information in this kind of venue, not covered above?

5.1.5 For publicly funded venues only: Revenue streams

This section is meant specifically for publicly-funded venues (public libraries, national connectivity programs, etc).

5.1.6 Case example for venue 3:

Provide a short descriptions and commentary for each type of venue, offering a realistic sense of what the venue looks and feels like in its day to day operation, the kind of people who visit, and the kind of services they receive. Also, the case example indicates what makes the case unique or what features are commonly shared with other venues. A photo and short quotes will make it even more real.

Insert Case Example and Photo here.

5.2 Venue 4: OFFICES GOVERNMENT OF ATTENTION AND CITIZEN SERVICE.

5.2.1 Overall venue assessment

Provide a broad picture of the public access information landscape in this venue, informed by the results of this research.

2–3 Paragraphs:
What is your overall assessment of public access information in this type of venue?

This is a new type of establishment that has been developed in some municipals of the country, it is the one in charge of build a bridge between the transactions, the information and the public administration services and the citizens, with an important emphasis in the services and the satisfaction of the user´s needs. It counts with the backup and help of the governors and with the appropriation of the communities because it facilitates the accomplishment of everything that should be done with the state. A process that before was done during many days and in different

offices, today is don un less than a day in one only pint, reducing time and costs for the citizens.

The access to these establishments is universal; there are no restrictions to any population group. The change in the public administration is very important because it places the user as the center of attention of the public administration, designing a service portfolio and increasing the coverage of the establishments to attend them in a better way. The people in charge have the formation to guide the users, and they are always updated to improve their service. The processes are also verified and are incorporating each day, a high quantity of processes and services, not only of the district government, but some of the national government.

5.2.2 Access

2–3 Paragraphs:
What is your overall assessment of ACCESS ecosystem in this type of venue (physical access, appropriate technology, affordability)?

THEIR DISTRIBUTION IN THE URBAN AREA PROPOSE TO COVER TO THE ENTIRETY OF THE MUNICIPALITIES, THE FACILITIES OF THESE ESTABLISHMENTS TAKE INTO ACCOUNT TO OFFER PHYSICAL ACCESS TO ALL TYPE OF POPULATIONS.

IN THE RURAL AREA, THESE ESTABLISHMENTS ARE DISTRIBUTED GIVING SERVICE TO THE POSSIBLE BIGGEST QUANTITY Of USERS, ALTHOUGH THEIR COVERING IT IS BIGGER TO THE MUNICIPALITY, SOME CITIZENS SHOULD MAKE BIG DISPLACEMENTS TO MAKE USE OF THEIR OFFER OF INFORMATION AND SERVICES.

AS THE SERVICES THAT OFFER IN THESE ESTABLISHMENTS THEY ARE GRATUITOUS, THE VARIABLE OF COST IS NOT A FACTOR THAT GENERATES EXCLUSION OF POPULATION'S TYPE.

THE ORGANIZATION OF THESE ESTABLISHMENTS IN HIERARCHICAL ORDER FACILITATES THAT THE USERS FIND A BETTER SERVICE AND ATTENTION, SINCE IF THE ONE PROCESSES IT IS VERY SIMPLE THEY CAN COME CLOSER TO NEAR MA, AND IT STOPS YOU PROCESS OF MORE COMPLEXITY THEY CAN COME CLOSER TO SPECIALIZED ESTABLISHMENTS (E.G. MOBILITY, HABITAT, ETC)

5.2.2.1 *Physical access*

Describe how accessible this venue is to various population segments, differentiating by applicable Equity of Service variables (Form 1c), especially the differences between urban and non-urban settings.

If appropriate, indicate any specifics that apply to Digital ICT services alone.

the access condition are different according to location of this venues, in that case of the urban venues they are distribute in the way to be offer a cover equal for all the citizens. General, these venues are located in centralize that unite multiples citizens services, for facility the integration with the activities day by day and that produce additional displacement.

in the rural area, the venues are design to offer services to many towns, for that habitant of the towns where is located the venue the access of conditions are good, meanwhile the habitants that are low cover but live in different towns , displacement and the same conditions of the ways are variables that can restricted the use of services in that venue.

JESUS MARTINEZ, functionary manage of the program CPGA in the agriculture ministry, who says that the conditions physic access are different depend of venues locations.

5.2.2.2 *Appropriate technology and services*

Describe how appropriate the technologies, services and information offered in this venue are to the population, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

There exist a wide offer of services that adjust according to the necessities of the objective communities of these programs: for the rural sector the technical assistance is fortifying as well as the productive projects for the rural people; in the urban sector, the services are differentiated for public services diligences as well as other complex ones for example the liquidation, the tax payments or the advisory in enterprise diligences. In the case of urban establishments, there are some point in which the same establishment can develop 250 diligences related to the public services of the government, nationally or as a district level.

In the rural area the quality of the lent services given by the CPGA depend on the disposable resources of the centers, as well as the capacity to manage projects and recourses- In general it is consider that the services are appropriate because they obey a formulation of the technical assistance plan, in which they pick up the necessities and expectative of the users.

5.2.2.3 *Affordability*

Describe how affordable the technologies and services offered in this venue are to the population, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The access in this urban venue is for free, in the rural area, es gratuito para los pequeños campesinos, y para los empresarios agropecuarios, es proporcional al volumen de ingresos generado por su produccion.

5.2.2.4 *Fees for services*

What fees or other requirements exist in order to access and use the information in the venues? (registration, user fees, restrictions to certain populations)

If there are fees: What do these fees buy?

Indicate amount in local currency

Equivalent in US Dollars:

Date of estimate

and local currency name

If appropriate, indicate any specifics that apply to Digital ICT services alone.

Explain any salient differences in the services offered in different regions, sizes or other variables of significance:

5.2.2.5 *Geographic distribution*

What is the distribution of the venues in terms of their geographic location?

Complement any details not already included in section 2.1: Venue Selection.

These types of establishments can be found in many part of the country, such as offices offering technical assistance. These are found in every state, but obviously in some status the amount is greater.

The majority are found in Antioquia (11,89%), Boyacá (9,09%), Cundinamarca (8,39%) and Valle del Cauca (5,59%)

5.2.2.5.1 Map

If available, insert a map that displays the geographic distribution of this type of venue in the country (expand to the size you need).

5.2.2.6 *Other factors affecting access*

Other factors that affect equitable access to public information in this type of venue, not covered above?

If appropriate, indicate any specifics that apply to Digital ICT services alone.

One of the citizenship imaginaries of the information about diligences and public services, is that they need due diligence, which means that people who lend the service will need a monetary reward. This does not correspond to the reality because the advice and the information are completely for free. There are no extra charges involved. This idea is present in the minds of many citizens, specially of those in low social status and third age people. This variable avoid people to use these types of services in these types of establishments.

In the case of the rural establishments (cpga), the agricultural ministry workers mention that

there exist two additional elements that can condition the access of the users. The first is the low capacity of assistance related with low amounts of resources to increase the coverage of the center. The other is the management and service lending with a political criteria, filtering all access by accessing according to the affinity of the user´s political view, something which is characterized in small downtowns in the municipals.

5.2.3 Capacity and relevance

2–3 Paragraphs:
What is your overall assessment of CAPACITY ecosystem in this type of venue (human capacity, locally relevant content, integration into daily routines, socio-cultural factors, trust in technology, social appropriation of technology)?

SPECIFIC PROFILE IS NOT REQUIRED OR ANY TYPE OF PREVIOUS FORMATION TO MAKE USE OF THE SERVICES OF THESE ESTABLISHMENTS, THAT WHICH FACILITATES THAT POPULATION'S TYPE CAN COME CLOSER AND TO USE THEM. THE OPERATORS ARE ENABLED AND THEIR UP-TO-DATE FORMATION PERMANENTLY TO OFFER THE POSSIBLE BEST SERVICE.

THE APPROPRIATION FOR PART OF THE USERS HAS BEEN COMPLETELY SUCCESSFUL, AS THEY DEMONSTRATE IT THE FIGURES OF ASSISTED USERS AND PROCESS CARRIED OUT IN THE DIFFERENT ESTABLISHMENTS.

5.2.3.1 *Staff size*

How many people work in a typical facility for this type of venue? (full time-equivalent employees or contractors; describe any significant variations, i.e., large, medium and small libraries in the country)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

It is relative to the size of the establishment and the target population. In the case of the establishments of technical agro assistance, the professionals are involved according to the demand of services of the users, in an urban establishment of diligences and public services; there are cases that count with 60 people, and smaller ones which have 5 to 10 people.

5.2.3.2 *Staff training*

What is the overall capacity of the staff (i.e., librarians, telecentres operators) to help users access and use public access to information and communication services offered in this venue? Differentiate by applicable Equity of Service variables (Form 1c).

(vii) If appropriate, indicate any specifics that apply to Digital ICT services alone.

(viii) For Public Libraries, indicate if Library School training is available and/or required for librarians.

The size is relative and the target populations are attending. The urban venue, the functionaries receive many introduction courses for have a good work, in the venue of technical assessment, the service is offer by outsourcing, composed by interdisciplinary teams with a capacity and accreditation for a certification.

In each unit of technical assistance, there are at leas tan economist, a social worker, a professional, technician in agro technical assistance and a worker in charge of the administrative area. There is another mechanism that widens the offer and capacity of the services; this is because the cpga signs agreements that cooperate through internships with universities of the region which are established in the downtown.

5.2.3.3 *Services offered*

What kind of services does this type of venue offer to the public? (i.e., access to books, magazines; meeting and conference rooms; audio/video programs, computers, Internet, other). Include Digital ICT services if offered.

Services Offered	*Comments*
31. GESTION PARA EL DESARROLLO RURAL	
32. ASISTENCIA TECNICA DIRECTA RURAL	
33. RUEDAS DE NEGOCIOS	
34. BANCA DE INVERSION	
35. BOLSA DE CARGA	
36. GEORREFERENCIACION	
37. INTELIGENCIA DE MERCADOS	
38. RECAUDO DE SERVICIOS PÚBLICOS DOMICILIARIOS	
39. INFORMACIÓN Y ORIENTACIÓN ACERCA DE ENTIDADES, ACTIVIDADES, NOVEDADES Y EN GENERAL, TODO LO RELACIONADO CON EL DISTRITO CAPITAL.	
40. REALIZACIÓN DE TRÁMITES DE LAS ENTIDADES DISTRITALES.	

Explain any salient differences in the services offered in different regions, sizes or other variables of significance:

5.2.3.4 *Programs for underserved communities*

Describe if this venue has programs specifically intended to reach underserved communities, differentiating by applicable Equity of Service variables (Form 1c).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

There are no programs designed especially for vulnerable population, the service offer is oriented to teach the general citizenship about diligences, services, and new productive options.

5.2.3.5 *Relevant content*

What type of locally relevant content is available? What else is needed? Who is doing it?

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The services offer design is depended by most important steps for the citizens and long time ago took a lot of time. The initial offer count with public services steps then was extended to any kind of local entities (taxes, states steps, etc...) According to the reception of the services lets in this venue, national entities took the decision of lets these services also. It for this reason the taxes directory and national customs (DIAN) offer tributary advice in these venues, also the administrative department of security DAS, this permit obtain easer the judicial certify (step necessary to access to any job or contract related with public and public sectors).

In the rural venues, the services offer is relevant for the producers in the same way for small producers (whose this services is free), as medium and big producers that count with these venues like a way to modernizing their business and improve their production practices.

Source: Interview Report 03

5.2.3.6 *Services and information available in local languages*

Describe the availability of services and contents relevant to human development that are available in **local languages** in this type of venue? (i.e., info on health, education, government services, etc)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

All the services and contents are in the local language

5.2.3.7 *Types of uses*

What do people USE the venues for (most frequent kinds of information and services people seek in them, activities they carry out in them)?

(iv) If appropriate, indicate any specifics that apply to Digital ICT services alone.

Refer to section 3.4 Charts: Information Needs and complement here as needed.

Results Of FieldWork

INFORMATION PEOPLE SEEK	%
Education	5,88
Health	8,28
Agriculture	0,00
Government services	67,54
Entertainment	0,00
News	0,00
Personal	16,99
Other	*1,307*
TOTAL	100,00

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

5.2.3.8 *Number, type, and frequency of users*

Refer to section 3.4 Charts: Information Needs. Complement here as needed.

In average, a center gathers 350.000 citizens that generated COP$23'140.000 with an average of 560.000 services. the one consolidated of peasants inscribed inside the databases of the cpga, they are 205.000 .

Results Of FieldWork

Frequency of Use	%
First visit	14,34
Rarely	40,38
Occasional	26,04
Regular	10,94
Frequent	4,15
Daily	4,15
total	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

5.2.3.9 *Users capacity to use information and services offered*

What is the overall capacity of the users to take advantage of public access to information and

communication resources, differentiating by applicable Equity of Service variables (Form 1c)?

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

Any knowledge is not necessary or any specific information for use the services are offer by this venue, in each of them, exist assistant that help the use of the ICT for the citizen. that help the use of the ICT for the citizen

The emphasis of the services in the cpga is to help and assistance to the "productive chains" instead of the individual produces therefore as these chains will benefit and improve their productivity, all the ones involved with the chain will also benefit. It is easier for organization of producer to take advantages of the opportunities and services of the cpga

Results Of FieldWork

Educational Level	%
No formal education	5,18
Only elementary	16,08
Up to high school	54,22
College or university	24,52
total	*100*

Source: Own Elaboration

To be able to do a comparison between the results of the other establishments, please look at the paper of the field work at the end of this work.

5.2.3.10 *Training courses for users*

Describe training courses offered to the public at this venue, and if they offer some kind of testing and certification.

Training courses:

ICT specific training courses:

5.2.3.11 *Integration into daily routines*

How easy is it for users to integrate the information and services offered in this type of venue into their daily lives? (offer concrete solutions to their needs and problems, make it easier to solve them at this venue than in other places)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The facility to appropriate offered services in these establishments is differentiated according their location depending if it is a rural or an urban area. In a urban area, the designs seek to facilitate the achievement of the citizens tasks, paying taxes and helping with the procedures in n easy and fast way. In the rural area it is according to the localization of the centers and it is easier for those citizens with in the municipal and harder for those who have to travel all the way.

5.2.3.12 *Users perceptions about the venue*

What is the general perception or opinion of the population about the venue (not necessarily its specific services, but the venue itself, i.e., what do people generally think about libraries? Are they places that are "cool" or "only for elites" etc?), differentiating by applicable Equity of Service variables (Form 1c)? This includes perception by people who do not use the venue…

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

5.2.3.13 *Social appropriation of information and generation of new knowledge*

What activities, products and services are users undertaking that exhibit new levels of social appropriation of technologies and generation of knowledge? For example, how are users generating and disseminating new knowledge, products and services through their use of this venue? (see category 13 in Real Access Framework for Social Appropriation of Technology).

If appropriate, indicate any specifics that apply to Digital ICT services alone.

A part of the social appropriation and the generation of new knowledge are the conformation of the epsagros (business which lend agro technical assistance services), in charge of offering and lending services to the cpga, actually are 851 registered in agro secretaries, but only 414 are legal and the rest are in the process of becoming.

Another element that generates knowledge, are the opportunities offered by the cpga, thanks to the agreement signed which the SENA (national Services of Learning). Actually they offer 50.000 vacant of formation in 114 centers for users in the cpga. For the year 2010, the goal is to achieve 230.000 vacant.

As a social appropriation and as a result of management of the cpgha, it can be mentioned that there are 200.000 million pesos collected in technical assistance projects and 21.000 million pesos collected of international cooperation resources, also for produced projects.

5.2.3.14 *Trust, safety, and privacy*

What is the general perception or opinion of the population about the safety, security and privacy (TRUST) of the information and services offered in this venue?

5.2.3.15 *Gaps and opportunities in information and services offered*

What other information gaps and opportunities exist, which are not being met? (other information/services people need that are not being met there and could be offered, especially through Digital ICT services)

According to the opinion of Jesus Martinez, worker in charge of the ministry of agriculture, actually they are working with the Compartel program for the connectivity of the cpga. There are 57 cpga with connectivity.

5.2.4 Enabling environment

2–3 Paragraphs:
What is your overall assessment of the ENVIRONMENT ecosystem in this type of venue (local economy, national economy, legal and regulatory framework, political will and public support, regional and international context)?

THE ESTABLISHMENTS HAVE THE WHOLE BACK AND THE LOCAL GOVERNMENTS' RESOURCES IN THE URBAN AND NATIONAL AREAS IN THE RURAL AREAS. THE BACK ALLOWS THAT THE OFFER OF SERVICES AND THE PROFILE OF THE OPERATORS IS THE SUITABLE ONE TO LEND A BETTER SERVICE.

5.2.4.1 *Local and national economy*

Describe the local and national economic environment and how it affects public access to information and communication in this type of venue (refer to and complement economic summary in country assessment, section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

The annual budget for the CADEs in the 2006 was 1.914156 USD$, in 2007 was 2.039.456 USD$ with all the charge of responsibility for the local government in Bogota. From this budget of 2007, 35% (595.041 USD$) corresponded to invertion and 65% (1.444.414 USD$) corresponded to operation.

Source: http://www.shd.gov.co/portal/page?_pageid=237,3590877&_dad=portal&_schema=PORTAL

5.2.4.2 *Legal and regulatory framework*

Describe the legal and regulatory framework and how it affects public access to information and communication in this type of venue (refer to and complement economic summary in country assessment, section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

In the case of the CPGA, there are many laws that support the service offer in these establishments. This way they assure the success of this initiative in the long term an not only as the government wants to.

The following are the laws involved.

Law 607 of 2000 (creation and operation of the UMATA), law 136 of 1994 (modernization, organization and functioning of the municipals) Law 811 of 2003 (Productive Chains in the agro sector and agro societies in transformation), Decreto reglamentario 3199 of 2002 (obligatory public services of direct rural technical assistance), Decreto reglamentario 2980 of 2004 (association of municipals for the lending of public services) and the minstrel resolution 00189 of 2005 (procedures and requirements for the accreditation of public services enterprises of technical assistance in rural areas)

5.2.4.3 *Political will and public support*

What is the level of political will and public support for this type of venue? (refer to and complement section 3.5 Economic, Policy, and Regulatory Environment, calling out what is specific to this venue)

(i) If appropriate, indicate any specifics that apply to Digital ICT services alone.

As these are national programs that are articulated with local initiatives, the establishments work with the backup of the local institution. In some cases, the establishments work in the same installations as the mayor and in othe cases the local government adapt to existent infrastructures available to the programs.

5.2.4.4 *Organization and networking*

Describe if the facilities in this type of venue organized in any network, association or other collective body? (i.e., national public library system, telecentre franchise or network, etc)?

The provisional centers of agro management (CPGA), come out as a result of an agreement between different nearby municipals and entities of the national government, like the SENA, the agro the ICONDER . Each of these should assure resources (technical, economical etc) and politics to help in the management. tambien existe la plataforma tecnologica y la red inteligente, como herramienta de gestion del conocimiento y trasnferencia de experiencias de los cpga

In the case of the CADES, there exists a network which involve all the CADE and which articulates the different type of establishments that exist to facilitate the diligences and services for the citizenship of the capital district: supercade, cade, rapicade and turist cade.

5.2.4.5 *Partnerships*

Describe notable public-private partnerships in support of this type of venue.

If appropriate, indicate any specifics that apply to Digital ICT services alone.

The public character of the provisional centers facilitates the canalization of the resources of the state. This condition does not limit the participation of the cooperative entities and private organizations in the provincial centers, because these can construct, for investment cases, autonomous patrimonies, and “ficudias” in which the private capital reinforce the actions of the center, directly in projects and business that benefit the rural people.

In the Case of the CADES, the societies are given more between different levels of the government, because, although it is a district initiatives, entities of the national government, like for example the Administrative Department of Security (DAS), have establish contacts with the Bogotá mayor to provide their services and diligence in these establishments.

5.2.4.6 *Other environment factors*

Other factors in the environment that affect access and use of information in this kind of venue, not covered above?

5.2.5 For publicly funded venues only: Revenue streams

This section is meant specifically for publicly-funded venues (public libraries, national connectivity programs, etc).

5.2.5.1 *Budget*

What is the total budget for this public access venue system (applies especially for libraries, answer for other venues if applicable and if available)?

Total Budget for Fiscal Year

Local currency name amount (local currency)

Approx. equivalent in USD based on exchange rate of on date .

5.2.5.2 *Relative size of budget*

How large (or small) is this budget in relation to other funding streams? (this is a way to show, in financial terms, how much the government cares about information and public access as compared to a variety of other issues in the country).

Relative Size of Budget for same year	Total budget (local currency)	Comments
Total national budget		
Education		
Other (name)		
Public libraries		

Other Comments:

5.2.5.3 *Sources of funding*

What are the sources of funding for this public access venue system?

Sources of funding:	Approximate % of total budget	Comments
Government sources:		
International donors:		
National donors:		
User fees/services:		
Other (name)		

Other (name)
Other (name)

Other Comments:

5.2.5.4 *Paths and flows of resources*

How do resources get allocated and disbursed to the actual venues? For the principal funders, and especially for the public sources, what is the flow of funds? How are the funds raised (what tax stream), what path do the tax streams flow before they get to the specific venues? Who makes decisions about this funding?

5.2.5.5 *Fees and cost recovery*

Describe if there are user fees or any other type of cost recovery. How does it affect service delivery and usage?

5.2.5.6 *Cost categories*

What are the main cost categories in the operation of this kind of venue? (% of total annual budget)

If appropriate, indicate any specifics that apply to Digital ICT services alone.

Cost Categories for Operation:	Approximate % of total budget	Comments
Staff (salaries, benefits)		
Building infrastructure		
Utilities		
Staff Training		
Computers/technology		
other (name)		
other (name)		
other (name)		
other (name)		
other (name)		
other (name)		
other (name)		
Total	100%	

Other Comments:

5.2.5.7 *Recent changes and future trends*

Describe any recent changes and anticipated future trends in the funding and revenue streams for this type of venue in the country. Have funding levels risen or decreased dramatically over the past few years? What is the outlook for the foreseeable future?

5.2.6 Case example for venue 4:

Provide a short descriptions and commentary for each type of venue, offering a realistic sense of what the venue looks and feels like in its day to day operation, the kind of people who visit, and the kind of services they receive. Also, the case example indicates what makes the case unique or what features are commonly shared with other venues. A photo and short quotes will make it even more real.

WHAT ARE SUPERCADE?

THEY ARE CENTERS OF SERVICES WHERE UNDER A SINGLE ROOF THEY CAN BE CARRIED OUT MORE OF 250 STEPS (CONTAINED IN 160 TIPOLOGÍES) AND TO OBTAIN SERVICES OF ENTITIES PUBLIC POINT OF THE ORDER DISTRITAL LIKE NATIONAL AND AS PRIVATE; IN A SUPERCADE THE RESPECT WILL PREVAIL TO THE CITIZENS AND CIVIC, THEY WILL BE TREATED WITH HIGH STANDARDS OF SERVICE AND THEY WILL BE SOLVED IN AN AGILE AND EFFECTIVE WAY ITS APPLICATIONS.

THE BENEFITS THAT SUPERCADE OFFERS TO THE CITIZENSHIP ARE:

1. REDUCTION IN THE TIMES OF DISPLACEMENT OF THE CITIZEN IN THE CAPITAL WHEN CONSENTING TO MOST OF THE SERVICES THAT ARE TO POSITION OF THE DISTRICT, IN ONESELF PLACE.

2. AGILITY, COMFORT AND QUALITY IN THE ATTENTION THAT YOU/THEY OFFER THEM THE ENTITIES.

3. ARTICULATION AND INTEGRATION AMONG THE PUBLIC AND PRIVATE, DIRECT ORGANISMS OR INDIRECTLY RELATED WITH THE INSTALLATION OF THEIR OPERATIONAL PROCESSES IN ONESELF PHYSICAL SPACE.

4. INCORPORATION OF THE USE OF RESOURCES OF COMPUTER SCIENCE FOR THE BENEFIT OF THE SERVICES.

5. ADAPTATION OF THE PHYSICAL AND TECHNOLOGICAL NECESSARY INFRASTRUCTURE TO INCREASE THE EFFICIENCY AND EFFECTIVENESS IN THE BENEFIT FROM THE SERVICES TO THE CITIZENSHIP.

OPERATION OF SUPERCADE

THE CITIZENS THAT REQUIRE TO ADVANCE A STEP THERE BEFORE ANYONE OF THE ENTITIES LOCATED, THEY COME CLOSER AND SOME ORIENTADORES TAKES CHARGE OF MAKING A FIRST FILTER ASKING THEM FOR THE SERVICE THAT THEY WILL REQUEST AND GUIDING THEM UNTIL THE AREA OF CORRESPONDING ASSIGNMENT OF SHIFTS. IN THIS PLACE, AN INFORMANT GIVES THEM A SHIFT WITH INFORMATION OF THE STEP TO CARRY OUT, ENTITY, WINDOW AND NUMBER OF SHIFT.

FOLLOWED ACT, A GUIDE ACCOMPANIES HIM UNTIL THE AREA OF HE WAITS AND IT LOCATES IT IN THE SEATS WHERE THE CITIZEN AWAITS UNTIL IT IS CALLED OF THE POINT OF CORRESPONDING SERVICE.

IN THE POINT OF CONTACT THE CITIZEN GIVES TO THE SERVANT OF THE RESPECTIVE ENTITY THE SHIFT FOR HIS VERIFICATION AND IT PROCEEDS TO NEGOTIATE HIS APPLICATION.

ALL THE SERVANTS AND SERVANTS ARE PROPERLY UNIFORMED WITH THE DRESS OR INSTITUTIONAL VEST.

PROFILE OF ENTITIES (DISTRITALES, PRIVATE AND NATIONAL)

ENTITIES supplying OF SERVICES TO THE CITIZEN (TO) OF HIGH IMPACTS to THE CITY.

PROGRAM sor PROJECTS OF IMPACT AND APPROACH TO THE CITIZEN (TO).

"THE INFORMATION OF THE ENTITIES WILL BE CHANNELED TO INCLINATION OF THE GUIDE OF STEPS AND SERVICES TO THE CITIZEN"

PROFILE SERVICES OF IT SUPPORTS

COMPANIES THAT LEND SERVICES OF GENERAL INTEREST TO citizens THAT MAKE USE OF SUPERCADE.

PHOTOGRAPHS

PHOTOCOPIES

HELIOGRAFÍAS

BANKS

SALE OF FORMS

THE SERVICES OF IT SUPPORTS THAT THEY ARE LENT IN SUPERCADE THEY ARE THE

FOLLOWING ONES:

PHOTOCOPIES: FOR THE CITIZENS THAT REQUIRE COPY OF SOME DOCUMENT AND DON'T WANT TO MOVE TO OTHER PLACES TO OBTAIN THE SERVICE.

IPHOTOGRAPHS AND SALE OF DOCUMENTS: THESE SERVICES ARE, THE SAME AS THE PREVIOUS ONE, FOR THOSE THAT THE CITIZENS THAT NEED PICTURES OR FORMS DON'T MOVE TO OTHER PLACES TO OBTAIN THE SERVICE.

COLLECT: FINANCIAL ENTITIES THAT COLLECT THE SERVICES OF THE PUBLIC AND PRIVATE ENTITIES THAT MAKE PRESENCE IN SUPERCADE. THEY ARE ALSO TO THE SERVICE DATÁFONO, FOR THE PAYMENT WITH PLASTIC MONEY.

VIRTUAL AREA AND OF FOODS: THE AREA VIRTUAL BILL WITH 5 PC FOR GRATUITOUS ACCESS TO INTERNET AND WITH KIOSKS MULTIMEDIA OF THE COMPANY OF TELECOMMUNICATIONS DE BOGOTÁ ETB, THE COMPANY OF AQUEDUCT AND SEWER SYSTEM DE BOGOTÁ ESP, THE SECRETARY OF EDUCATION OF THE DISTRICT AND THE GENERAL SECRETARY OF THE BIGGEST MAYOR'S OFFICE DE BOGOTÁ D.C. DE EQUAL FORMS IT HAS A "DRINKING TROUGH" OF THE AQUEDUCT COMPANY AND SEWER SYSTEM DE BOGOTÁ ESP AND DOS DISPENSERS OF FOODS AND DRINKS.

THE COMPLEMENTARY SERVICES THAT ARE LENT ARE:

LIBRARY (only IN CAD)

ADMINISTRATIVE DEPARTMENT DE PLANEACIÓN DISTRITAL.

PLANOTECA.

ROOMS OF IT CONSULTS.

CENTER OF COPIED AND HELIOGRAFÍA.

ADMINISTRATIVE DEPARTMENT OF CADASTER DISTRITAL AND

ADMINISTRATIVE DEPARTMENT DE PLANEACIÓN DISTRITAL.

FILES.

CENTER OF COMPUTATION (ADMINISTRATION SUPERCADE).

PUBLIC PHONES AND OF TEXT

SCHEDULES OF ATTENTION AND LENDERS OF SERVICES:

THE ENTITIES LEND THEIR SERVICES WITH PERSONAL OF IT PLANTS OR CONTRACTOR AND THE PERSONNEL OF IT SUPPORTS OR ADMINISTRATIVE IT IS HIRED BY THE GENERAL SECRETARY. THE DEFINED SCHEDULE OF ATTENTION FOR SUPERCADE IS A.M. FROM MONDAY TO FRIDAY OF 7:00 AT 6:00 P.M. AND ON SATURDAYS OF 8:00 A.M. AT 11:00 A.M. THIS SCHEDULE HE/SHE WAS DEFINED BY MEANS OF THE APPLICATION OF SURVEYS IN THOSE THAT THE PREFERENCE OF SCHEDULES OF USE WAS VERIFIED AMONG THE CITIZENS

A
B
C
D

6 Success Factors and Strategic Recommendations

6.1 Summary of Lessons in Country

6.1.1 Information needs

- E-government
- Personal services
- Enterprises services:
- Leisure

Personal services and of leisure are adequately covered, as shown in the data of the ACIM study: indicates that the most common activity dome by the national cabernets (89 percent) is to check their email, the next most common activity is to use the MSN-Messenger Program (77 percent) and reading the news (72 percent). Other important activities are to look inside searchers (57 percent), chatting (56 percent) downloading music (51 percent) and downloading software (48 percent).

According to the fieldwork advanced by the project, the main categories of information that people look for in the studied venues are:

Information People Seek	%
Education	29,75
Health	4,56
Agriculture	1,04
Government services	19,18
Entertainment	16,06
News	2,31
Personal	20,97
Other	6,12
TOTAL	100,00

6.1.2 Where people go

The same study of Fundalectura 2006, collects the places where the citizens best prefer to read, classifies by quintiles: in all cases the favorite place is their home with 90.17% (91,63% quintile 1, 88,86% quintile 2, 89,44% quintile 3, 88,59% quintile 4 y 92, 58% quintile 5). The second place goes to the school with an average of 56,84% (55,77% quintile 1, 60,57% quintile 2, 58,73% quintile 3, 52,26% quintile 4 y 55,62% quintile 5). The low participation of libraries is awearing, which have an average of 11,98% en order of preferences (9,22% in the 1st quintile , 9,49% in the 2nd quintile , 12,27% in the 3rd quintile , 13,94% in the 4th quintile y 18,14 in the 5th quintile). Finally the average of participation of other places is of 1,96%.

According to data of the Colombian Association of Investigation of Media (Acim) published in the El tiempo newspaper (http://www.eltiempo.com/vidadehoy/2008-04-04/ARTICULO-WEB-NOTA_INTERIOR-4073865.html),, the place Colombians use the most to navigate on the internet, is their home (73%), second to work (48%) and cyber cafés (42%). On the other side, the places where they least access to the internet is in libraries, at friends and family homes and at school and in universities.

6.1.3 How access, capacity, and environment affects public access

ACCESS

The physical conditions of sites which provide access to information and technology are trying to be the most adequate. In all the revised cases, these sites are placed in urban centers, adapting in some cases pre constructed equipment to lend the service the best way possible, and in other cases new equipment are produced to reach the appropriate conditions and captivate the potential users.

According to technological conditions, these are differentiated depending the case, for example some important ones like public libraries with optimal conditions of connectivity and supplies like the Bibliored in Bogotá or Public libraries in Medellin, or other examples like small scale libraries which provide their service in small municipals of the country. For these last cases, the National Plan of Public Libraries has provided the minimal supplies that consist in computational equipment, TVs, Video and VHS, recorders and Bibliographic software: 683 libraries of the country have received this donation, benefiting 70% of the population on the country (26,192,747 h).

Another example, to profound about the appropriate technologies, is the "Compartel" telcenters. . If so, with the articulation of the Computers for education" program and the "Compartel" program, it is possible to create minimal conditions to increase the access and create sensitivity in vulnerable communities about the ICT. Knowing that connectivity conditions are not optimal there, Compatel program is doing a licitation process to actualize the technological platform and adapt to better conditions that at the moment are offered by the country.

In the observed cases, the majority of the services offered are for free. In the case of the telecenters "Compartel" the services have a cost, but it obeys a study of conditions in the market and the costs tend to adjust the economic conditions of the potential users (vulnerable population), in much more favorable conditions that any private offer.

CAPACITY

In general terms, those in charge of the public sites do not have the proper profile to take responsibility to assist the users, therefore to subsist this failure there exist many initiatives

that try to improve their profile. Within these initiatives we can count with: 1) the PNLB, which incorporates processes of education to librarians and public library directives, 100% of the librarians have been educated in this program as well as 5000 reading promoters. 2) The National Academy of Telecenters invites the administrators of these centers of ICT access and telecenters in Colombia to sign in in virtual formation which are given between the 3rd and the 28th of march. The formations of the Academy are delivered through internet and will have no cost, because it will be afford by the coordinators of the project.
Enlace: http://www.telecentros.org.co/index.shtml?apc=O1-1--&s=n

The appropriation of social information supply and ICT, has consist in the "digital alphabetization of vulnerable population, either by its geographic localization or social conditions like violence of displacement. Within the advances that can be related, we mention the 683 benefit municipals in PNLB (62% of the country), the 1490 telecenters installed by the Compartel program which have benefit 5200000 people; 2000 people have been taught through the internet in 21 municipals of the country, during a one moth rout of connectivity and other more. This generates power and social incorporation on internet services like social security transactions (only format) of educational services (virtual courses in SENA) among others.

ENVIROMENT

According to Fundalectura (2006) each time Colombians, of different social sectors, educational levels, age, gender and cities, read more through the internet. It shows that each time the social status increases, reading also increases: between the 1st social status and the 6th, there are 41 points of different for internet reading. Men read a bit more on the internet than women, the ones with higeh income read more in the internet that those which lower incomes, and the most educated do it more that the least educated. 1.8% of the internet readers only have a primary education, 34.7% have their secondary education and the 63.5% have done superior education. Income, studies and age are the variables which are most correlated to reading other that gender.

In is also important to standout form the surroundings, the public politics iniciatives to seek for digital alphabetization in the country . Among the principal initiatives we can mention "computers to educate" (supplies of computers for different institutions and communities all over the country) Conectivity Agenda (on line government strategy, government intranet and unique transaction portal) Compartel (Rural telephone and social internet) and finaly National Plan of lectura and libraries (construction, supplies and reinforcement of the national network of public libraries).

In is also important to remark the importance of the public will, one outstanding example is in the city of Manizales, which was recognized in the IV Iberoamerican Prize of Digital Cities in 2007 in the category of Best Practice in a Medium City by the Iberoamerican Association of the Investigation and Telecomunication Companies (AHCIET). From this example what stands out the most is the importance of the communitarian telecenter network.

6.1.4 Role of ICT

Public policies, regulation and best-practices programs help to increase awareness of the importance of ICTs.

There is a problem of perception in the communities.

The role of ICTs is very different in urban and rural areas, and between developed cities and regions, and marginalized communities and small towns.

The ICTs a seen as a great opportunity for small and medium enterprises

Recently, the role of ICTs as a mean to disseminate information is getting more and more importance in the standard media.

There is an important role on public policy decision-making.

The appropriation of the transformations by the citizens is still very low. According to data from the last General Media Survey EGM (2007) the share of audience between several media access forms are:

- Television: 94%
- Radio: 69%
- Magazines: 43%
- Newspapers: 33%
- Newspapers' magazines: 25%
- Internet: 25%

The Internet users in Colombia grew 50% in the first semester of 2007 (up to 10 million) to complete about 23% (9.537.728,3) of the population access. 77% (31.930.655,7) no acceden a las oportunidades contenidos y servicios que se ofrecen en línea.

It is necessary to design necessary incentives to sensitive and achieve the appropriation of new technologies. There exist, two imaginaries in the country; the first makes reference to the low broadcast and low capacity of the citizens to connect with the information and technology, which demerits when studying the programs offered in the territory, or when studying the reactions and perceptions of the program by the people, like the Connectivity Route. The second imaginary is that one of the conditions that limit the access is the citizens is the income, which also demerits when studying the services offers of these programs, where the majority are for free or of low cost, apart form that, the citizens have other leisure services and recreations like videogames or salon games like billiard

The most important step must be the design of an attractive offer for the different population segments, identify an offer from information and services which are useful for the citizens and can be incorporated in their daily routine, this is the only way that can assure the

commitment of users and benefactors. Another aspect to consider must be the design of local content, which is the previous requirement for an adequate use of the technological advantages, because on the other hand the cultural hegemony would take advantage unknowing great part of the characteristics of the local identity

The results of the consultation to users threw the following topics on the use of ICTs in the Venues:

USES OF ICT	%
Email	23,16
Chat	18,56
Web browsing	26,26
Blogs & social networking	13,05
Commerce & business	5,75
Phone or webcam	4,89
Games	4,89
Other	3,45
TOTAL	*100*

6.2 Success Factors and Recommendations

6.2.1 Where to invest resources

The principal decision must be the consolidation of an information access network as well as the ICT in the country. Important efforts from the national government in its different ministries exist (Compatel program, Computers for education, connectivity route, communications ministry), (reading and libraries national plan, public libraries national plan, cultural ministry) and (connectivity of educational institutions, educational ministry), but there is no synergy between these programs. Therefore, these synergies could be established with entities programs in territorial entities like communitarian telecenters in Manizales or initiatives of the private sector, like the Colnodo case, with the national network of telecenters and the national academy of telecenters.

It is important to define a strategic vision where roles are defined and resources are allocated according to the skills of each actor, this should occur within the program of the connectivity agenda, which is centered in this moment, in the component of “government on line” (national and international), but that could increase to include competition productivity and human development issues.

6.2.2 Key success factors

The necessity to identify the strategic information that allow making decisions, the generation of standard quality that assure its trust and opportunity when the work is done; the creation of incentives for its generation; the availability of the information on line and its wide diffusion; the promotion of information evaluation; the promotion of social information demand; the establishment of sanctions for the information management; the generation of

an interoperation in all levels of the government –central, territorial and international- and the promotion of compatible architectonic business and interfaces that facilitate its circulation. (María del Rosario Guerra| Communication Minister in the memories of "Hacia una Construcción de una Política para la Gestión de la Información Pública en Colombia" Bogotá, November, 2007)

6.2.3 Role of ICT

Public policies, regulation and best-practices programs help to increase awareness of the importance of ICTs.

There is a problem of perception in the communities.

The role of ICTs is very different in urban and rural areas, and between developed cities and regions, and marginalized communities and small towns.

The ICTs a seen as a great opportunity for small and medium enterprises
Recently, the role of ICTs as a mean to disseminate information is getting more and more importance in the standard media.

There is an important role on public policy decision-making.

The appropriation of the transformations by the citizens is still very low. According to data from the last General Media Survey EGM (2007) the share of audience between several media access forms are:

- Television: 94%
- Radio: 69%
- Magazines: 43%
- Newspapers: 33%
- Newspapers' magazines: 25%
- Internet: 25%

The Internet users in Colombia grew 50% in the first semester of 2007 (up to 10 million) to complete about 23% (9.537.728,3) of the population access. 77% (31.930.655,7) no acceden a las oportunidades contenidos y servicios que se ofrecen en línea.

It is necessary to design necessary incentives to sensitive and achieve the appropriation of new technologies. There exist, two imaginaries in the country; the first makes reference to the low broadcast and low capacity of the citizens to connect with the information and technology, which demerits when studying the programs offered in the territory, or when studying the reactions and perceptions of the program by the people, like the Connectivity Route. The second imaginary is that one of the conditions that limit the access is the citizens is the income, which also demerits when studying the services offers of these programs, where the majority are for free or of low cost, apart form that, the citizens have other leisure

services and recreations like videogames or salon games like billiard.

The most important step must be the design of an attractive offer for the different population segments, identify an offer from information and services which are useful for the citizens and can be incorporated in their daily routine, this is the only way that can assure the commitment of users and benefactors. Another aspect to consider must be the design of local content, which is the previous requirement for an adequate use of the technological advantages, because on the other hand the cultural hegemony would take advantage unknowing great part of the characteristics of the local identity

6.2.4 Top ten recommendations

1. The sustainability of the processes is achieved with the participation in every step of the benefactors

2. The implementation of carrot and stick measures is a shortcut to achieve successful programs, but must assure the commitment and identification of different service offers.

3. A wide range of creative solutions exist in the country to increase the information and ICTs, this is systematized in different programs of investigation centers, it is important to consolidate only unoe data base, validated and verified by the strategic actors.

4. Disperse efforts must be articulated, there exist multiple programs but these are not necesarally working altogether to deepen or widen its impacts.

5. There exist a greater opportunity to increase the possibilities of the citizens in historical contexts, of advances and development in the country, closing the digital gap thanks to the new technology connectivity.

6. Before falling into imaginaries that would not allow the advances and deepening of the information access and TICS, programs and creative incentives must be designed to sense and involve excluded communities.

7. The state must overcome the isolation of each entity like an “informational island”, to allow a “unique window” concept where, in an only point of attention, the citizen can obtain the anwers to all its needs.

8. Confidence and Security of new technologies must be important issues to work with because in parallel with the technological advances, illegal practices can also evolve and this will reduce the legitimacy of the whole process of sensitivity and increasing points of access.

9. In contexts where markets do not exist, the state should be pioneer, creating necessary demand, critical mass that allows a private operator to penetrate.

7 Appendices

Other Appendices

I. REPORT 01 - FOCAL GROUP

Date: February 7 2008
Place: CIDER, University of los Andes
Guests:

- Nicolás Silva (Coordinator Business Knowledge Center, Telecommunications Regulatory Commission CRT)
- María Isabel Mejía Jaramillo (General Director, "Connectivity Agenda", Ministry of Communications)
- Juan Carlos Noriega and Felipe Guzmán (Researchers, Observatory on Society, Government and ICTs, University Externado of Colombia)
- Diana Aranda and Oswaldo Ospina (Corporation Digital Colombia)
- Julián Casasbuenas (General Director, Colnodo)
- Juan Triana and Jaime Torres-Melo (CIDER, University of los Andes)

Historical trends what have been the main changes in the access to ICTs during the last 5 years?, which is the expected scenario in next 5 years?

- There have been important advances from public sector in mass access, one from work on infrastructure and regulation, and other advances from the policy design through qualification and sensitization programs for the community, especially in rural areas, about the importance and utility of ICTs. One of these programs is "Compartel", "computers to educate" and "Connectivity Agenda".
- Another recent tendency has been the creation of new urban equipments that at the same time that offer public access to the information and ICTs, they also represent a new way to govern with a more integral vision, articulating urban different systems: educational, mobility, public space, etc. These new urban equipments models have been successful cases that have begun to be replied in other cities of the country.
- Another important tendency has been the articulation of different actors: public, private and community, in the generation of new modalities of implementation of the information and ICTs, as a road for the construction of a more informed society able of making better decisions. Inside this definition, some programs like mayors accountability software, applications to enlarge the knowledge from millennium development goals in local level, among other applications that look for enlarge the knowledge in real time of territorial entities dynamics.
- One of the dynamics that can be projected in this context is this massive connectivity in the country. Likewise, a transition of the community access to the personal access, through the mobiles or another type of portable devices.

- Another dynamics that can be related: security and protection of the information, unique windows, technological convergence of the terminals and protection of the rights to the information and the citizens' ICTs.

Remarkable sentences:

- "82.000 people use the digital certificate of DIAN to declare rent and to pay tax, that represents 95% of the national taxes collected"
- "It is necessary to extend the type of you license creative commons; the use of free software will allow to generate knowledge and to strengthen the development of the local knowledge"
- "The contexts of initial covering of Program "Compartel" have changed. The services that before were lent thanks to the center Compartel, have been replaced by private operators. The main objective has been reached, so there is no reason for the presence of community centers when the covering of the private one already exists, so the program should be reoriented"
- "Nowadays the citizen is used as "messenger of the state" for any it processes the government entities act as "computer islands", we should advance to a phase of interoperability, a change of phase whit a concept of "unique digital window"

<u>Information needs which are the possible benefits of mass access to ICTs?, what way these could influence in the daily routine of the citizens?</u>

- One of the most remarkable benefits is the reduction and simplification of process. It is less expensive in time and money for the citizen, to make any process thanks to the new technologies.
- Likewise, thanks to new channels of participation and communication, the information to disposition of the citizen is better; for example, the "Portal Único de Contratacion", where in the year 2006 were shown in an open and public way, 46.000 processes of recruiting of the whole country.
- It is not easy to "prophesy" a sector leader about modifications of the routines of the citizens, because it depends on the undertaken actions for multiple actors.
- One of the most important conditions that has been generated thanks to a bigger access to the information, are the possibility of a permanent guided learning for the interest peculiar of each citizen. In this way, nowadays it is possible to generate different processes to the traditional, for example "the telecenters national academy" where, in a virtual way, it is looking for the implementation of a management system of the knowledge of operators, coordinators and administrators of telecenters in the country.
- Another benefit is the social virtual interaction, in which the social nets like Facebook, can be an incentive for the citizens access to the citizen, finding a series of contained of their interest.
- These new opportunities have generated a gradual transformation of the culture of the society. An example of this transformation is the convocation to the march of February 4 against of the violence of the terrorist group FARC. It began as a virtual group in Facebook.

- When a new offer of channels of communication and participation is created, the appropriate incentives should be generated for a better approach and use of the information and the technologies. It is the case of the grandmothers that have been using this kind of technologies to communicate with their families in other countries; or the case of the cities where it is possible to create a completely on-line company, without coming closer to any office of the Chamber of Commerce.

Remarkable sentences:

- "The topic is not only the portals and new channels, there are other important considerations, like changes in the conception and in the internal processes of the entities"
- "Related to the learning, there are difficulties to the access to new possibilities virtual because few times this question is made: what are the beneficiaries interested in?"
- "Every day, the information in the country is bigger and of better quality. The access is also increasing, so do people know how to use the information?"
- "When a new offer of channels of communication and participation is created, the appropriate incentives should be generated for a better approach and use of the information and the technologies"
- "Only with the implementation of ordinances and laws, the participation of the territorial entities in the "Portal Único de Contratación" has increased"

<u>Inequity environment which are the restrictive factors that can explain the exclusion of certain population groups from the access to ICT? For example, ethnic minorities, populations of certain regions, etc... Which are the most harmed groups?</u>

- The incomes is not necessarily a condition of exclusion, in some cases the "hour" of internet service has the same value that some leisure or recreation services and people prefer to use these than be connected to the information.
- To avoid the exclusion or apathy in other cases, it is important a participatory focus where this type of projects be defined collectively, although they are long and complex processes, they are processes that ensure their sostenibilidad based on an active participation of the beneficiaries.
- One of the conditions that generate the population's exclusion is the nonexistence of the market, because in contexts where an enough demand does not exist, it is difficult to think on efficient service and competition between different private operators.
- One of the possibilities to correct the flaw described previously, is the government's leadership: from the central level (Compartel), or from the local level by the emphasis on public policies ("Castilla la nueva")
- Other factors that can be a restriction are the difficult with the language of the contents and the low participation of local origin contents.

Remarkable sentences:

- "People do not have money to pay the hour of internet service but they do have for the hour of billiards?"
- "Management of community access: a participatory focus with the community where the exercise is to be thought jointly and collectively"
- "Not only the biggest cities have successful cases related to the application of information and technology, some small cases are advanced examples too"

Policy & regulatory environment which cases in the regional, national or local level, related to public policies choice, should be outstanding?

- There are some cases of regulatory policies or national or local initiatives that deserve to be outstanding as advances of development and access to the information.
- Inside of a regulatory policy and of national policies guidelines, it is very important to says, between a wide range of documents and official decisions, the following list as some of the examples:
- Another example is the "Ordenanza No. 2870 of 2007". This document contains actions to facilitate the convergence of the telecommunications services and nets. It also includes an emphasis to enlarge the unit of analysis: from an emphasis on services, to emphasis on nets.
- The "Connectivity Agenda" objective is to enlarge the use of the technologies of the information in order to increase the competitiveness of the productive sector, modernize the public institutions and of government, and socialize the access to the information.
- There are some cases of local initiatives that have received the support of the national competent organization. This allows an important development not necessarily related to the size or resources of the city. In all these cases it has been demonstrated that is possible to reach thanks to the leadership of the local government, to the incorporation and commitment of other actors and the permanent accompaniment of the civil society.
- Some of these cases are: Cali, Manizales, Tuluá, Castilla la nueva, among others.

Collaboration practices and opportunities what kind of collaboration practices and networks between different sites or institutions of ICTs access, exists in our country?

- We can mention the case of collaboration between Compartel (Ministry of Communications) and Colnodo (association of non government organizations). The objective is to transfer information and experiences on the management de community telecenters, generating new contents and enlarging the possibilities of improvement, like it is the case of the consolidation of the national academy and the national telecenters net.
- Another example of articulation and collaboration among diverse sectors, is the case of the digital platform that was created for the discussion of the "10-year National Plan on Education" (ministry of education), sector's document that involved the participation of multiple actors and it allowed to reach concerted agreements among the multiple parts.
- Finally, it is necessary to stand out another agreement of collaboration of Colnodo, in this case with international cooperation agencies (GTZ, UNDP). The objective of this

agreement is to create the tools and to adapt previous applications, to support a state diagnosis at local level.

II. REPORT OF FOCAL GROUP 02. PAI PROJECT

date: 6 de agosto de 2008
place: sala de juntas- cider

participants:
- **cristhian omar lizcano ortiz (director ejecutivo**, crt- comision de regulacion de telecomunicaciones)
- francisco Camargo (director articulación y gestión, agenda de conectividad)
- oswaldo ospina (coordinador observatorio de proyectos, corporación colombia digital)
- lucia Osorio (investigadora, corporación colombia digital)
- julián casasbuenas (director, colnodo)
- olga paz (academia nacional de telecentros)
- jaime torres- melo
- juan gabriel triana
- juan guillermo alcazar

The dynamic of the discussion of the participant in this focal group, it is divide in three moments principally, comments to the project presentation, commentaries about preliminary results of the work field and commentaries to conclusion of the project investigation. Then it is showing main lines of discussion in each moment, the first related with commentaries on the project generalities:

Abstract / key aspects

- The first explanation that most be said is the information in this report is comparative does not belong to CIDER. CIDER and project team in Colombia, they are ordered to collect quantitative and qualitative information on base which the Washington university ranked Colombia with different comparative criteria.
- The comparative qualification of the country list, showing a wide range, which the evaluation must settle against those are in high and low level, the average wide range could show a wrong view because not know advance among public policies of some countries.
- The main variables are gender, incomes, age, urban and rural location, regional inequity and violence victims. A key variable into the comparative report was venue´s offer to urban area and rural area.

Remarkable phrases

- Funded Colombia qualify into middle range, in the same level as Honduras or Peru, it is not right. We could compare social conditions, economic conditions and political conditions and It does not understand they are qualifying at same level.
- They cause much curiosity the variables that correspond to environment valuation, socioeconomic environment, institutional, politic will, and there is where emerge many worried about "why are they in same group of countries?".

The second moment of discussion appeared in the comments to the preliminaries of the work field, on matter we found :

Abstract / key aspects

- One of the first comments is the necessity to explain that CPGA (Provincial center of agro-industrial management), since not all assistants had previous knowledge about this kind of venues.
- The protocol to contact those venue´s operators, begin with a contacts data base, with all the public libraries around the country, all the profiles of CADE´s coordinator, all CPGA, all the Compartel telecenters and 200 numbers and email address from Cybercafé around the country, but the respond level was really low, we took the decision to contact by telephone some operators.
- The design and selection of work field cases, it is related with criteria of elaborated comparative work against other countries to different propose of the global project, although the consult focus in concrete aspect of variable that it is designing into Colombia investigation.
- The design of the consult to operator is wide with all things related to representative differences between regions in the country, while the consult to users the main objective is balance the variables analyzed using big differences between venues.
- One of the main observations is specify the criteria of selection, make evident these criteria to balance the variable. Also this observation was complement, with the need of examine minutely and characterize with a higher typology precision and conditions to categorize the telecenters, make some differences between national, community and territorial telecenters.
- Other important subject, it is the operators consult is a related with a perception of themselves about the dynamic of this venues, for example, it is not the number of men or women, however their perception about a percentage of women and men that use the venue.
- Exist an exclusion of some social groups because observe how the big part of capacitating project in new technologies are directed to young people excluding others groups like major age people.
- The result also most considered the conditions of access education in the country, the population that had access to university education is just the 4% compare with others educative levels.
- Also most considered into the result of analysis, the importance and specific weigh between big cities like Bogotá, Cali o Manizales, against towns like Silvia or Guamo.

- It is important wide the description of each information category, specific grouped by TICs or personal categories.
- The difference between the perception of services government use by the operators, and what are people real interest.
- It is necessary clarify that exist a layer explain the information category searched by users and other layer explain TIC´s user.
- Webcam and internet telephone use is related and limited by the broadband of the venue. This is a services range high developed. This a topic related with infrastructure not with a will or the intention users.
- Electronic commerce is not massive use because in some cases the restriction and recommendation by the banks, and others aspects that most contemplate and explain a few use of this services, because 70% of the citizens does not have bank count.
- The cost is not necessarily one the most important variables to understand the frequency use. Also we must considered the periodicity of the consult, because is different use of the venue depend of the season could be on study season or vacation.
- It must considerate that exist different frequencies for each venue, in some cases the use is related with college and university activities.
- Other aspect to considered is frequency use, in some cases the frequency is interconnected for the type of experience because if this person has a bad experience this widespread easily, a good experience is reproduce slowly around the same social circle.

Remarkable phrases

- The national telecenter networks and Compartel, they thing that most part of administrator are women.
- They are affirmation made started from operators perception, example, the operators consulted think that 52,22% of users are men.
- From the work field experience, if it is possible said that the big part of users, of them that can access to telecenters are men.
- It is important the emphasis that lead the universities, widespread and guide new technologies use according to academic standards.
- The education needs from the homework, read a biography or view a map, university investigation subject. Education is one of the most wanted topics for users.
- The teacher use ones the technology not necessarily used again, just if the teacher found the pedagogic use, for that reason the teacher digital alphabetization is not a priority.
- In the telecenters exist much exclusion like “just for students, just for professionals, etc…”
- Thanks to first TICs use, it is understand the work that do all the kids there and their moms understand that is no lost in time.

The third moment of discussion generate to comments the project conclusions, these are some of their participation:

Abstract / key aspects

- The government paper is remarkable like promote coordinator of the massive access project, and then must promote the paper and the engage with the private sector.
- The remark of alliance must be a element to remark into the keys to success of the programs, alliance between public sector and private sector, like that alliance between different government agency and different levels (national, state and municipal)
- It is important generate a complement to rolls like national government and local government, we have to know that the national government had a big paper but a local government had to support this ideas.
- It must exist a incentive to public politic like a ranking where is qualify the management of territorial entities, innovate about new indicators that permit read the government management.
- It must focus new initiative from different origin, between agencies, government levels, etc… a example of them is the link between connectivity agenda and cultural and education ministry.
- Other example of articulation between actors and initiatives is the formulation and approval of the TICs national plan and the propose of e-government by connectivity agenda.
- It is necessary to entail of academy to widen the educative offer and deepen in the subjects with e-government and e-commerce, the academy must lead the process to go through the discussion of the infrastructure and incorporated this contents with practices incomes for citizens.
- Exist multiple levels of actors and initiatives articulation; this is a cases of national telecenters and communitarian telecenters in some territorial entities. Other example is the articulation of national network of telecenters where exist presence of public sector, private, NGO and academy.
- We can observe a big evolution to establish an alliance, talked about it 5 years ago was impossible.
- Other main topic is the formation of responsible of telecenters performance this formation is not necessary professional, these could be used to qualify this venues, this venues had to offer better guide and orientation for the citizen.
- A grated advance had been the CADE case, SUPERCADE and virtual CADE in Bogota district. A turn of the public administration orient to the structure pointed to the citizen and try to focus national and local effort in just one venue.

Remarkable phrases

- It is necessary to foment the use of schools to use this structure like a point meeting between government and users.
- We must differentiate who is the responsible for public access to information and who is responsible for access to public information.
- The moment will arrive at which the social pressure made by mayor hall prioritize this subjects.

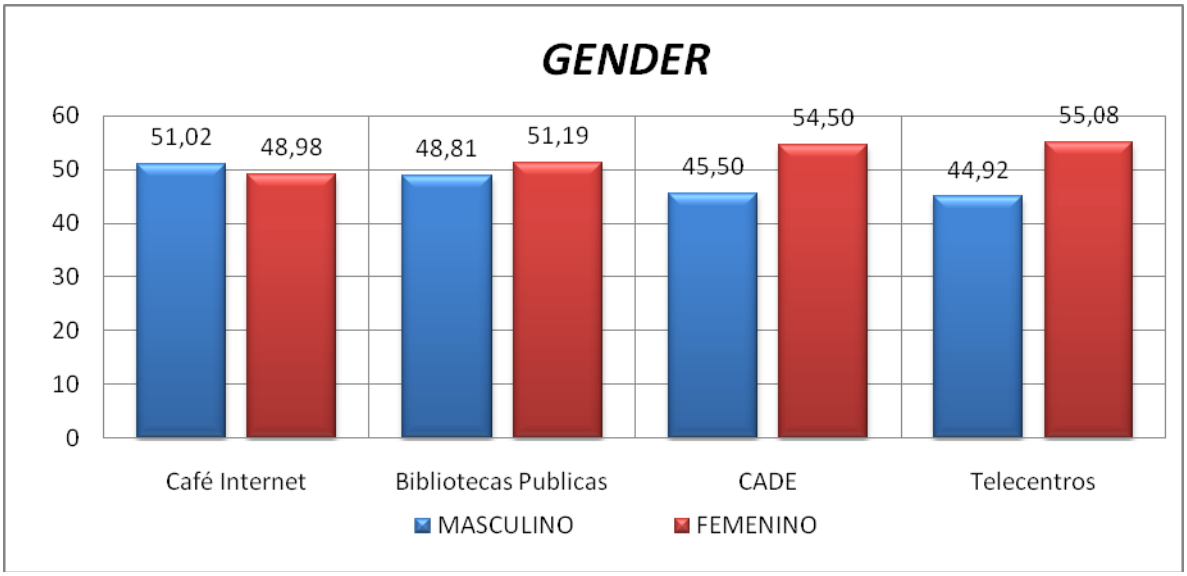
III. PRESENTATION OF RESULTS OF THE FIELD WORK

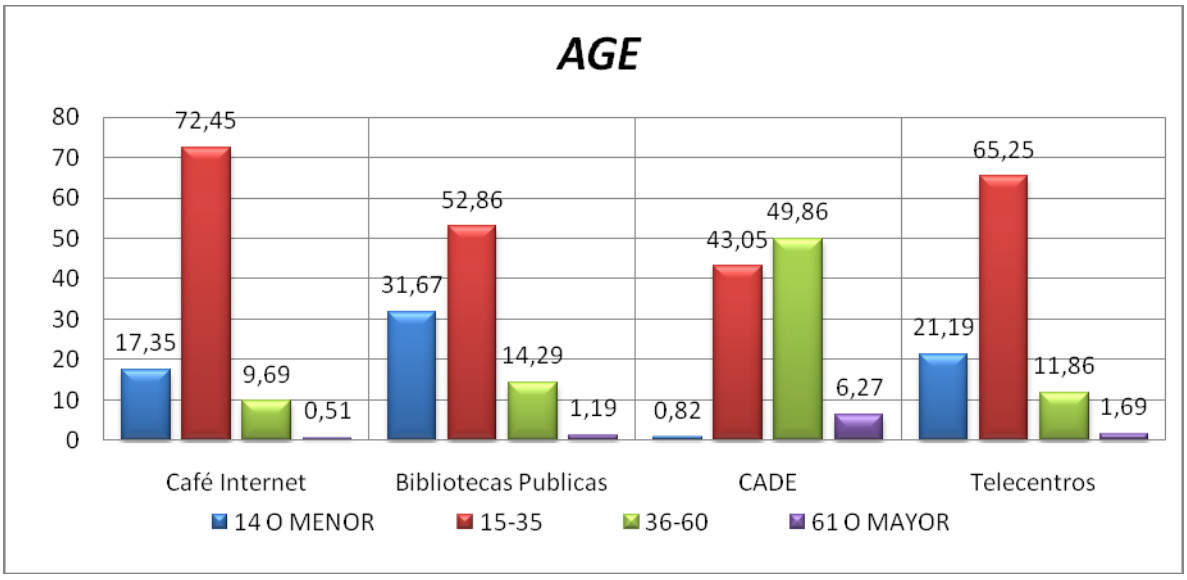
Next show up the results from the field consultation to venues operators and users. The methodology with the one that you advance this consultation was:

- Operators consulting
  Survey (through the internet – by the pone) to 61 operatos of public acces establishments (public libraries, telecenters, cyber coffees, CAEDS-CPGA)
- User Consulting
  Personal Survey to 1100 users of public establishments. (Bogotá Cali, Manizales, Florencia. Guamo Silvia).

	PUBLIC LIBRARIES	TELECENTER	CYBERCOFFE	CADE - CPGA
# OF URBAN VENUES SURVEYED	4	5	5	3
# OF NON-URBAN VENUES SURVEYED	0	0	0	0
# OF RESPONDENTS IN URBAN VENUES	420	118	196	367
# OF RESPONDENTS IN NON-URBAN VENUES		0		

RESULTS OF THE CONSULTATION TO USERS

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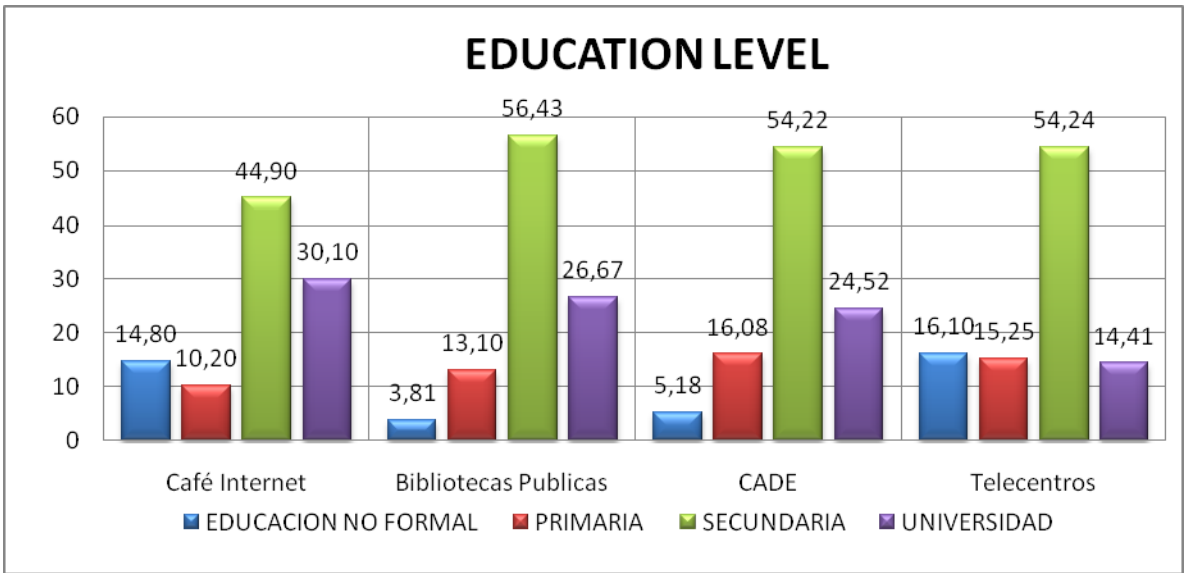
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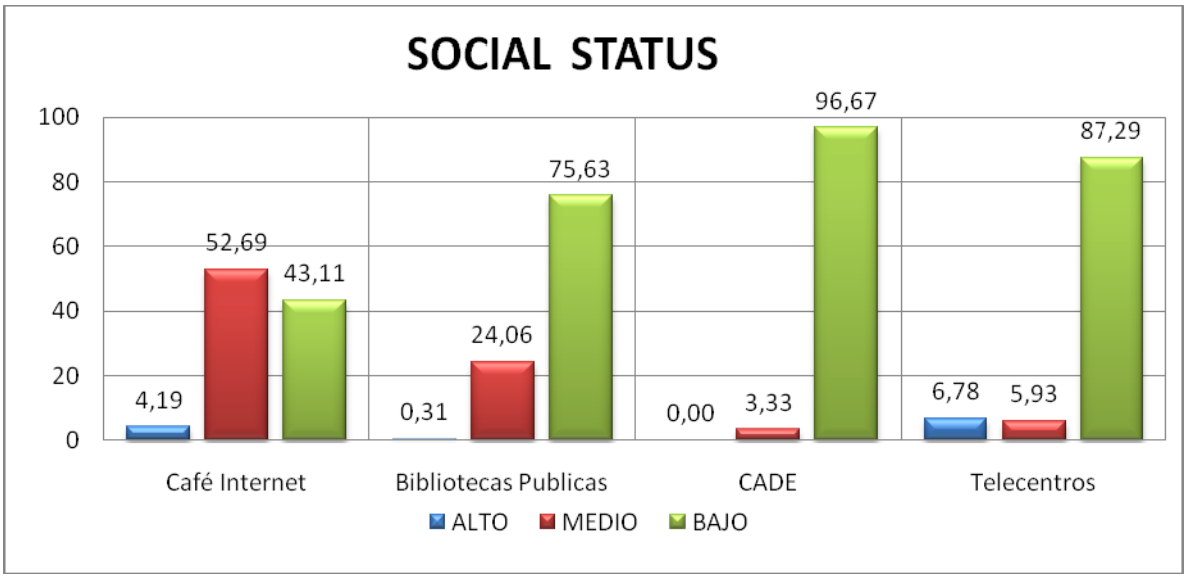
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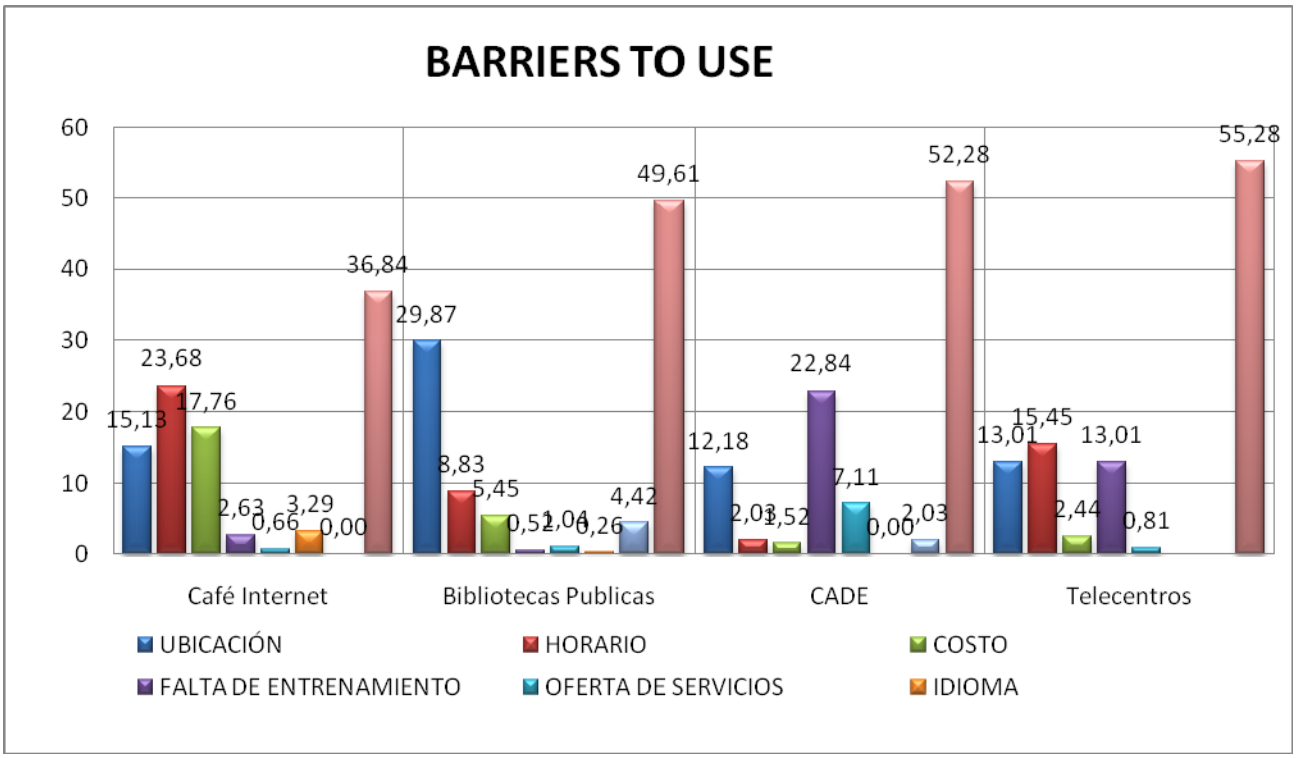
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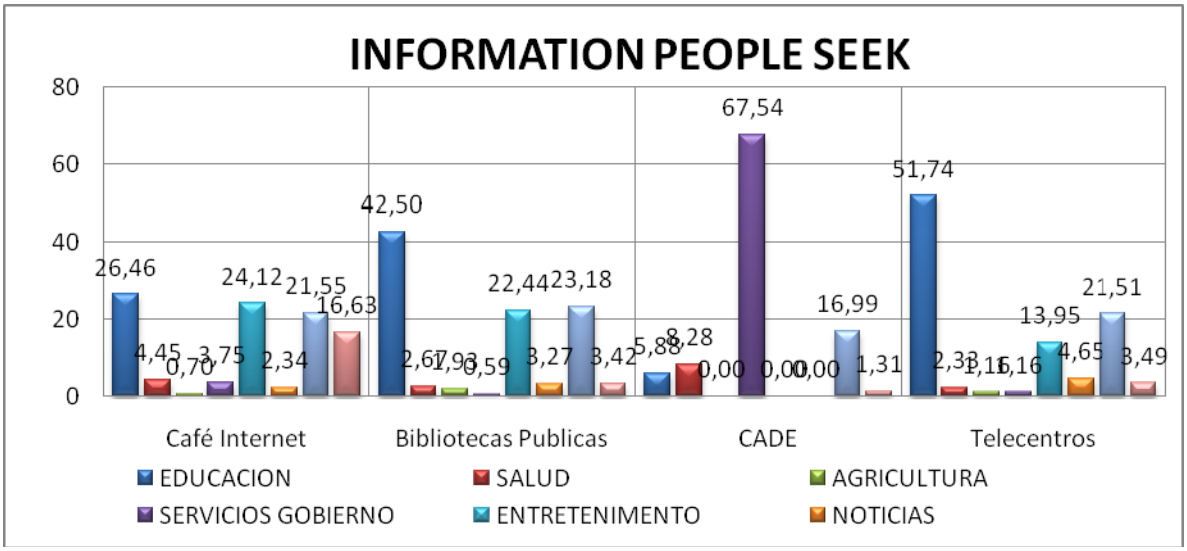
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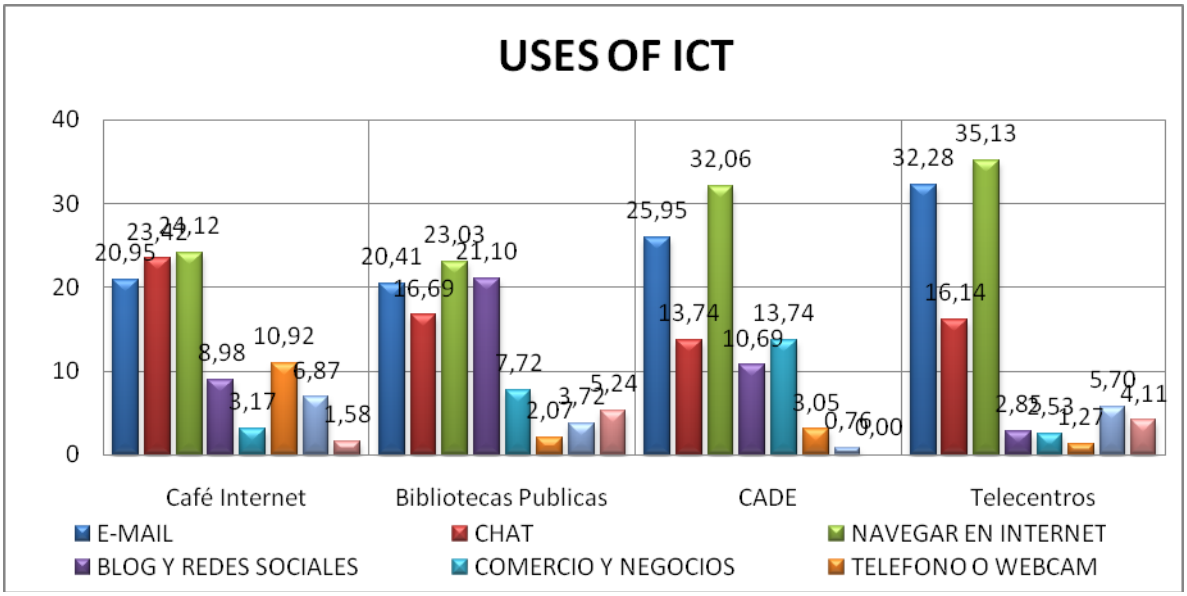
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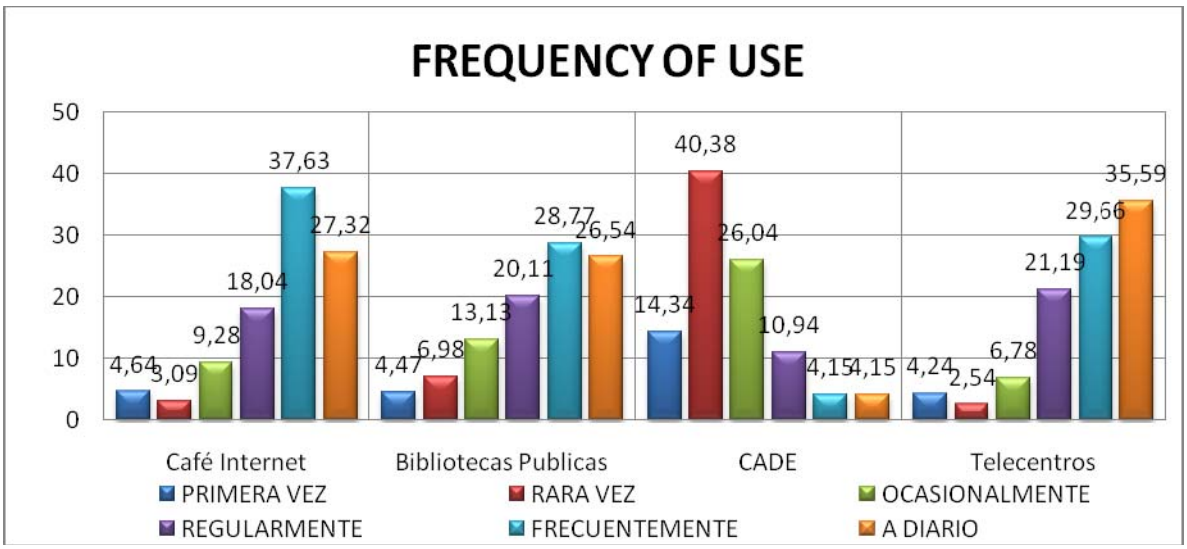


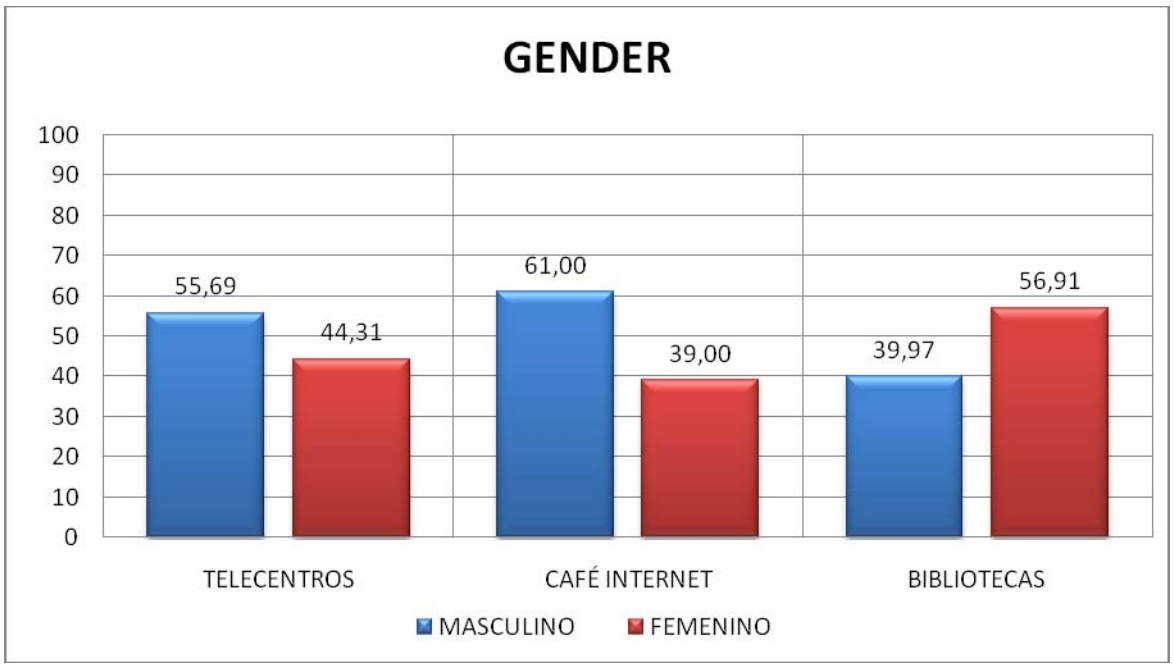
RESULTS OF THE CONSULTATION TO OPERATORS

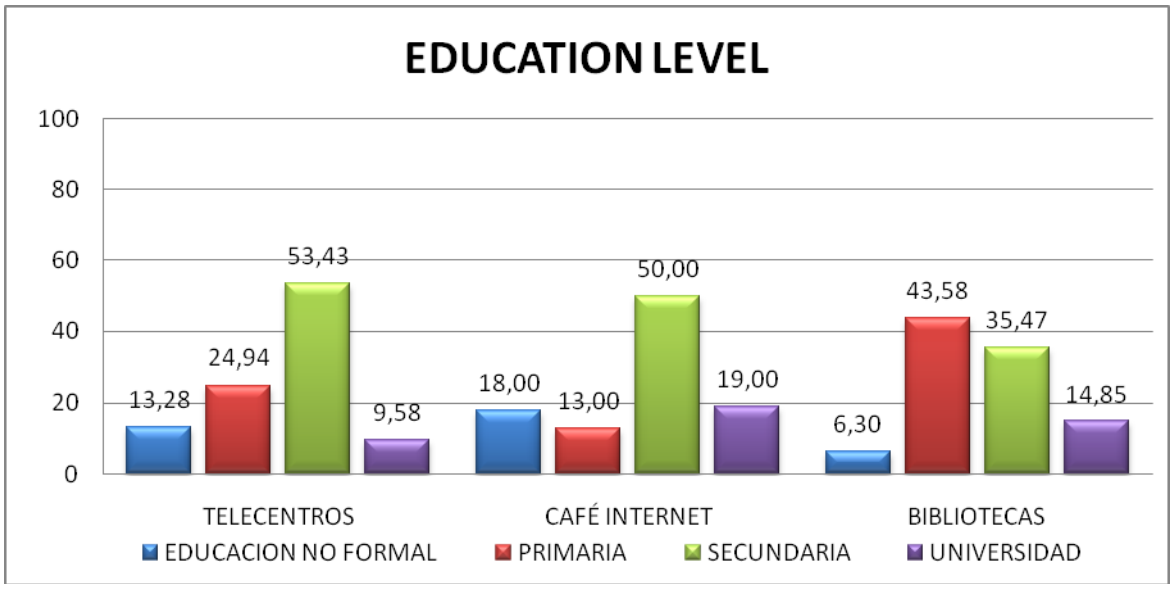
Thanks to a good relation between national public libraries and telecenter program, exist a direct link with the venue operators.

For recollect directly from information actors, widen the suggestions of CIS questions, others questions relevant to Colombian case sent by email.

Have access to the data bases help to sent a query to all operators registered in that data bases, with a Email sent by official of program, this give us certain support and compromise.

- Number of queries did sent to national public libraries: 220
- Number of queries did sent to national telecenters:105
- Number of queries did sent to cybercafés: 90
- Number of queries did sent to CADEs-CPGA: 165
- Total number did sent 580


GENDER
100
90
80
70
60
50
40
30
20
10
0
55,69
44,31
61,00
39,00
39,97
56,91
TELECENTROS
CAFÉ INTERNET
BIBLIOTECAS
MASCULINO
FEMENINO


EDUCATION LEVEL
100
80
60
40
20
0
13,28
24,94
53,43
9,58
18,00
13,00
50,00
19,00
6,30
43,58
35,47
14,85
TELECENTROS
CAFÉ INTERNET
BIBLIOTECAS
EDUCACION NO FORMAL
PRIMARIA
SECUNDARIA
UNIVERSIDAD

IV. OPERATORS E-MAIL QUESTIONNAIRES

ESTABLECIMIENTO			
CIUDAD		URBANO/RURAL	

1. PERFIL DEL USUARIO *(ESTIMACIÓN DE PORCENTAJES DE ACUERDO A SU EXPERIENCIA)*

GENERO		NIVEL SOCIOECONOMICO				NIVEL EDUCATIVO			
MASCULINO	%	ALTO	MEDIO	BAJO		SOLO PRIMARIA	%	UNIVERSIDAD	%
FEMENINO	%	%	%	%		SECUNDARIA	%	EDUCACION NO FORMAL	%
ETNIA									
BLANCO	%	INDIGENA	%	AFRODESCEDIENTE	%	ROM	%		

2. FRECUENCIA DE USO *(ESTIMACIÓN DE PORCENTAJES DE ACUERDO A SU EXPERIENCIA)*

QUE TAN FRECUENTE ES EL USO DE ESTE ESTABLECIMIENTO POR LOS CIUDADANOS?					
PRIMERA VEZ	%	OCASIONALMENTE *1 VEZ AL MES*	%	FRECUENTEMENTE *1 VEZ A LA SEMANA*	%
NO REGULARMENTE *MENOS DE 1 VEZ AL MES*	%	REGULARMENTE *2-3 VECES POR MES*	%	DIARIAMENTE	%

3. TIPO DE INFORMACIÓN *(ESTIMACIÓN DE PORCENTAJES DE ACUERDO A SU EXPERIENCIA)*

¿QUÉ TIPODE INFORMACION BUSCAN LOS USUARIOS EN ESTE ESTABLECIMIENTO?							
EDUCACIÓN	%	AGRICULTURA	%	ENTRETENIMIENTO	%	PERSONAL	%
SALUD	%	SERV GOBIERNO	%	NOTICIAS	%	TICs	%

4. USO DE TICs *(ESTIMACIÓN DE PORCENTAJES DE ACUERDO A SU EXPERIENCIA)*

¿CUÁL ES SU ESTIMADO DEL PRINCIPAL USO DE TICs EN ESTE ESTABLECIMIENTO?							
E-MAIL	%	NAVEGAR EN INTERNET	%	COMERCIO Y NEGOCIOS	%	JUEGOS	%
CHAT	%	BLOGS Y REDES SOCIALES	%	TELEFONO Y WEBCAM	%	OTRO_____ _____	%

5. BARRERAS PARA EL ACCESO A LA INFORMACIÓN

¿CUALES CREE USTED QUE SON LAS PRINCIPALES BARRERAS PARA EL ACCESO DE LA CIUDADANÍA A LA INFORMACIÓN EN ESTE ESTABLECIMIENTO?

UBICACIÓN		COSTO		NO TIENE UN SERVICIO ADECUADO		NO TIENE SUFICIENTE OFERTA DE CONTENIDOS	
HORARIO		FALTA DE CAPACITACIÓN		IDIOMA DE LOS CONTENIDOS		OTRO _____	

6. POR FAVOR ADICIONAR CUALQUIER OTRO COMENTARIO O SUGERENCIA ACERCA DEL MEJORAMIENTO DEL ACCESO PUBLICO A LA INFORMACIÓN. ¿QUE PAPEL CREE USTED QUE PUEDEN JUGAR LAS TICs?

_____
__

_____

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_____

7. CUALES ACTIVIDADES, PRODUCTOS, Y/O SERVICIOS EXHIBEN NUEVOS NIVELES DE APROPIACION SOCIAL Y DE GENERACION DE NUEVOS CONOCIMIENTOS GRACIAS AL USO DE LOS SERVICIOS Y CONTENIDOS DE ESTE ESTABLECIMIENTO?

_____

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8. MARQUE CON UNA EQUIS CALIFICANDO DE 1 A 5 QUE TAN FAVORABLE SON LAS INICIATIVAS Y PROGRAMAS DEL GOBIERNO NACIONAL, REGIONAL Y LOCAL PARA MASIFICAR EL ACCESO PUBLICO A LA INFORMACION A TRAVES DE ESTE ESTABLECIMIENTO

GOBIERNO NACIONAL				
1	2	3	4	5

INICIATIVAS A DESTACAR_____
_____
_____

GOBIERNO DEPARTAMENTAL				
1	2	3	4	5

INICIATIVAS A DESTACAR_____
_____
_____

GOBIERNO LOCAL				
1	2	3	4	5

INICIATIVAS A DESTACAR_____

_____

9. FUENTES DE FINANCIACIÓN*(ESTIME EL PORCENTAJE SEGUN SU EXPERIENCIA)*

¿CUALES SON LAS PRINCIPALES FUENTES DE FINANCIAMIENTO DE ESTE ESTABLACIMIENTO?			
RECURSOS GOBIERNO	%	DONANTES INTERNACIONALES	%
DONACIONES NACIONALES	%	INGRESOS POR LOS SERVICIOS OFRECIDOS	%
OTRO (ESPECIFIQUE) _____ %			

10. CATEGORIAS DE LOS GASTOS *(ESTIME EL PORCENTAJE SEGUN SU EXPERIENCIA)*

¿CUALES SON LAS CATEGORIAS DE GASTO DEL PRESUPUESTO EN ESTE ESTABLACIMIENTO?			
PERSONAL	%	SERVICIOS PUBLICOS	%
REPARACIONES LOCATIVAS	%	COMPUTADORES / TECNOLOGIAS	%
OTRO (ESPECIFIQUE) _____ %			

V. INTERVIEWS USERS QUESTIONNAIRES

ENCUESTADOR			
ESTABLECIMIENTO			
CIUDAD		URBANO/RURAL	
TIPO DE IDENTIFICACIÓN		NO. IDENTIFICACIÓN	

1. PERFIL DEL USUARIO

GENERO		ESTRATO			RANGO DE EDAD				NIVEL EDUCATIVO			
MASCULINO		1	3	5	MENOR DE 14		36-60		SOLO PRIMARIA		UNIVERSIDAD	
FEMENINO		2	4	6	15-35		MAYOR DE 60		SECUNDARIA		EDUCACION NO FORMAL	

ETNIA							
BLANCO		INDIGENA		AFRODESCEDIENTE		MESTIZO	

2. FRECUENCIA DE USO

¿CON QUE FRECUENCIA VISITA USTED ESTE ESTABLECIMIENTO?					
PRIMERA VEZ		OCASIONALMENTE *1 VEZ AL MES*		FRECUENTEMENTE *1 VEZ A LA SEMANA*	
NO REGULARMENTE *MENOS DE 1 VEZ AL MES*		REGULARMENTE *2-3 VECES POR MES*		DIARIAMENTE	

3. TIPO DE INFORMACIÓN

¿QUÉ TIPODE INFORMACION BUSCA USTED EN ESTE ESTABLECIMIENTO?							
EDUCACIÓN		AGRICULTURA		ENTRETENIMIENTO		PERSONAL	
SALUD		SERV GOBIERNO		NOTICIAS		TICs	

4. USO DE TICs

¿CUÁL ES SU PRINCIPAL USO DE TICs EN ESTE ESTABLECIMIENTO? SEÑALE AL MENOS 3							
E-MAIL		NAVEGAR EN INTERNET		COMERCIO Y NEGOCIOS		JUEGOS	

CHAT		BLOGS Y REDES SOCIALES		TELEFONO Y WEBCAM		OTRO _____	

5. BARRERAS PARA EL ACCESO

¿CUALES SON LAS PRINCIPALES BARRERAS DE ACCESO A ESTE ESTABLECIMIENTO?							
UBICACIÓN		COSTO		NO TIENE UN SERVICIO ADECUADO		NO TIENE SUFICIENTE OFERTA DE CONTENIDOS	
HORARIO		FALTA DE CAPACITACIÓN		IDIOMA DE LOS CONTENIDOS		OTRO _____	

6. BARRERAS PARA EL ACCESO A TICs

¿CUALES SON LAS PRINCIPALES BARRERAS DE ACCESO TICs EN ESTE ESTABLECIMIENTO?							
UBICACIÓN		COSTO		NO TIENE UN SERVICIO ADECUADO		NO TIENE SUFICIENTE OFERTA DE CONTENIDOS	
HORARIO		FALTA DE CAPACITACIÓN		IDIOMA DE LOS CONTENIDOS		OTRO _____	

7. QUE OTROS ESTABLECIMIENTOS DE ACCESO PÚBLICO A INFORMACIÓN Y TECNOLOGÍAS FRECUENTA *(EJ. CAFÉ INTERNET, TELECENTROS, ETC…)*, Y CUÁLES SON LAS DIFERENCIAS EN PARTICULAR CON ESTE ESTABLECIMIENTO?

_____

_____

_____

8. CUAL ES SU EXPERIENCIA CON LA BIBLIOTECAS PÚBLICAS

_____

_____

_____

9. QUE TAN FÁCIL ES PARA USTED, INTEGRAR EL USO DE ESTE ESTABLECIMIENTO EN SU VIDA DIARIA?,

_____

_____

_____

10. ¿CUAL ES SU OPINION SOBRE ESTE ESTABLECIMIENTO?, ¿LOS CONTENIDOS SON APROPIADOS Y CONFIABLES?

_____

_____

_____

11. INFORMACIÓN SOBRE SALUD

CUAL ES LA MEJOR FUENTE PARA CONSEGUIR INFORMACION SOBRE SALUD PARA USTED Y SU FAMILIA			
ESTABLECIMIENTO DE SALUD		TRABAJADOR DEL SECTOR SALUD	
AMIGO		ESTABLECIMIENTO DE ACCESO PUBLICO (*BIBLIOTECA, CENTRO COMUNITARIO, TELECENTRO, ETC…)*	
OTRO (ESPECIFIQUE) _____ _____			

12. INFORMACIÓN SOBRE SALUD

¿QUE TIPO DE INFORMACIÓN SOBRE SALUD ES MÁS DIFÍCIL DE ENCONTRAR?			
PREVENCIÓN DE ENFERMEDADES		INFORMACIÓN SOBRE SALUD DE LOS NIÑOS	
COMO LOCALIZAR CENTROS DE SALUD		REMEDIOS/ DROGAS	
OTRO (ESPECIFIQUE) _____ _____			