



ASEAN-ROK Cooperation Project



Development and Delivery of Livelihood-based e-Service for ASEAN Women

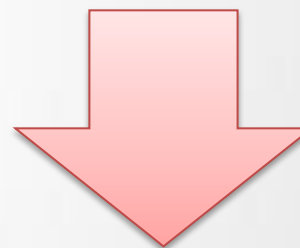
April 2, 2015



Project Background

Public e-Service for women is increasing and various but different kinds of challenges limit women's digital benefits.

- ✓ Generally low level of ICT development in ASEAN
- ✓ Difficulties to access and use of public e-Service
- ✓ High digital divide among ASEAN Member States(AMS)



- Digital Divide among AMS
- ICT Development gap between AMS



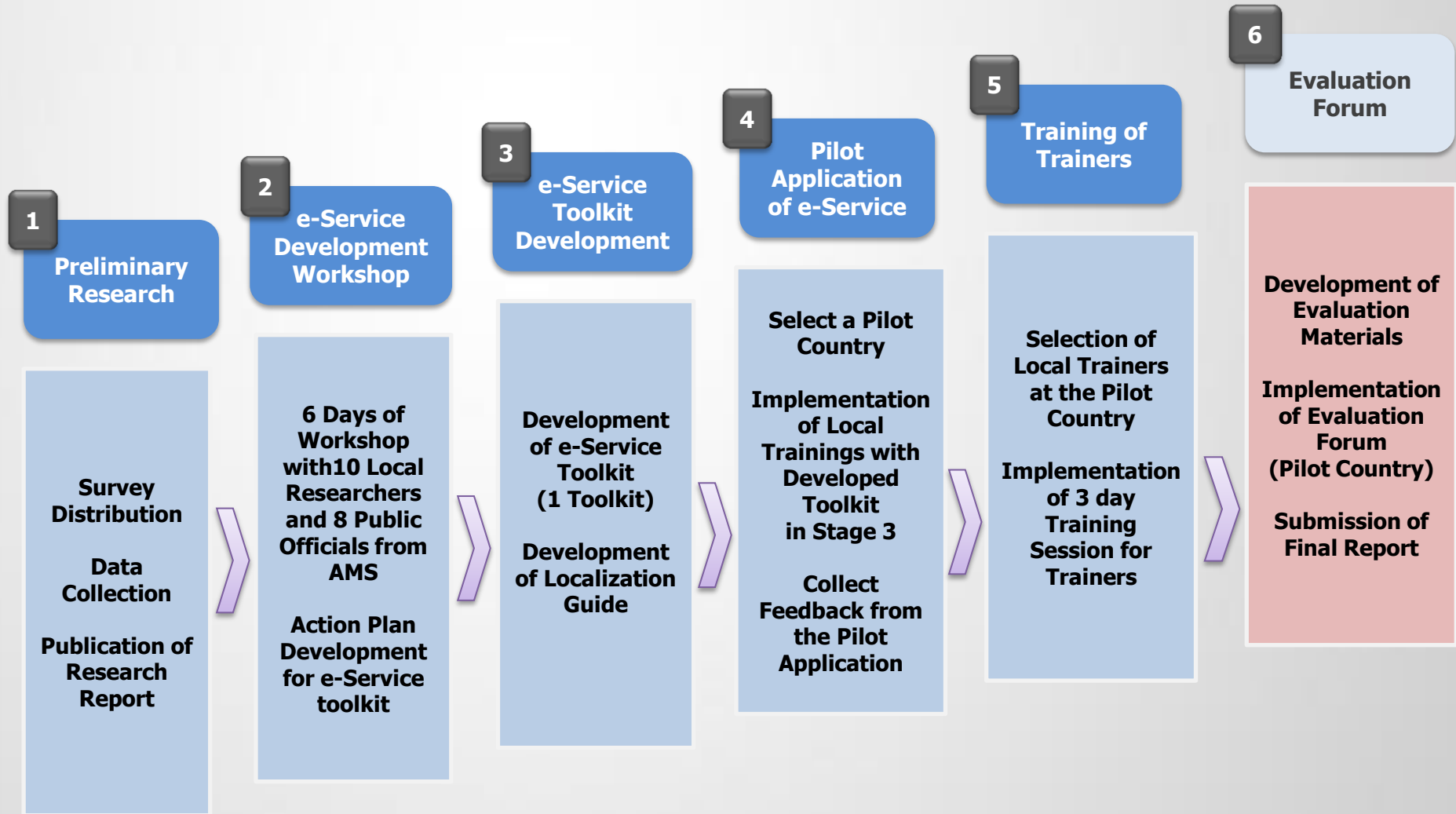
- Access and Use of Public e-Service
- **ASEAN Connectivity**



ASEAN-ROK Cooperation Project Outline

- **Project Title:** Development and Delivery of Livelihood-based e-Service for ASEAN Women
- **Project Period:** April, 2014 ~ April, 2015
- **Project Objectives:**
 - Capacity Building of Providing ICT/e-Service for Women
 - Expanding Demand of ICT/e-Service for Women
 - Building Database on Women's ICT Use
- **Targets:**
 - Public Officials in Relevant Ministry
 - Telecenter Operators, NGO (Pilot Country)
 - ASEAN Women
- **Main Output:** Preliminary Research Report, e-Service Action Plan, e-Service Toolkit, Pilot e-Service Website, and Training Materials
- **Implemented by:** Asia Pacific Women's Information Network Center (APWINC) of Sookmyung Women's University (SMU), Korea
- **Supported by:** ASEAN-ROK Special Cooperation Fund

▪ **Project Stages:**



Stage 1: Preliminary Research



1. Organizing the Research Team



2. Recruiting Local Researchers

Appointed 10 of Local Researchers (1 of Each Country)

Step 1) Request to the ACW Focal Points for Researcher Nomination

Step 2) Using APWINC's Internal Network



3. Implementing the Research

APWINC	APWINC and Local Researchers	Local Researchers
<ul style="list-style-type: none">- Created Guidelines for Local Research and Website Analysis- Survey Questionnaire Development	<ul style="list-style-type: none">- Survey Distribution in 11 Countries (100 Local Women per Country, AMS and Korea)- Data Collection and Analysis- Website Analysis (Information/Functions)	<ul style="list-style-type: none">- Writing a Local Research Paper



4. Writing a Preliminary Research Report

Collected the 10 of Local Research Paper and Survey Data (1,200 Sample)

Comprehensive Analysis based on Local Research Results



5. Publication of Preliminary Research Report

via Online and/or Offline Channel

Stage 2: e-Service Development Workshop for ASEAN Women

- **Course Title:** e-Service Development Workshop for ASEAN Women
- **Duration:** September 22 – October 1, 2014
(*Workshop Period: Sept.23 to Sept.30)
- **Venue:** Centennial Hall at Sookmyung Women's University, Seoul, Korea
- **Number of Participants:** 18
 - 10 of Local Researchers at the Stage 1: Preliminary Research
 - 8 of Public Officials from ASEAN Member States who engage in IT and e-Service fields
- **Workshop Objectives:**
 - To select a field of e-Service development for ASEAN Women based on the result from the Preliminary Research
 - To produce a plan for the development/ improvement, and delivery of e-Service toolkit to be disseminated across ASEAN member states
 - To propose an e-Service development strategy tailored to the specific areas of ASEAN women's concerns
- **Output:** 10 of e-Service Action Plan by Workshop Participants

Stage 2: e-Service Development Workshop for ASEAN Women (Video Clip)



2012 ROK-ASEAN Cooperation Project : Development and Delivery of Livelihood-Based e-Service for ASEAN Women
"e-Service Development Workshop for ASEAN Women"
Sep. 23rd ~ Sep. 30th, 2014



Stage 3: e-Service Toolkit Development

Significance from Previous Stages

- Collect Opinions from the Key Stakeholders of the Preliminary Research and e-Service Development Workshop
- “Heterogeneous Demand for e-Services among ASEAN Member States”
- “Adequate Public Relations and Education for e-Service are needed”

Toolkit Concept Selection, “WordPress”

- Open Source Web Software, WordPress.org
- Easy to Learn
- Free to Use
- Thousands of Functions (Plugins) Included

Toolkit Development

- Equipped Essential Website Functions
- Readily Available for Women in ASEAN Countries
- No Limits to Download the Toolkit
- Distributed via Online and Offline (Toolkit Website and CD Type)

Toolkit Guideline with Wiki System

- Anyone Can Involve to Develop the Toolkit and its Guideline
- Update the Guideline Contents Continuously
- Share Toolkit Experiences, Even After Project Completion

Stage 3: e-Service Toolkit Development

▪ Toolkit Demo Website (wp.women.or.kr) and Toolkit Guideline

The screenshot shows the homepage of the ASEAN e-Service Toolkit DEMO website. The header includes navigation links: HOME, NEWS & EVENTS, TOPICS, JOBS, GET SUPPORTED, FORUM, HELP/FAQ, and GUIDELINE. The main content area features a map of Southeast Asia with the logos of ASEAN and the Ministry of Foreign Affairs (MOFA). The central text reads: "Development and Delivery of Livelihood-Based e-Service for ASEAN Women". Below this, there is a "NEWS & EVENTS" section titled "ASEAN-ROK COOPERATION PROJECT" and a "VIDEOS" section titled "DOWNLOAD E-SERVICE TOOLKIT HERE!" with a date of "JANUARY 6, 2015" and a "LEAVE A COMMENT" link. A sidebar on the left contains sections for "WordPress Toolkit and its Guideline", "ABOUT US", "CONTACT US", "SITE MAP", "LOGIN" (with fields for Username and Password, and a "Remember Me" checkbox), "Register", "Lost Password", and "NEWSLETTER" (with an email field and a "SUBSCRIBE!" button).

The screenshot shows the "Toolkit Guideline" page, which lists various topics for users to explore. The navigation bar is identical to the homepage. The "Toolkit Guideline" section includes the following items, each with a star icon:

- WORDPRESS BASIC CONCEPT
- THINGS TO GET READY FOR WORDPRESS
- HOW TO INSTALL WORDPRESS AND TOOLKIT
- WORDPRESS THEME
- WORDPRESS PLUGIN
- PLUGINS AND THEMES USED IN THIS TOOLKIT
- HOW TO MAKE YOUR CONTENT SPREAD OUT EFFICIENTLY
- HOW TO SET THE LANGUAGE
- HOW TO USE ADMIN DASHBOARD
- WORDPRESS USER ROLES
- HOW TO BACKUP AND RESTORE

At the bottom right of the page, there is a "Translate" button.

▪ Major Functions in the Toolkit

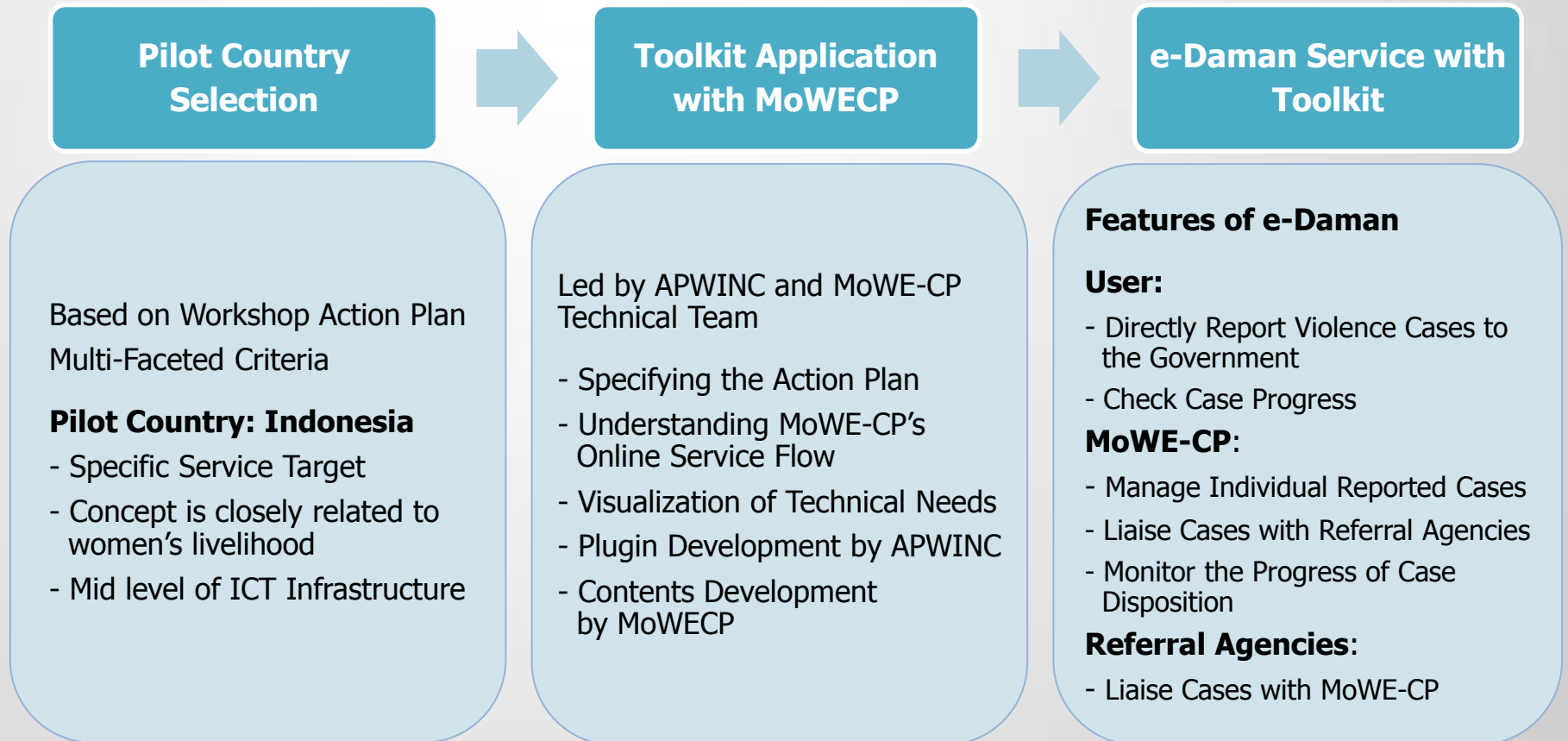
- Enable to Create Website with Toolkit
- Mobile Access
- Social Network Sharing
- Google Multi-Language Translator

Stage 4: Pilot Application of e-Service

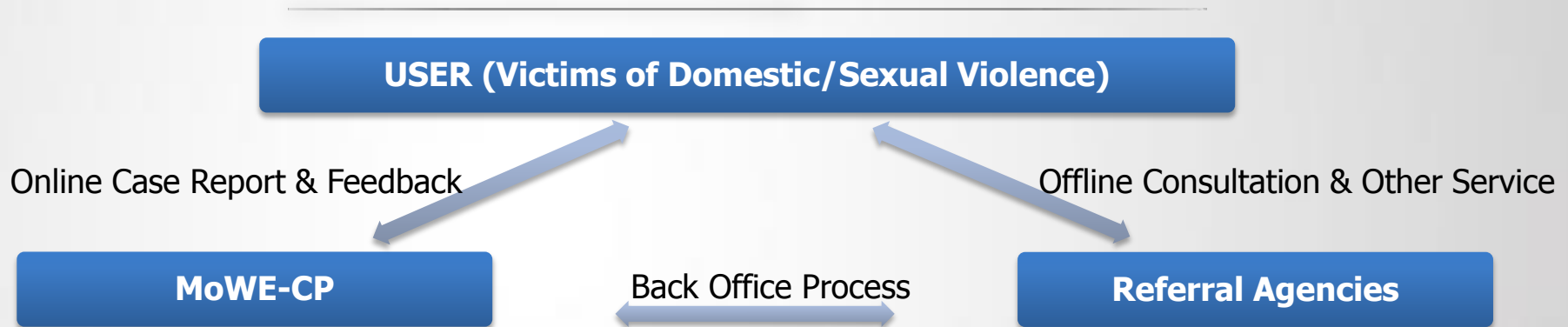
▪ Pilot Application Objectives:

- To Develop an e-Service using the Toolkit
- To Launch an e-Service for Women in the Pilot Country
- To Collect User Data and Feedback for Future Improvement of the Toolkit

▪ Implementation Process



Stage 4: Pilot Application of e-Service



Sample Screenshots of e-Daman Service

Submit Form

Victim's Sex *

Male Female

Do you have physical or mental disabilities? [Click for Glossary](#)

Victim's Age (when experiencing violence) *

Victim's Education Level *

Victim's Employment Status *

Victim's Marital Status *

Violence Type * [Click for Glossary](#)

Place of Incident *

Date of Incident *

Report

Result: 67 Case

Ticket#	Date	Status	Note	Submit
	March 23, 2015	Closed	MoWE team sent this case to local office.	
161 (1)	PM	Secretary	Last Comment	View
	Invalid 2015-03-23 17:22:07		p m 2015-03-23 22:30:24	4
	March 23, 2015	Closed	This case is sent to social rehabilitation	
160 (0)	PM	Secretary	Last Comment	View
	jakartap2tp2a 2015-03-23 14:46:41	Archive	2015-03-23 14:47:37	5
	March 19, 2015	Closed	This case is sent to police.	
147 (1)	PM	Secretary	Last Comment	View
	mowe-pm	Archive	secretary 2015-03-19 14:40:24	26

Stage 5: Training of Trainers

- **Training Objectives:**

- To strengthen e-Service support capacity of public officials/ local telecenter operators/ NGOs in the pilot country
- To promote dissemination of e-Service Toolkit and e-Service utilization
- To develop strategies to improve e-Service usages of local women

- **Number of Participants: 30**

- First Group (15 people): Local Telecenter Operators and/or NGO Leaders and Activists pertaining to 'ICT for Women' or 'Violence against women'
- Second Group (15 people): e-Daman Service Providers from MoWE PM, BPP, P2TP2A

- **Duration:** Two days of Training for Each Group

- **Training Program**

First Group: Local Telecenter and NGOs	Second Group: e-Service Providers
[Lecture 1] Understanding the e-Service	
[Lecture 2] e-Service for Indonesia Women and 'e-Daman'	
[ICT Practice] – 2 sessions e-Service Practice with WordPress: e-Daman and ASEAN Toolkit	[ICT Practice] – 3 sessions e-Daman Practice and Trouble Shooting
[Workshop] How to promote e-Service to Local Women: Discussion & Group Presentation	

Stage 6: Evaluation Forum

- **Date:** April 2, 2015
- **Venue:** Hotel Grand Mercure Jakarta Harmoni, Jakarta, Indonesia
- **Co-hosted by:** Asia Pacific Women's Information Network Center
of Sookmyung Women's University, Korea
& Ministry of Women Empowerment and Child Protection, Indonesia
- **Forum Objectives:**
 - To share the outcome of the project
 - To provide forum participants an opportunity to learn about further regional application of the project e-Service model and e-Service toolkit contents
 - To draw out points for further improvement for the project, transferring of project ownership to ASEAN member states

THANK YOU

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