Communication for Policy Country Plans

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## Cambodia

### Pan Localization Communications Planning Template

**Country:** CAMBODIA  
**Project Name:** KHMER FOSS TRAINING

<table>
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<tr>
<th>Target Audiences</th>
<th>Communications Objectives</th>
<th>Key Message</th>
<th>Tools and Tactics</th>
<th>Evaluation</th>
</tr>
</thead>
</table>
| All Policy Makers  
Ministers  
Local Governor  
ad | Standardize Khmer Language Computing, ICT Terminology, Fonts, Keyboards  
Convince cabinet or adviser who are close to the decision makers | All Document exchange from one to another not open standard, have to copy font along with document, We need to develop Khmer Language Computing | • Request/showcase to improve the open standard document  
• Problem, Solution and Action, concrete workplan  
• Adaptation  
• Media and Publication  
• Funding  
• Human Resource | • Follow up  
• Showcase  
• Success Stories |
| ICT Vendor  
ICT | Produce Standard Product | All user required Khmer Unicode Keyboard, Khmer Software  
A great demand for khmer Unicode products | Workshop/ Invitation/Campaign Software Package for the user  
Introduce a project teamExample like khmerwordpress, khmerjoomla, khmerpython | Follow up support and training |
| User  
User | Open Standard Document  
Convince the use to produce open standard document | Policy Maker need all document could be open anywhere and same format and display Free training for all | Training/ Invitation Practice and Project  
User guide, training material, testing, campaign | Increase open standard document % |
| Committee  
Committee | Culture Approach  
Encourage use and access more information in local language | Publication Get more information is a key power for poverty reduction, by generate more income | Training/ Awareness, Need Assessment  
Group discussion and exchange | Increase Number of committee access information Type of information |
## Indonesia

### Pan-Localization Communications Planning Template

**Country:** Indonesia  
**Project Name:** Indonesian Language Technology Development

<table>
<thead>
<tr>
<th>TARGET AUDIENCES</th>
<th>COMMUNICATIONS OBJECTIVES</th>
<th>KEY MESSAGES</th>
<th>TOOLS AND TACTICS</th>
<th>EVALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy Maker (Ministry of Ritech, Ministry of ICT)</td>
<td>to evoke the spirit of nationalism on the use of Indonesian Language</td>
<td>The important of empowering local language through ICT for national independence and industries competitiveness</td>
<td>Presentation, Program simulation, Piloting</td>
<td>The number of meeting with the policy maker. The number of regulation generated.</td>
</tr>
<tr>
<td>Parliament</td>
<td>To develop awareness of parliament in creating consistency in legal document</td>
<td>Information extraction using natural language can make the legal document consistent</td>
<td>Presentation, Workshop</td>
<td>The number of meeting with parliament. The number of document that the parliament given to use as the corpus.</td>
</tr>
</tbody>
</table>
| Business | to provide information that the market size of language technology are very huge (in telephony or non-telephony) | The potency of market size  
Increase Value Added Services  
Increase Average Revenue per User  
Increase the company competitiveness | Presentation, Program simulation, Piloting, Revenue Sharing provision of expert | The number of meeting with the industries. The number of investment. The number of licenses be used |
### Academy

- To evoke the spirit of nationalism on the use of Indonesian language
- The important of empowering local language through ICT for national independence and industries competitiveness job opportunities in the field of language technology is very high
- Lecturing
- Workshop
- Program simulation
- The number of publication,
- The number of the thesis (bachelor, master, doctor)
- The number of patent

### Lawyers

- To keep informed the lawyers that the system can be used to help their task
- Legal information system using natural language can make your life easier.
- Presentation
- Prototype
- Workshop
- The number of meeting with the lawyers

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**Mongolia**

**Pan-Localization Communications Planning Template**

**Country:** Mongolia

**Project Name:** PANL10N

<table>
<thead>
<tr>
<th>TARGET AUDIENCES</th>
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</tr>
</thead>
</table>
| Policy Planning department of ICTPA | • Convince all officers on vitality of LLC  
• Approve policy documents on LLC  
• Develop action plan for LLC development | Ekh heleeree computeree ashiglaya! = “Let’s use computers in Mother tongue”  
Computer ashiglahad Angli hel hereggui bolloo! = “No need to know English to use Computers” | 1. Short introductory ppt  
2. Seminars for ICTPA officers  
3. Showcase LLC tools, resources and materials produced by PANL10N  
4. Policy recommendation | 1. No of questions and quality of conversation during/after PPT  
2. No of participants to seminar  
3. Level of interest shown by the participants |
### University administration
- Convince all university administration on vitality of LLC
- Use LLC for university computing needs.
- Educate teachers/student on LLC

### Researchers and students studying local language computing
- Make others understand the importance of LLC
- Share and educate other using LLC

### Communications Planning Template

**Country:** Nepal  
**Project Name:** PANL10n

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| Rural Population | To make better aware about the existence and benefits of localized applications. | Use localized applications to get access to the latest ICT technologies  
                                It is easier to learn ICT in Nepali. | Trainings and Demos | Periodic checks on awareness and use  
                                Through surveys  
                                No. of hardware and software, downloads, queries about software  
                                No. of users in telecentres |
<table>
<thead>
<tr>
<th>Role</th>
<th>Objective</th>
<th>ICT Application</th>
<th>Activities</th>
<th>Funding/Outcomes</th>
</tr>
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</table>
| Teachers/Students           | To make available localized ICT applications for educational (teaching and learning) purposes.  
To encourage students/teachers use localized applications | One ICT Lab per school  
Learning is fun in Nepali. | Presentations, Trainings, Demos  
Tasks based training and examination on use and awareness  
Student performances | - |
| University Grants Commission (UGC) | To convince the UGC people for funding Localization Projects | Localized ICT: A major tool for providing uniform education  
Localized ICT can increase ICT literacy. | Presentations, workshops, seminars, proposals, Data and statistics on ICT literacy and language | Periodic meetings  
Funding for localization projects (number, amount) |
| Policy Makers               | 1. To convince to bring in localization friendly policies  
2. To convince the policy makers for investment on localization projects and infrastructure | Localization and Localized Technologies: The need of the country  
Transformational tool and technologies | Presentations, Workshops, Seminars, Policy papers | Periodic meetings, Localization friendly policies over time |
| Telecom operators           | 1. Encourage the use of localized content  
Wider distribution of localized tools | More Nepali, more traffic | Trainings | Applications downloads, Creation of content |
Pakistan

**Pan-Localization Communications Planning Template**

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