



Südprojekt
Projet Sud
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Schweizerische Arbeitsgemeinschaft der Jugendverbände
Conseil Suisse des Activités de Jeunesse
Federazione Svizzera delle Associazioni Giovanili

Potential and Challenges in Integrating Information and Communication Technologies (ICTs) in Poverty Alleviation Programmes / ICTs and Youth- Moving from Entertainment to Empowerment- Swiss Agency for Development and Cooperation (SDC)



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Direktion für Entwicklung und Zusammenarbeit DEZA
Direction du développement et de la coopération DDC
Direzione dello sviluppo e della cooperazione DSC
Direcziun da svilup e da cooperaziun DSC

“Knowledge is like light. Weightless and intangible, it can easily travel the world, enlightening the lives of people everywhere. Yet billions still live in the darkness of poverty- unnecessarily”. – World Development Report (1999)

One key obstacle to reaching the United Nations Millennium Development Goals (MDGs) is the limited access that poor and marginalized people have to information and knowledge, particularly people living in rural areas. The practical presentation will focus on *how* traditional and emerging Information and Communication Technologies (ICTs) such as interactive community radios, traditional and alternative media, television, cellular phones, computer and network hardware and software, the Internet, satellite systems, and podcasting can be used as *enabling tools* to increase the effectiveness of poverty alleviation programmes and help to reach the MDGs.

Starting with a brief overview *what* ICTs are and *why* they are relevant, the presentation will illustrate *how* ICTs as are integrated as a tool within poverty alleviation projects supported by the Swiss Agency for Development and Cooperation (SDC) in the realm of rural development, health and climate change adaptation. Particular challenges implementing ICTs will be pointed out such as the “white elephant syndrome” (i.e. freestanding ICT4D projects with insufficient embedding into broader sustainable development strategies) and the growing risk of electronic waste (e-waste).

After this conceptual and practical setting of ICT4D the presentation will attempt to illustrate *how* ICTs can be utilised by Youth as a Tool to move beyond Entertainment to Empowerment in order to mobilise young people to get involved in contributing to significant global change processes.

For more Information about the approach and programmes supported by SDC in the realm of ICT4D, please consult www.sdc.admin.ch/ict4d or the recent page 30 in the Millennium Development Goals Progress Report of Switzerland 2010 available at http://www.deza.admin.ch/en/Home/News/Close_up&itemID=193371

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