# Fourth Web for Development Conference

Nairobi, Kenya 28-30 November 2007

**Participant Evaluation Report** 

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# Acronyms and Abbreviations

ISS	Information Services Section
MDGs	Millennium Development Goals
NGO	Non-Governmental Organizations
UN	United Nations
UN-HABITAT	United Nations Human Settlements Programme
Web4Dev	Web for Development

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## **Executive Summary**

This report presents an evaluation of the Fourth Session of the Web4Dev Conference that took place in Nairobi, Kenya, from 28-30 November 2007. It was attended by 263 participants from 18 countries. The report is the result of analysis of answers to the participant survey questionnaire. It is hoped that the assessment findings, lessons learned and recommendations will feed into programming and design; and improve the Fifth session of the Web4Dev Conference to be held in a venue yet to be decided.

The participant's survey questionnaire targeted 263 initially estimated participants to the Conference. Questionnaires were distributed and collected at the end of the conference. A total of 100 participants completed and returned the survey questionnaire, representing a 38% response rate. Analysis was done using statistical software, SPSS.

Overall, the results of the participant survey are positive on all questions. In terms of participation, the conference attracted 263 participants from 18 countries. The conference attendance continued a growth pattern from 2006, with 59% increase over Third Web for Development Conference. The Conference had a male participation at 66% and female 34%. It was also inclusive, bringing Governments, Local Authorities, civil society organizations, private sector, the media and other Habitat Agenda partners to the conference. The United Nations/International Organisations had the highest share (32%) of participation.

Most participants were satisfied with the Conference. This is asserted by over 77% of respondents being very satisfied and satisfied with the Conference in terms of timeliness of information on conference objectives, usefulness of information on the Conference programme, logistics, content of Web4Dev websites, ease of registration, quality of facilities, communication facilities, and availability of support and assistance.

In aggregate, more than 69% of respondents indicated that their expectations were fully or significantly met by Web4Dev in terms of relevance of topics and themes, quality of speakers and presentations, organization of training sessions, organization of workshops and opportunities for participant discussion. The Conference was also rated as useful. Overall, 77% of respondents rated the opening and closing of the Conference as very useful or useful. Over 75% and 90% of respondents rated the workshops and the training sessions respectively as very useful or useful. The tour to CISCO academy was rated as very useful or useful by 73% of respondents. 57% of respondents found the exhibitions very useful or useful.

Survey respondents also gave the Conference a high utility rating of 73% indicating that they are very likely or likely to apply ideas learned at the Conference in their local context. 77% of the respondents indicated that they were likely to maintain networks and contacts established at the conference. On the question of likelihood of participating in the next Web for Development, 73% of respondents indicated they were very likely or likely to participate in Fifth session of Web for development.

Despite the positive results, there is still need for improvement. Some of the respondents asserted that they were very dissatisfied with the timeliness of information on the conference objectives (less than 11%); less than 13% of the respondents felt that information on the conference programme was not useful; expectations were not fully met (less than 5%); participants unlikely to apply what they learnt (2%). The reason for some of this dissatisfaction may be due to the fact that the fourth Web for Development Conference included more sessions on developmental issues rather than focusing only on technological solutions.

In the view of the above, the following main recommendations are put forward for consideration. They are divided in four parts.

A **Planning:** There is a need to reduce the number of workshops and to cluster related workshops more to ensure that all participants get time to attend; translation in other UN languages is needed; allocate more time to hands-on experience; few plenary speakers but allocate more time to workshops and training sessions;

**B** Format: The idea of an expert panel discussion should be explored more; training sessions gave excellent opportunity for learning, allocate more time to training (preferably 2 days); Ensure that the conference theme runs throughout the presentations and workshops. Ensure participating speakers and presenters are well prepared to address the topic; Ensure youth are engaged partners in the presentation, and exchange of new ideas and strategies.

**C** Logistics: improve the quality of hotels booked; Information on the Conference website should be updated throughout the conference; improve on transportation arrangements as well as the quality of internet connection.

The limited bandwidth and instability of the power supply in Kenya, which was outside the control of the organizing committee, posed problems of poor internet connectivity and power cuts during presentations. Nevertheless this illustrated the challenges of delivering ICT solutions in developing countries.

(For details of the evaluation, Please read the entire report).

## Participants Evaluation Report of the Fourth Web for Development Conference November 28-30 2007, Nairobi, Kenya

## 1. Introduction

Since its inception at a conference organized by the World Bank in 2003, the Web for Development meetings are now well established as a forum for the web community of UN agencies, and international development civil society organizations interested in using their expertise to show how the Internet can promote development. The three conferences already held have evolved to include not only the public sector, but the private sector as well. The Web for Development Conference is convened every year.

The 2005 conference of the Web4Dev was held in Washington DC, USA, was attended by 130 participants. The 2006 session was held in New York, USA, and it attracted 157 participants. The 2007 conference which attracted 263 participants from 18 countries was held in Nairobi, Kenya, from 28-30 November 2007.

The theme of the 2007 Session of the Web4Dev was "Driving economic and social development with the Internet", and focused on helping developing countries maximize the impact of the Internet in speeding up the achievement of the Millennium Development Goals (MDGs). It had four objectives: take stock of current and past programmes of the United Nations and its partners for development; identify the challenges, gaps and opportunities in using the Internet to drive development; identify key stakeholders and their complementary roles; develop a framework for the United Nations to deliver as one and to work with other maximum impact in using the Internet to drive socio-economic development.

The conference was organized around 20 workshops and 2 training sessions. Participants represented a wide range of Habitat Agenda partners including governments, parliamentarians, Local Authorities, Non-Governmental Organizations, private sector, professional and research institutions, foundations and the media.

This evaluation report has been prepared as part of the Monitoring and Evaluation functions of UN-HABITAT. It is a result of analysis of answers to Participant Survey Questionnaire.<sup>1</sup> The report provides the Web4Dev community and other stakeholders with the evaluative assessment of Fourth Web for Development Conference, from participants' point of -view.

# 2. Purpose and Scope

The main purpose of the participant evaluation was to assess the success, usefulness and relevance of Web4Dev. It was a self-evaluation study to find out what worked, what didn't work and to reflect on findings and lessons learnt, through evaluative evidence, to improve future Web for Development conferences.

<sup>&</sup>lt;sup>1</sup> The information and data used in the report is based on the answers given to the survey by participants of fourth Web4Dev, 28-30 November 2007, Nairobi, Kenya.

UN-HABITAT conducted the participant evaluation which targeted 263 initially estimated participants to the conference. It used the Survey Questionnaire as an assessment tool. The Questionnaire consisted of 28 closed-ended and two open-ended questions to participant satisfaction. Questions focused on gender issues; organizational affiliation; knowledge about Web4Dev; participant satisfaction; whether the Conference met participants expectations; usefulness of training and workshops sessions as well as suggestions/comments to improve future conferences.

A total of 100 participants completed and returned the survey Questionnaires, representing a 38% response rate. This report is the result of the analysis of answers to the Questionnaire.

# 3. Methodology and limitations

In order to assess participant satisfaction with the Web4Dev, a Survey Questionnaire was designed by UN-HABITAT. Questionnaires were distributed to participants, after the conference. They were also placed in strategic places like networking and dialogue rooms, exhibition hall and at the Evaluation desk. Participants were requested to complete and return the questionnaires. Volunteers assisted in distributing and collecting of completed questionnaires. At the end of the Conference, 100 participants had responded to the questionnaire.

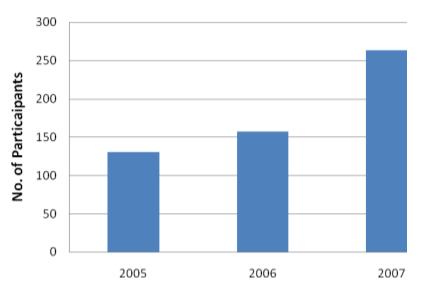
Information from respondents was entered into the computer and analyzed using statistical software, SPSS. The participant data that was used for the comparison was provided by Information Service Section (ISS), UN-HABITAT. The data was cleaned to delete duplicate records and correct any inconsistencies.

# 4. Findings

## 4.0 Participation at the Conference

Fourth Web4Dev conference registered a total of 479 participants with a total of 263 participants attending. This figure does not include some participants from the UN agencies in Nairobi whose registration details were not captured as they did not require registration badges. The target number of participants to attend fourth Web4Dev was 500. Figure 1, shows attendance to the Conferences since 2003.





## 4.1 Participation by country

The first question on the survey questionnaire asked participants the country they normally reside in.

	Country	No. of Participants	% of the total
1	Kenya	56	55.4%
2	U.S.A	8	7.9%
3	UK	6	5.9%
4	France	4	4.0%
5	Italy	3	3.0%
6	Ethiopia	3	3.0%

#### Table 1: Participation by Country – Top Six Countries

Some comments from the respondents on country representation are:

I believe this is an eye opener to the youth like me. However, I think more needs to be done so that many youth can get to be involved e.g. inviting a group of students and youth groups to such events.

Too little representation/accessibility for grassroots organizations etc. Too much domination by specialists.

It is worth noting that there was limited representation from Latin America and future efforts must be done to enhance their participation.

#### 4.2 Participation by gender

Advancing women's equal participation with men in all of the UN-HABITAT's interventions was also evident at the Web4Dev. The second survey question attempted to determine participation by gender. Table 2 summaries the responses

#### Table 2: Percentages of participation by gender

Participant's Gender	Gender	Percentages
	Male	66%
	Female	34%
	Total	100%

Out of the respondents who reported on their gender, 66% were male and 34% female. With the confidence level of 95%, gender participation of the survey is in line with actual frequencies from the participant database where male participation is 74.3% and female is 25.6%.

## 4.3 Participation by organization affiliation

UN-HABITAT works directly with Governments, Local Authorities, civil society organizations, private sector, the media and other partners in implementing the Habitat Agenda and UN-HABITAT work programmes. A question was asked to gather information on the types of organizations participants represented.

		Frequency	Percent
	United Nations/International Organisation	32	32%
	National Government	5	5%
Which of the	Private sector	8	8%
following are you	Non-governmental organization	17	17%
most closely affiliated to?	Academia/Research institute	26	26%
	Local government	1	1%
	Individual participant	3	3%
	Other	8	8%
	Total	100	100%

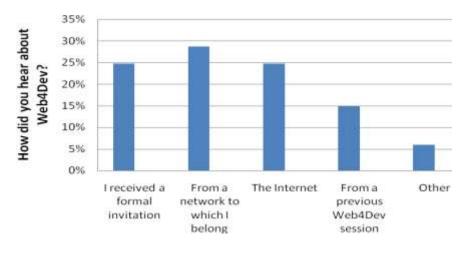
There was a high profile of United Nations/International Organisation (32%), followed by Academia/Research institute and National government and Private sector by 26% and 8% respectively. The Local government had the lowest representation of 1%.

The following are some of the comments from respondents of organization representation at the Conference.

- Too little representation/accessibility for grassroots organizations etc. Too much domination by specialists.
- It is very important if the marginalised and the vulnerable are invited for such conferences.

## 4.4 Sources of hearing about the Conference

The question on hearing about the Conference was asked to assess how participants learned of the event. Eight sources were given for participants to choose from. Figure 3, shows responses in percentages.



## Figure 3: Percentages of respondents on sources of learning about Web4Dev

Majority of the respondents 29% of respondents heard from networks they belonged to. The next most common source was formal invitation (25%). Technology is playing an increasing role in both the promotion of information and internet was the third common way of hearing about Web4Dev (24%). Respondents that heard from the previous Web4Dev conferences were 15%.

## 4.5 Participants satisfaction

A set of ten questions were asked to assess whether participants were satisfied with the Conference (before the conference and during the conference). Table 4, indicates the degree to which respondents were satisfied.

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Total Response Rate
Before the Conference: How satisfie	ed were you w	ith the Confere	nce in terms	of:	•
(a) Timeliness of information on conference objectives	5%	12%	52%	28%	100
(b) Usefulness of information on the conference programme	7%	14%	42%	35%	100
(c ) Availability of information on the conference logistics	2%	4%	46%	26%	100
(d) Organization and content of Web4Dev websites	7%	10%	49%	32%	100
(e) Ease of registration online	4%	10%	36%	38%	100
During the Conference: How satisfie	ed were you wi	th the Confere	nce in terms	of:	
(f) The ease of obtaining photo ID and badge	9%	7%	36%	38%	100
(h) Communication facilities	1%	9%	34%	34%	100
(including internet access)	1 /0	7 /0	5470	54/0	
(i) Availability of support and assistance	3%	11%	48%	25%	100
(j) Transport logistics	4%	13%	32%	18%	100

Table 5: Percentages showing how survey respondents were satisfied with the Conference

The majority of respondents were satisfied with the Conference. 80 % of respondents indicated that they were very satisfied or satisfied with the timeliness of information on conference objectives. 77% were very satisfied or satisfied with information on the conference programme. 72% were very satisfied or satisfied with the availability of information on the Conference logistics and ease of registration online. Over 81% respondents were also very satisfied or satisfied with organization and content of Web4Dev website. More than 66% of respondents were very satisfied or satisfied with ease of obtaining photo ID, quality of facilities, communication facilities, and availability of support and transport logistics.

However, 15% respondents were very dissatisfied or dissatisfied with the Conference arrangements before and during the conference.

Some of the comments from respondents are:

- Well done! Please update your website regularly throughout the conference.
- The conference was good for me but I would have preferred it in French.
- The organization of everything was great.
- It was a wonderful idea to have it in a developing country particularly the field visit to Kibera.
- Some of the conference rooms were not easily available like Room 6.
- Good internet reminders/updates. Well researched works. Good tutors/teachers. Speaker profile no contacts.
- Participation and breakfast and lunch should be improved in order to make these most important seminars to continue effectively, if there are no funds, then you should be funded so as to improve this Conference.
- No water for participants. Lack of technical sessions, poor organization and lack of information. Very disappointed overall.
- Organizers should be time conscious and make sure transportation and the quality of internet access and power is improved.
- A very disorganized conference, logistics, preparations etc.
- Poor conditions at 680 Hotel.

## 4.6 Meeting participants' expectations

Five questions were asked to assess how the conference met expectations of participants. Table 5, summarizes the responses.

	Not met	Somewhat met	Significantly met	Fully met	Total Response Rate
Did the Conference meet your expe	ctations in te	erms of:			
(a) Relevance of topics and themes	1%	33%	36%	29%	87
(b) Quality of speakers and presentations	14%	22%	38%	26%	100
(c) Organization of workshops	13%	21%	25%	30%	96
(d) Organization of training sessions	9%	22%	33%	36%	64
(e) Opportunities for participant discussion	6%	18%	38%	38%	87

Table 6: Degree on how the Conference met expectations of survey respondents

In aggregate, more than 66 % of respondents reported that their expectations were fully or significantly met. On the question of relevance of topics and themes, 65% of respondents had expectations significantly or fully met. The quality of speakers and presentations significantly or fully met expectations of 64% of respondents. Organization of workshops fully or significantly met expectations of 55% of the respondents. Organization of training sessions significantly or fully met the expectations of respondents by 69%. Opportunities for participant discussion significantly or fully met expectations by 76%.

Less than 9% in all five questions reported that the Conference did not meet their expectations.

Some of the comments from respondents are as follows:

- All the workshops were useful; however I could not attend as many as I would have wished. Perhaps next time consider clustering 3/4 that are similar so as to ensure participants benefit from more than one. Otherwise keep it up!
- I would have wished to see more discussion on 1.Content development.2.Practical demonstration. 3 .The exhibitions of key networking tools such as Wikis, SMS broadcast etc.
- It would have been good to have more workshops and less plenary sessions. There were too many workshops happening at the same time so I could not attend. Greater emphasis on networking would be good. Sessions could have been more participatory.
- There were too many workshops, covering too much ground and variable quality. Several were enormously inspiring while one or two were very poor.
- Not so bad, but you need to have time for all of us to attend all workshops. They are important to all of us. Probably have 3 workshops a day and extend the conference to a week. Well done!
- The MDG theme was silent in most workshops. It would be advised to keep the theme of the conference running throughout the presentations and workshops. Why not invite and have more visionaries like Jeffrey Sachs, Stephen Lewis, and David Suzuki?
- There were too many workshops at the same time.

## 4.7 Usefulness of Conference sessions

The Questionnaire also attempted to determine the usefulness of the conference sessions to Participants. Respondents were asked to rate how useful each type of five Conference sessions was. Table 6 summarizes the responses in percentages.

	Not useful	Somewhat useful	Useful	Very useful	Total Response Rate
Please rate how useful each type of	Conference	session was to	o you:		
(a) Opening/closing of conference	6%	17%	45%	32%	88
(b) Workshops	2%	8%	37%	53%	59
(c) Tour to CISCO Academy	2%	27%	37%	35%	60
(e) Exhibitions	9%	29%	38%	24%	72
(f) Cultural/networking events	19%	8%	34%	28%	89

#### Table 7: Degree of how the Conference was useful to survey respondents

The opening/closing session was to provide Conference participants with inspiring and relevant messages regarding the conference and the web for development issues. Overall, respondents rated opening/closing of the Conference as very useful or useful by 79%. Workshops provided participants with opportunities to learn and share experiences on new and emerging trends in using web for development. Over 77% of respondents rated the conference workshops as very useful or useful. The exhibition hall provided opportunities for participants to get services and programme information from exhibitors. The majority of respondents (62%) found exhibitions to be very useful (24%) or useful (38%). However, 6% of respondents indicated that the opening/closing session was not useful.

Some of the comments from respondents regarding usefulness of the Conference sessions are:

- Was most useful especially between the session discussions with new people as we exchanged new ideas.
- The idea of the expert panel discussion appealed to me. Having people and participants submit recommendations brought tangible outcomes to the event.
- This conference is very good but more support is needed from UN organization to make the recommendation true.
- In future, participants should be able to attend all sessions/workshops. More time should be allocated to hands on exercises on the use of internet for development.

# 4.8 Likelihood to apply ideas learned, maintain networks and participating in the next Fifth Session of Web for development

The Questionnaire also asked the likeliness to apply ideas, maintain networks and how likely participants of Web4Dev were to participate in Web4Dev V. The results are summarised in table 8 below.

# Table 8: Responses on likelihood to apply ideas learned, maintain networks andparticipate in Web4Dev V

	Unlikely	Somewhat Likely	Likely	Very Likely	Total Response Rate
How likely are you to:					
(a) Attempt to apply ideas learned at the conference in your local context	2%	13%	33%	51%	86
(b) Maintain networks and contacts established at the conference	1%	10%	24%	64%	86
(c ) Participate in the next Web4dev Conference in 2008	5%	12%	30%	53%	86

Overall, survey respondents gave the conference a high utility rating with 84% indicating that they are very likely or likely to apply ideas learned at the Conference in their local context. On the question of likelihood of participating in the next Web for development, 83% of respondents indicated they were very likely or likely to participate in Web4Dev V. 88% of the respondents indicated that they were very likely or likely to maintain networks and contacts established at the conference.

Some of the comments from respondents are as follows:

- Thank you very much for organizing such a good conference. I picked up a great deal of useful advice and ideas to apply to my work. The UN location was marvellous, so was the hospitality.
- The information and contacts that I got from this conference is priceless.
- I wish we can be arranging more Web4dev for me to know and learn more.
- I commend the conference. It has given me new ideas and ways of how I can work with the society to achieve MDGs with ease and with complete resource use.

#### Annex 4

- I believe this is an eye opener to the youth like me. However, I think more needs to be done so that many youth can get to be involved e.g. inviting a group of students and youth groups to such events.
- Since participants (who travel from so far) spend 3 full days at the conference, we could actually have workshops/training sessions for at least 2 full days instead of just one.

# 5. Conclusion

The Fourth session of Web for Development was evaluated by UN-HABITAT using the Survey Questionnaire. The survey aimed at assessing participation in and satisfaction of participants with the Conference. Overall, results from the survey are positive. Most respondents positively highlighted how inclusive, useful, educative, inspiring and catalysing the conference was. They also rated positively the usefulness of information presented, workshops, training sessions and the likelihood of participating in future Web for Development conferences.

Some Indication of the Conference's success is highlighted as follows:

- Broad attendance in large numbers (59% increase over Web4Dev III)
- Gender participation adequate (66% male, 44% female)
- Over 72% respondents satisfied with preparations before and during the conference
- Over 66% had their expectations met be the Conference
- Over 70% respondents rated the Conference useful
- 84% respondents would apply what they learnt at the Conference to their local context
- Over 50% of additional comments thanked the organizers of the event, highlighting how the Conference provided the needed motivation and inspiration to address challenges of using the Web to accelerate social-economic development.

# 6. Recommendations

The following recommendations were made to improve future Conferences. They are divided in four parts:

**A Planning:** Early planning and involvement of all stakeholders; importance of working within realistic timeframes and having necessary resources; regional preparatory meetings could be useful; ensure that women are given equal voices and that gender analysis is mainstreamed all sessions; translation in other UN Languages; reduce number of background papers and focus on few quality papers; sessions to be facilitated by skilled facilitators with experience of working with diverse groups; speeches at the opening and closing sessions to be few, shorter and focused (Three hours of the opening and closing sessions were considered too long); few speakers and enough time for interaction, or solutions to be identified or discussed; Web4Devs provided excellent opportunities for training and more training sessions should be organized at the next Conference.

**B** Format: Increase number days for workshops and training sessions to at least 2 days; allocate more for agencies to get together to discuss their views, challenges and projects; Ensure that the theme of the conference is runs throughout the presentations and workshops; Ensure youth are engaged partners in the presentation, and exchange of new ideas and strategies.

**C** Logistics: Improve transportation to venue, quality of internet access and power supply; Hotels booked were below par in quality and service; provide coffee and water to delegates to enable them have ample to time to socialise and network among themselves.

#### D Workshops and training sessions

Survey results indicate that some participants had difficulties in attending their desired workshops because some run concurrently. Suggestions were made to extend workshops and training sessions to at least 2 days. Cluster related workshops to enhance attendance and possibly extend the conference to a week to cover all the topics and themes. Allocate time to hands-on exercises on the use of internet for development.

# APPENDIX A UN HABITAT PARTICIPANT SURVEY Introduction

The purpose of evaluating the Fourth Session of the Web for Development is to assess the success, usefulness and relevance of the conference. The assessment findings and lessons learned will assist in planning future Web for Development conferences. We would be very grateful if you could take a few minutes to complete this questionnaire.

The information you provide is for research purposes only and will be administered in accordance with applicable privacy laws. Your specific responses will be anonymous and will not be attributed to you as an individual .Please refrain from including specific information that may allow for the identification of any individual(s).

#### Participant profile

#### 1. Which country do you normally reside in?

- 2. Participant's Gender:
  - Male
     Female

#### 3. What is your partner type/organizational affiliation? (Please check only one)

National government (including Embassy, Civil Servant, Parliament)	Academia/Research Institute (including Educational Institute, Polytechnic, College, University)
Local government (including City, Local Authority, Local Government Association)	United Nations/International Organisation
Private sector	Individual participant
Non-governmental organization (NGO) (including Community-based organization, Faith-based organization, foundation)	Other: (please specify)

5. How did you hear about Web4Dev? (Please check only one)

I received a formal invitation	From a network to which I belong
The Internet	From the previous Web4Dev Session
Media coverage (television, print, etc.)	Other: (please specify)

#### 6. How satisfied were you with the Conference in terms of:

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
Before the conference:					
a) Timeliness of information on the conference <i>objectives</i>					
<ul> <li>b) Useful information on the confe programme</li> </ul>	rence				
<ul> <li>c) Information available on the conference <i>logistics</i></li> </ul>					
d) Organization and content of We website	b4Dev				
e) Ease of registration					

During the conference:	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Not Applicable
<li>f) The ease of obtaining photo id and badge</li>					
<ul> <li>g) Quality of facilities (i.e. room, lighting, sound)</li> </ul>					
<ul> <li>h) Communication facilities (including Internet access)</li> </ul>					
i) Support and assistance available					
j) Transportation logistics					

#### 7. Did the Conference meet your expectations in terms of:

	Not Met	Somewhat Met	Significantly Met	Fully Met	Not Applicable
a) Relevance of topics and themes.					
b) Quality of speakers and presentations.					
c) Organization of workshops					
d) Organization of training sessions					
e) Opportunities for participant discussion					

#### 8. Please rate the Conference in order of the usefulness to you:

	Not Useful	Somewhat Useful	Useful	Very Useful	Not Applicable
a) Opening/Closing of the session					
b) Workshops					
c) Training sessions					
d) Tour to Cisco Academy					
e) Exhibitions					
f) Cultural/Networking events					

#### 9. How likely are you to:

		Unlikely	Somewhat Likely	Likely	Very Likely	Not Applicable
a)	Attempt to apply ideas learned at the conference in your local context					
b)	Maintain networks and contacts established at the conference					
c)	Participate in the next Web4Dev					

#### **10.** Additional comments:

#### Thank you for your participation!