Prof. Mohamed JEMNI
Director of ICT Department

PROMOTING THE EFFECTIVE USE OF ICT FOR ENHANCING POST 2015 EDUCATION IN THE ARAB WORLD

International Conference on ICT and Post-2015 Education
23-25 May 2015, Qingdao, China
1- ALECSO Organization

- The Arab League Educational, Cultural and Scientific Organization (ALECSO) is an institution of the Arab League, founded in 1975 and headquartered in Tunis.
- ALECSO works to coordinate and promote educational, cultural and scientific activities in the Arab world.
- A "Plan for the Development of Education in the Arab Countries" (2008-2018) is being implemented by ALECSO.
- The implementation plan aims at systematically developing the Arab educational system, in particular, through the effective use of ICTs in education.
The ALECSO ICT Department fulfils two main missions:

1. Providing ICT services within the organization (soft and hard)
2. Proposing and conducting strategic ICT projects aiming to contribute in the innovation and the development of the educational Arab system.
NEW GLOBAL TRENDS ON EDUCATION AND ICT
### 2000–2015: Fundamental transformations in many directions

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<th>2000</th>
<th>MDG</th>
<th>Millennium Development Goals</th>
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<td>Post 2015</td>
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- **MDG (2000)**: Millennium Development Goals
- **EFA (Post 2015)**: Education For All
- **SDG (Post 2015)**: Sustainable Development Goals
- **ICT (Post 2015)**: Main tool for education

- **EFA (Post 2015)**: Equitable and inclusive quality education and lifelong learning for all (Incheon Declaration)
New terminology i.e. BYOD
Around 3 000 Millions of Mobile Devices in 2013 and expected to exceed 5 500 Millions over 2017, 60% of these devices are Smart Phones (*);

Sales of smart phones and tablet exceeded the sales of personal computers by more than 3 times (in 2013);

→ A growing trend of developing mobile apps that are mainly stored and shared in Mobile Markets;

* Gartner
Cloud Computing services for education

2013: Massive transformation in education

cloud computing
compute storage network
consumerization of IT
data explosion
new social & app patterns
3 – ALECSO projects (2015–2016)

A set of ongoing strategic ICT projects:

- Arab OERs
- Arab MOOCs
- Cloud Computing Technology for education
- Promoting use of ICT in education for people with disabilities
- ALECSO APPs
Promoting Arab Open Educational Resources OER

The OER project aims to **promote the use and development of OERs at a Pan-Arab level.**

- Promoting Arabic OERs and making their indexing, retrieving and accessing more easier for teachers and students.

The main expected outcomes from this project cover the following:

- **Offering a wider exchange and scope of Arab OERs**;
- **Ensuring the community building** of these exchanged educational resources across Arab countries;
- **Enhance the quality of developed OERs** in Arab countries.
Arab Massive Open Online Courses MOOCs
The MOOC project aims to develop Arab capacity and infrastructure in Massive Open Online Courses (MOOCs) at a Pan-Arab level.

- Promoting the use and development of MOOCs in Arabic countries;
- Offering a Pan-Arab MOOC delivery platform;
- Developing capacities in the use and development of MOOCs in the Arab region;
- Pilot the delivery of MOOCs in selected subjects.
ALECSO MOOCs in the Rwaq’s Platform

 tentang التطبيقات الجوال العربية

تدريب حول تطوير التطبيقات الجوال العربية

المادة الجديدة
Cloud Computing services for education

This project aims to make known the advantages and benefits of using Cloud Computing services in education in Arab countries.

➔ Preparing a specific guideline for the effective use of cloud computing in education for Arab countries;

➔ Develop capacity in the use of Cloud Computing services in education in the Arab region.
MOBILE APPS SUCCESS STORIES

ENTREPRENEURSHIP

SUSTAINABLE DEVELOPMENT
Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.

Instagram was created by Kevin and Mike, and launched in October 2010. The service rapidly gained popularity, with over 100 million active users as of April 2012.

The service was acquired by Facebook in April 2012 for approximately US$1 billion in cash and stock.
London student Nick D’Aloisio had a problem: He needed to study for exams efficiently, but too many websites just repeated the same information over and over. The solution was Summly, which D’Aloisio launched in 2012.

The app produces short summaries of news stories, designed to be read in full on a smartphone screen without a single scroll. The app took off beyond the 17-year-old’s wildest dreams, and less than a year after its release, Yahoo purchased the property and development rights for nearly $30 million.
In 2009, Chad Mureta was on his way home from attending an NBA game when he hit a deer with his car, resulting in a horrific car wreck that kept him in and out of the hospital for the next six weeks.

While there, Mureta read an article about mobile app millionaires. Looking at his mounting hospital bills and the iPhone 3G he'd purchased the day before the accident, he had an idea.

A few months later he launched his first app, Fingerprint Security Pro. The app became a bestseller and produced $700,000 in revenue.

Mureta was inspired. By 2012, the entrepreneur was running four app-development companies including App Empire, with more than 55 apps and 50 million downloads.
INTERNATIONAL CONTEXT V.S. ARAB MARKET
The Global Mobile Market

- Around **102 000 Millions** of downloads of Mobile apps in 2013 and expected to exceed **270 000 Millions** over 2017 (*) ;

  ➔ A growing trend of developing mobile apps that are mainly stored and shared in Mobile Markets ;

* Gartner
Smartphone Penetration in the Arab World
Compared penetration rate (2012)

- Study conducted over 40 countries by Google in 2012
- The #1 country worldwide in Smartphone penetration is the UAE with 62%
- Saudi Arabia: 60%
- Egypt: 26%, 2012
- Tunisia: 21%, December 2012
- In Egypt, Saudi Arabia and UAE, study found that 29%, 60% and 64% of Respondents to the survey, respectively, access the internet on their smartphone at least once a day
Mobile Users and Apps Market
Mobile Applications (2012)

• Smartphone applications annual revenue in 2011 totaled over 43 million USD in KSA, UAE and Jordan combined, and expecting to reach over 200 million USD by the year 2015.

• Arabic language applications are also on the rise, with over 46% of mobile users in Saudi Arabia market preferring Arabic, while browsing their smartphone.

• Main Smartphone Application language in KSA, UAE and Jordan is English, respectively, at 50%, 90% and 91.4%
– The Arab region: Arab Mobile Markets and Applications are still considerably lower than expected (from both quantity and quality point of views), especially in the fields of Education, Culture and Science (although the spreading out of Mobile devices);
ALECSO APPS PROJECT
AN OPEN ENVIRONMENT FOR MOBILE LEARNING
ALECSO APPs Project

The ALECSO APPs project is a threefold beneficial project aiming to promote and develop mobile applications in the Arab countries in the areas of education, culture and science;

→ Creating a Pan-Arab web-based repository for mobile applications (AlecsoApps Store);
→ Developing a specific editor (AlecsoApps Editor) allowing the intuitive build of Arabic mobile applications for non-technical end-users;
→ Organizing an Arab competition (AlecsoApps Award) with precious awards to encourage Arab developers to innovate and create mobile applications and populate the ALECSO APPs store.
COMPONENTS

AlecsoApps Store

AlecsoApps Awards

AlecsoApps Editor
منصة الألكسو للتطبيقات الجوالة

www.AlecsoApps.com
الموضوع: ألكسياپس

التعليمات: 

- مساعدة الأطفال في تعلم اللغة العربية.
- تطوير التعليم الإلكتروني.
- توفير برامج تعليمية مخصصة للاطفال.

المجالات: 

- نظام التعليم
- تعلم اللغة العربية
- تطوير التعليم الإلكتروني
- برامج تعليمية مخصصة للاطفال
منصة الألكسو
للتطبيقات الجوالة

تطبيقات مجال الثقافة

تطبيقات مجال العلوم

AlecsoApps Project:  www.alecsoapps.com

باحث الألكسوس: تطبيقات جوال الثقافة
إنشاء تطبيق الجوال في 4 خطوات

خلال بضع دقائق فقط يمكنك إنتاج تطبيق هاتف ذكي أو لوحة رقمية داعمة لتقنيات أندرويد أو ويندوزفون
ALECSOAPPS EDITOR : STEP 1
ALECSOAPPS EDITOR : STEP 3
ALECSOAPPS EDITOR: STEP 4
ALECSOAPPS EDITOR : DOWNLOAD YOUR APPS
جائزة الألكسو للتطبيقات الجوالة

- دوائر بقيمة ٨٠٠٠ $</div>
- مسابقة كبيرة للتوجيه أفضل تطبيقات عربية
- في مجالات التربية و الثقافة و العلوم و الألعاب التعليمية

شارك الآن
جائزة الألكسو
للتطبيقات الجوالة
الدوحة 2015
Doha
ALECSO APPS AWARD

تطبيقات عربية
بكافءات عربية، تدعم
ريادة الأعمال وتساهم
في ترسيخ الهوية

www.alecsoapps.com
ALECSO Trainings
ALECSO training

- Capacity Building
- Online training management
- Training Workshops
- Multiple levels
In order to build and reinforce capacities in the realm of Mobile Technologies, ALECSO offers training workshops available in two levels: Beginner and Advanced.
ALECSO Trainings
Thank You