



المنظمة العربية للتربية والثقافة والعلوم
ARAB LEAGUE EDUCATIONAL, CULTURAL AND SCIENTIFIC ORGANIZATION (ALECSO)

ICT for Education in the Arab World: Opportunities and Challenges

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Director of ICT Department

The Maghreb Digital Learning and Education Innovation Conference 2014
8 - 10 December 2014 - Tunis, Tunisia



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5. Cloud Computing Services for Education
6. Promoting use of ICT in education for people with disabilities
7. Arab mobile content and applications in relation with the areas of Education, Culture and Science (ALECSO APPs)

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.

1- ALECSO Organization

- Four Departments: Education, Sciences, Culture and ICT.
- The ICT Department in the ALECSO organization strives to well define innovative and emerging issues, according to which, several plans and projects are being conducted, aiming to contribute in the modernization and the development of the educational Arab system.

2- ICT Department

- The ALECSO ICT Department fulfils two main missions :
 - (1) providing ICT services within the organization (soft and hard)
 - (2) proposing and conducting ICT projects in relation with the topics of Education, Sciences and Culture.
- The ICT Department maintains cooperation and coordination with the Arab countries in the ICT field in order to guarantee easy flow and high efficiency of exchanged information and thus reaching an optimum enrichment of development.

2- ICT Department

- The ICT department has organized its **advisory board meeting** (24-26 March 2014) in order to present and discuss a set of innovative and emerging issues related to its new strategy, aiming to enhance the use of ICTs in the areas of Education, Culture and Science.

→ All the proposed projects were approved by the **ALECSO execution Council** and the **ALECSO General congress** held in Tunisia in May 2014 :

- **ALECSO APPs**
- **Arab OERs**
- **Arab MOOCs**
- **Cloud Computing services for education**
- **Promoting use of ICT in education for people with disabilities**



3- Arab Open Educational Resources OER



Open Educational Resources (OER) promote the aims of the international statements :

- The Universal Declaration of Human Rights (Article 26.1), which states that: “Everyone has the right to education”;
- The 2003 UNESCO Recommendation concerning the Promotion and Use of Multilingualism and Universal Access to Cyberspace;
- Many existing Declarations and Guidelines on Open Educational Resources such as the 2007 Cape Town Open Education Declaration, the 2009 Dakar Declaration on Open Educational Resources and the 2011 Commonwealth of Learning and UNESCO Guidelines on Open Educational Resources in Higher Education;

The World OER Congress held at UNESCO PARIS, JUNE 20-22, 2012
(**PARIS OER DECLARATION**) recommends the following :

- a.** Foster awareness and use of OER.
- b.** Facilitate enabling environments for use of Information and Communications Technologies (ICT)
- c.** Reinforce the development of strategies and policies on OER
- d.** Promote the understanding and use of open licensing frameworks.
- e.** Support capacity building for the sustainable development of quality learning materials.



- f.** Foster strategic alliances for OER.
- g.** Encourage the development and adaptation of OER in a variety of languages and cultural contexts.
- h.** Encourage research on OER.
- i.** Facilitate finding, retrieving and sharing of OER.
- j.** Encourage the open licensing of educational materials produced with public funds.



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.

4- Arab Massive Open Online Courses MOOCs

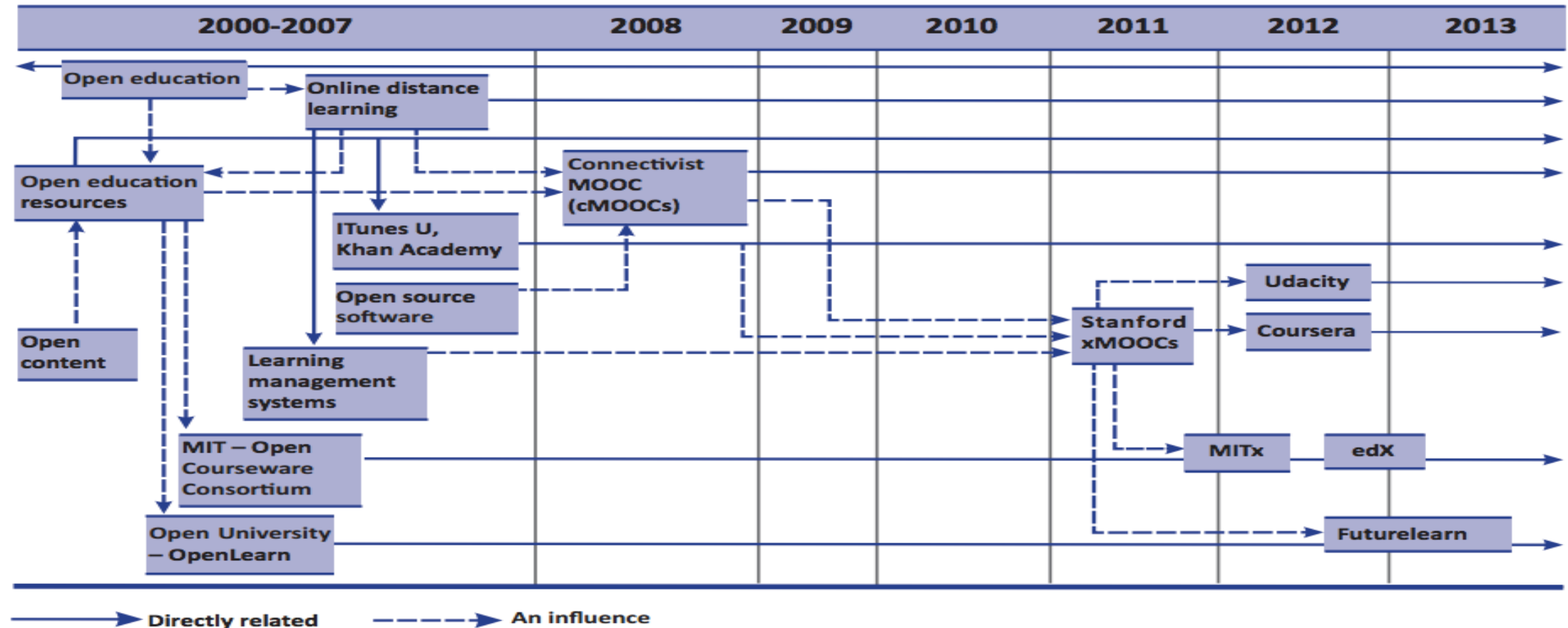


Figure 1: Timeline of MOOC developments

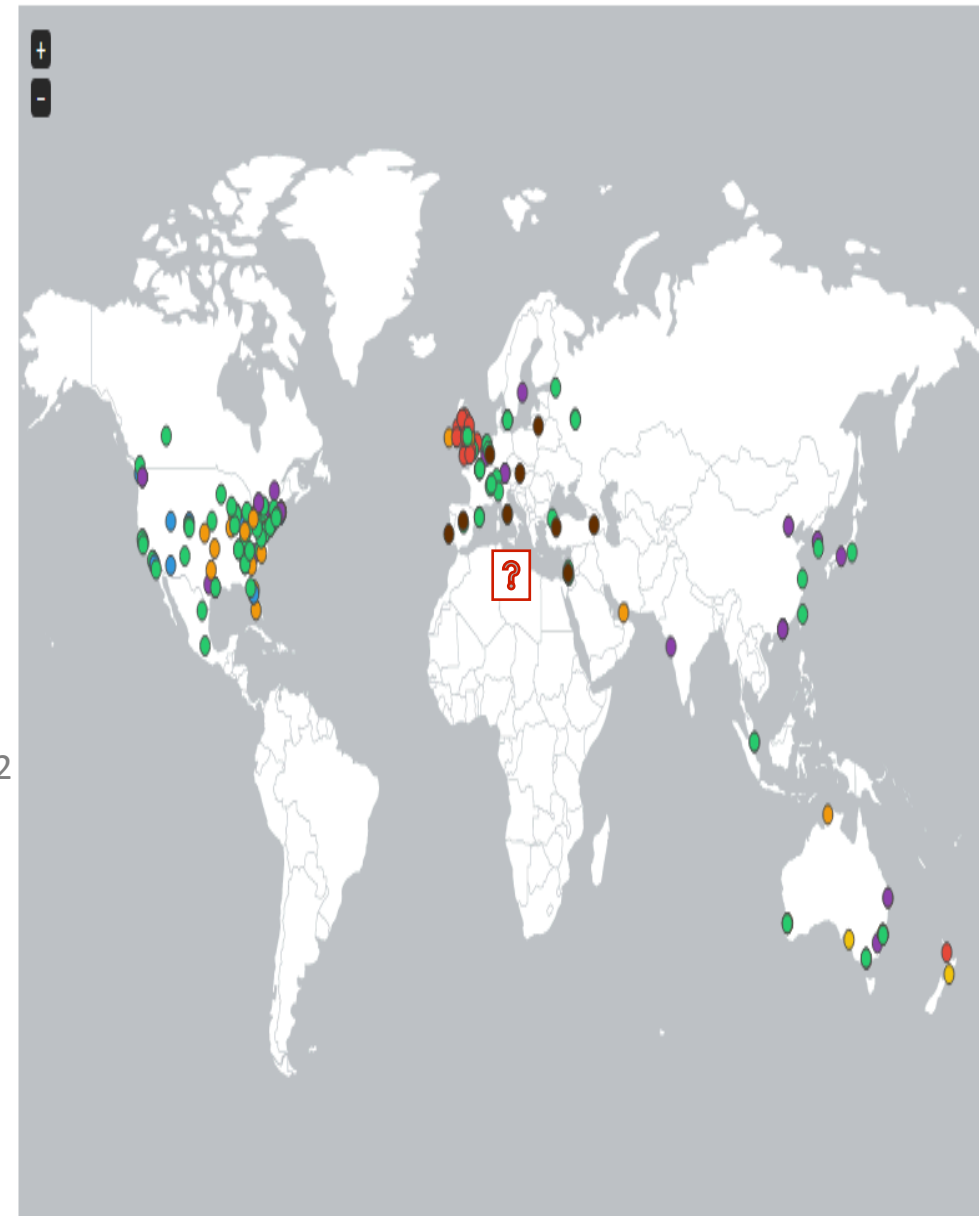
Adapted from Yuan and Powell (2013)

MOOCs and Open Education: Implications for Higher Education (CETIS)

MOOC Map



April 2012



- ☒ CanvasNet
- ☒ Coursera
- ☒ CourseSites
- ☒ EdX
- ☒ FutureLearn
- ☒ Open2Study
- ☒ OpenupEd



October 2013



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.

Arabic MOOCs : Introduction to Arabic language for natives and non-natives speakers

لم يتم دخلك. (دخول)

التعلم الإلكتروني المفتوح عالي الاستقطاب - MOOC

التنقل

الصفحة الرئيسية

تصنيف المقررات الدراسية

المقررات الدراسية المتاحة

المقدمات

الأصوات و الأبجدية العربية

الدروس

تقويم

شباط 2014

الأحد الاثنين الثلاثاء الأربعاء الخميس الجمعة السبت

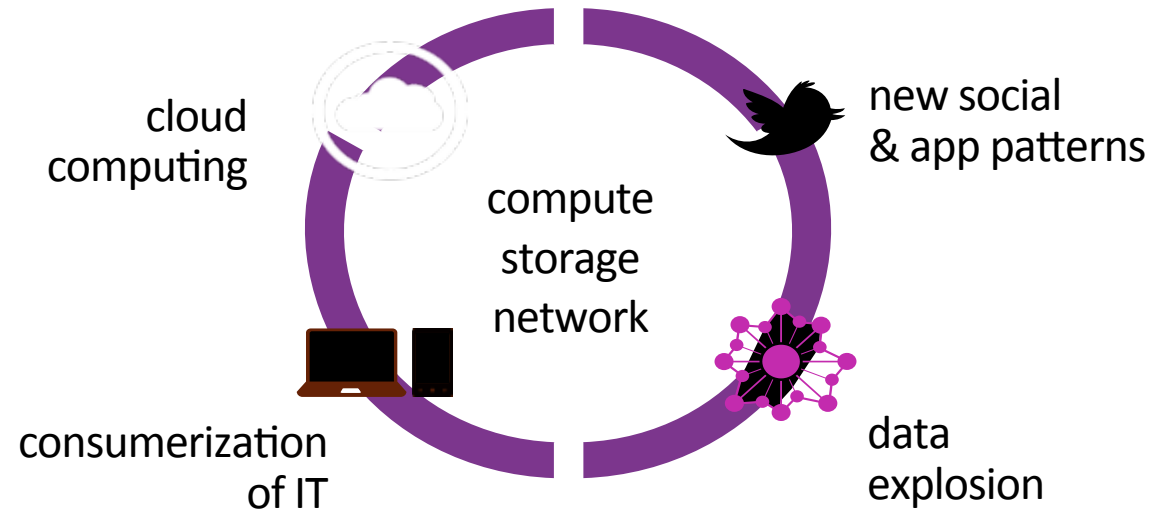
1						
8	7	6	5	4	3	2
15	14	13	12	11	10	9
22	21	20	19	18	17	16
	28	27	26	25	24	23

لم يتم دخلك. (دخول)

5- Cloud Computing services for education



2013: Massive transformation in education



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



- Organizing a conference on using Cloud Computing Services in the education field and make its advantages and benefits known to different stakeholders in the educational institutions ;
- Preparing a specific guideline for the effective use of cloud computing in education for Arab countries, through the implementation of a cloud computing based educational platforms ;



- Preparing a **comprehensive work plan** containing all the required milestones in order to set up appropriate infrastructure allowing the use of Cloud Computing services in the Arab schools and universities ;
- Develop capacity** in the use of Cloud Computing services in education in the Arab region.

6- Promoting ICT in education for people with disabilities



This project aims to develop public recognition and awareness on promoting ICT in education for people with disabilities in Arab countries.

- Capacity building for webmasters and developers on improving web sites accessibility ;
- Translating the Web Content Accessibility Guidelines (WCAG 2.0) to Arabic ;
- Translating the “Model Policy on Inclusive ICTs in Education” document to Arabic ;
- Organizing a conference on ICT and Accessibility.



← → ↻ www.alecso.org/wcag2.0/ 🔍 ☆ 📷

Web Content Accessibility Guidelines (WCAG) 2.0

Lead translating organization :
Arab League Educational, Cultural and Scientific Organisation
In collaboration with:
Arab Center for Arabization, Translation, Authorship and Publication, Damas, Syria
Tunisian Association of E-Accessibility (website: <http://www.e-access.tn>)
The Research Laboratory of Technologies of Information and Communication & Electrical Engineering
Higher School of Sciences and Technologies of Tunis
University of Tunis
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Republic of Tunisia
Web site : <http://www.lattice.rnu.tn/>
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مشروع ترجمة عربية معتمدة
تاريخ الإصدار 14 فبراير/فيفري 2014

النسخة الحالية:
<http://www.alecso.org/wcag2.0>
النسخة الانكليزية:
Dated URI of the original W3C document

W3C Recommendation

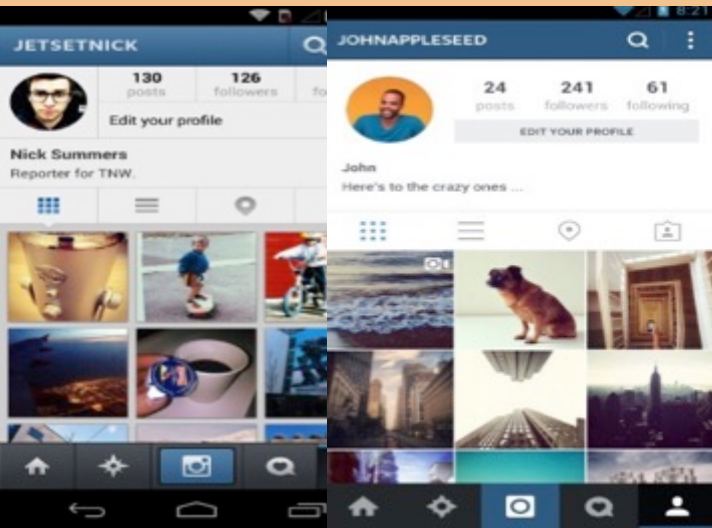
MOBILE APPS SUCCESS STORIES



INSTAGRAM

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.

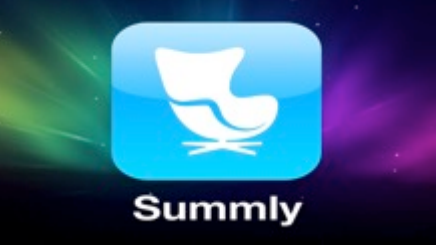
Instagram was created by Kevin and Mike , and launched in October 2010. The service rapidly gained popularity, with over 100 million active users as of April 2012.



The service was acquired by Facebook in April 2012 for approximately US \$1 billion in cash and stock.

The Facebook logo, which is the word "facebook" in white lowercase letters on a blue background.

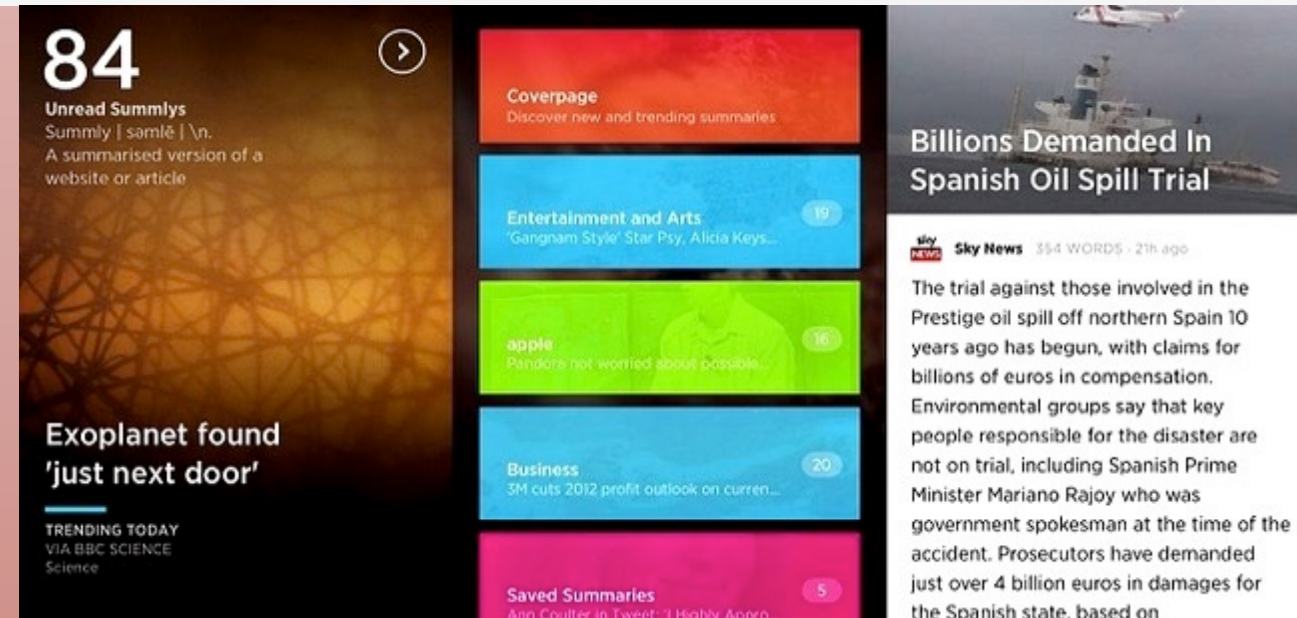




SUMMLY

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**

YAHOO!



Fingerprint Security Pro

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.

Chad Mureta Of App Empire Started His \$6 Million App Business From A Hospital Bed

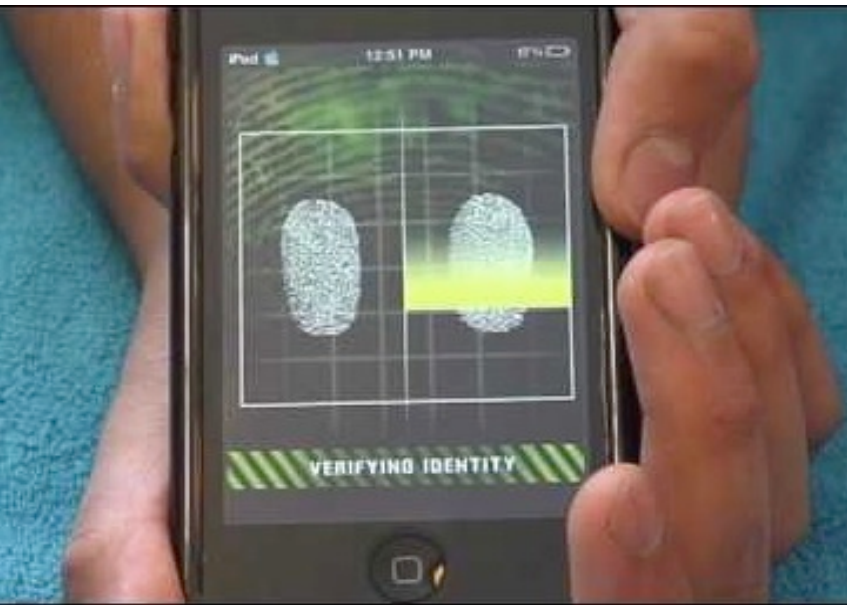
Posted: 06/20/2012 2:39 pm Updated: 06/29/2012 1:25 pm

Like 110 people like this.



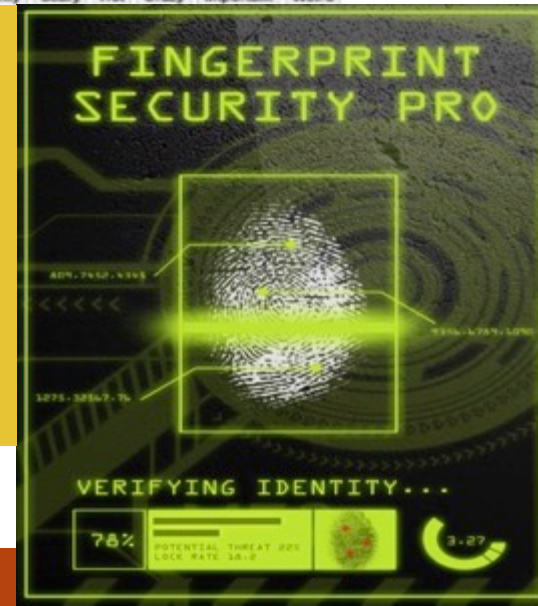
71 34 2 147 55 GET SMALL BUSINESS ALERTS: Enter email SIGN UP

REACT: Amazing Inspiring Funny Scary Hot Crazy Important Weird



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 AND ICT GLOBAL MARKET

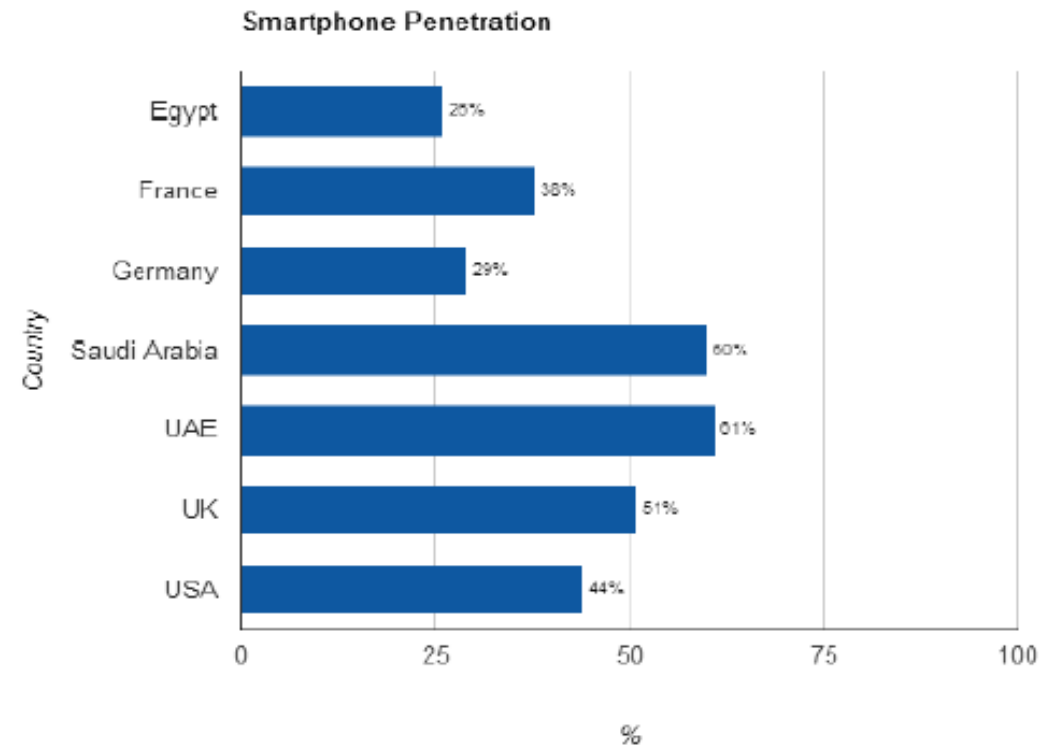
The Global Mobile Market

- 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 ;
- 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 ;

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



Base: Total population

■ Penetration

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

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.

→ ALECSO Apps project :

- Introducing new traditions for developing and using Arab Mobile Applications within a **central Arab Mobile Market** for all Arab countries ;
- Providing a **technical and formal framework** for Arab developers and users of Mobile Applications ;
- Giving the opportunity for **Arab young Developers** to submit their applications without any barriers (financial or procedural) and to innovate and excel ;
- **Boosting the Arab industry** of Mobile Applications (especially in the fields of Education, Culture and Science).

COMPONENTS



AlecsoApps Store

منصة الألكسو
للتطبيقات الجوّالة



AlecsoApps Awards

جائزة الألكسو
للتطبيقات الجوّالة



AlecsoApps Editor

منظومة الألكسو
لانتاج التطبيقات الجوّالة

يجب ملء جميع الحقول التي تحمل علامة النجمة (*)

الفئة
المنصة (الملف الرئيسي)
تغير الفئة

* اسم التطبيق

* الوصف

موقع الويب

الوسومات (tags)

* نظام التشغيل

* ملف التطبيق

صور

إسحب وأسقط لترتيب الصور. الغي الخانة لحذف الصورة

إضافة صورة

يجب تحميل صورة واحدة على الأقل.

حدود 800KB لكل صورة.

الحد الأدنى لأبعاد الصورة: 64px على 64px.


WWW.ALECSOAPPS.COM

تطبيقات مجال الثقافة



القارئ العربي

المطوّر: user1



أجمل مدن العالم

المطوّر: user1



متحف الوقف

المطوّر: user1



أغاز في


المطوّر: قاييل

تطبيقات مجال العلوم



إتجاه القبلة

المطوّر: user1



السحور والإفطار

المطوّر: user1



طقس السعودية

المطوّر: user1



مؤشر الأسعار

المطوّر: user1

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★

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في مجالات التربية و الثقافة و العلوم و الألعاب التعليمية

شارك الان



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خروج

مرحباً الكسو

التصميم

الألوان

الصفحات

التطبيقه

النشر

المرحلة الأولى: اختر التصميم

تتيح لك ...

ZENSTITUT

WHITE SHADOW

FALL WEDDING

PURPLE CROCO

GRAND PALACE

WHITE SHADOW

SIDE BROWN

المرحلة الثانية: اختر النموذج

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خروج

مرحبا الكسو

News

عنوان الواجهة

تسجيل الدخول

عنوان

هناك العديد من الأنواع المتوفرة لنصوص لوريم إيبسوم، ولكن الغالبية تم تعديلها بشكل ما عبر إدخال بعض النواذر أو الكلمات العشوائية إلى النص. إن كنت تريد أن تستخدم نص لوريم إيبسوم ما، عليك أن تتحقق أولاً أن ليس هناك أي كلمات أو عبارات محرجة أو غير لائقة مخبأة في هذا النص.

رابط أوزر



اسم ولقب

1000 نقطة



اسم ولقب

1000 نقطة

قم باختيار الألوان

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<input checked="" type="checkbox"/>	عنوان ثانوي	<input type="checkbox"/>	عنوان ثانوي (الخلفيّة)
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قم باختيار الألوان الخاصة بالأيقونة

التصميم

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النشر

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ALECSOAPPS EDITOR : STEP 4

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خروج

مرحبا الكسو

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صورة واجهة الإنطلاق

إختبار صورة جديدة للواجهة
الحجم : 1096*640 بيكسل

إختبار صورة جديدة للواجهة
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الألوان

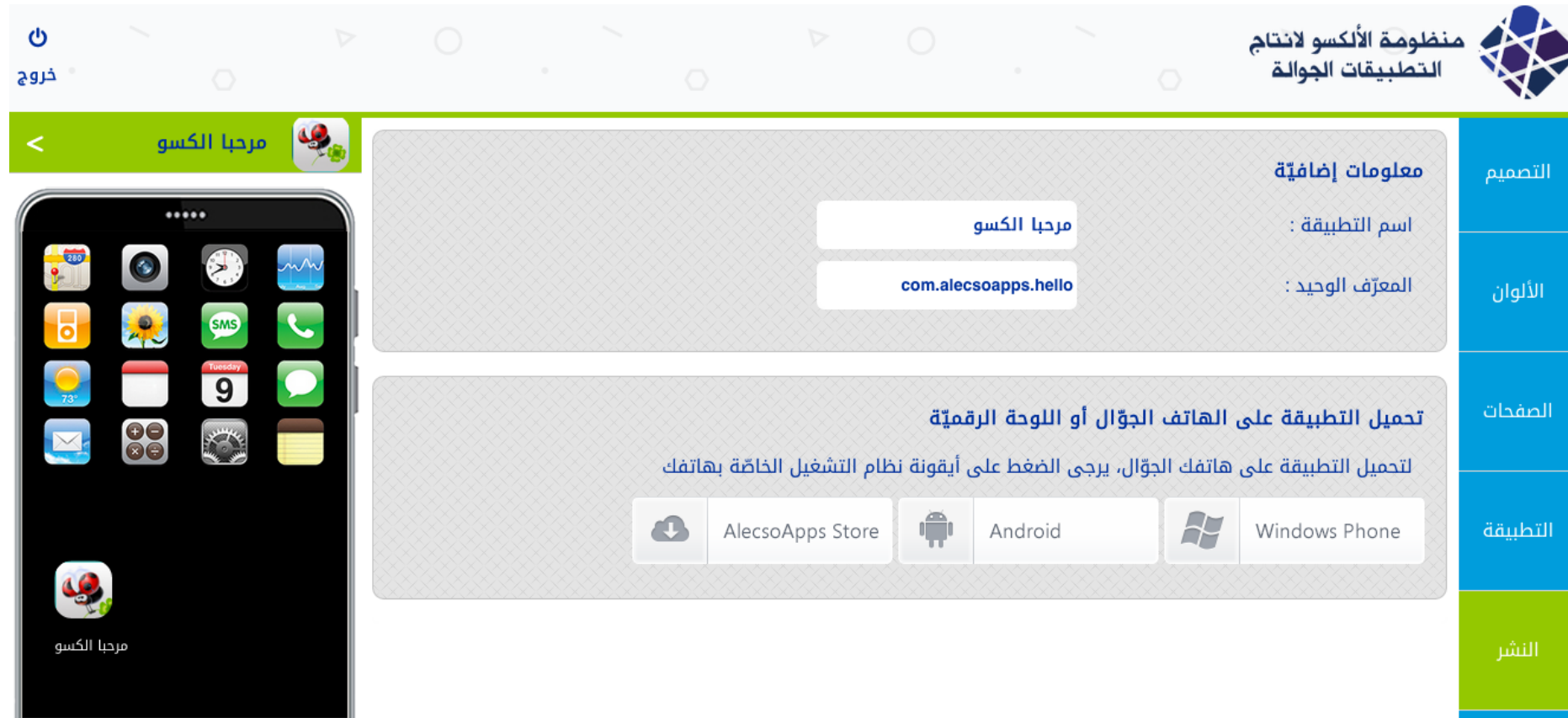
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التطبيق

النشر

مرحبا الكسو

ALECSOAPPS EDITOR : DOWNLOAD YOUR APPS



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