



World Telecommunications and Information Society Day 2019



**Melsisi
Central Pentecost
17 May 2019**

1 ACKNOWLEDGEMENT

The Telecommunications, Radiocommunications and Broadcasting Regulator (TRBR) wishes to convey a special acknowledgement to the following partners and stakeholders for their contributions and support towards a successful ICT day celebration at Melsisi, Pentecost on the 17th of May 2019.

1. The Honorable Prime Minister
2. The Former TRBR Regulator and the TRBR staff
3. OGCIO
4. Telecom Vanuatu Limited
5. Digicel Vanuatu Limited
6. Central and south Pentecost Chiefs
7. Central and south Pentecost Community



2 OVERVIEW

2.1 BACKGROUND

The World Information and Communication Technology day is an annual event which is being celebrated every year since the 17th May 1969 to mark the date of the founding of ITU and the signing of the first international Telegraph Convention in 1865.

Later in November 2005, in recognition of the International Telecommunication Union (ITU) as the leader of United Nations agency for ICT, the World Summit on the Information Society called on the United Nations General Assembly to proclaim 17th May as the World Information Society day or the Information and Communications Technology (ICT) day to focus on the importance and benefits of ICT and the wide range of issues related to the information society. The resolution stipulates that World ICT day shall be celebrated every year on 17th May.



In accordance with the ITU ICT Day celebrations, Vanuatu has been celebrating this event since 2012 mostly in the capital Port Vila and in later years the celebrations were taken to other main centers of the country. This year 2019 the celebrations took again in the main capital Port Vila and on the island of Pentecost.

2.2 PURPOSE

For Vanuatu it is important that this celebration take place annually to promote to use of technology to enhance government service delivery, business activities and the general livelihood of the basic users. ICT is an enabler of development as experienced in Vanuatu since the introduction of the undersea fiber optic communication cable to Vanuatu in 2014. There has been a huge take up of communication consumption reduction of prices and increase in revenue in the telecommunication market.

2.3 2019 THEME

This year's theme for the World Telecommunication and Information Society Day /ICT day is *"Bridging the Standardization Gap"*. It is a fundamental part of International Telecommunications Union's (ITU) mission to connect the world by addressing the disparities in the ability of developing countries, relative to developed ones to access, implement and influence ITU's international standards.

The theme also allows ITU member countries to focus on the work that the union has done and will continue to do to ensure that developing countries are increasing their ability to contribute to and benefit from the important ICT standardization work and hereby contribute to achieving the sustainable development goals and enhancing the identification and analysis of emerging trends in the Telecommunication and ICT environment.

3 ICT DAY CELEBRATION 2019 HIGHLIGHTS AT MELSISI, PENTECOST

3.1 Introduction

Apart from the main ICT Day celebrations in Port Vila, Government Officials, Civil Servants, Private Sector Officials, students and communities on Pentecost Island gathered at the Melsisi Catholic Mission on the 17th May 2019 to celebrate the 2019 ICT Day. The Telecommunications, Radiocommunications and Broadcasting Regulator (TRBR) in collaboration with the Government through the Office of the Government Chief Information Officer (OGCIO) hosted the event as a special parallel activity to the main event in Port Vila intended to continue raising the awareness on ICT related topics in the remote communities of central and south Pentecost.

The sub theme of this year's event derived from the 2019 main theme is ***"ICT Business has a great impact in our Societies"***, or in Bislama ***"ICT Bisnis hemi gat bigfala impak long sosaeti"*** which highlighted the important role of ICTs in Society to empower individuals and small business owners to explore the opportunities and benefits that ICTs have to offer.

The purpose of hosting the 2019 ICT Day in Pentecost is to portray the Vanuatu government and TRBR's mission and contribution to bridge the ICT gap in the rural communities.

3.2 Objectives

The objectives of this celebration are;

1. To promote the importance and history of Telecommunications/ICT evolution
2. To get people in rural communities in Pentecost to join the international community to celebrate the ICT day,
3. To Provide Awareness based on the following;
 - How ICT and internet can be used to enhance education and business
 - TRBR Complaint handling procedures
 - TRBR Consumer protection awareness
 - Benefits of ICT and Challenges for rural communities
 - Awareness on cybersecurity and online child protection
 - Access to fair and secure internet
 - Rights and Responsibilities of users when using internet for trade and market activities,
4. To assist ICT and internet users understand and be more aware of the benefits that ICT can offer them to enhance their daily lives.

4 The Program

4.1 Program Summary

The event commenced with the public assembling at the Melsisi round about awaiting the arrival of the Government officials and the Telecommunication, Radiocommunications and Broadcasting Regulator. Once the delegates arrived, the official parade began from the Melsisi Roundabout to the Melsisi Temple where a cultural dance group then led the parade with their cultural dances to the Salle Monier where the event took place. The parade was led by the Government representatives and the TRB Regulator accompanied by two paramount chiefs of Melsisi area followed by TRBR staff, Representatives from OGCIO, Representatives (from the Chiefs, Youths, Women and Church groups) principals, students, and people from the surrounding communities of Melsisi. The parade began with an estimated crowd of over 100 people. Throughout the day over 300 people attended the ICT Day celebration at Melsisi.

4.2 Outcome from Speeches

The Vanuatu Government and TRBR were committed to provide awareness to the people of Vanuatu on ICT related matters to ensure that people are aware of how ICTs can benefit them and improve their standard of living. For this reason, there were very important and constructive speeches made from the Prime Minister's Office Public Relations Officer (PRO) Mr. Hilaire Bule on behalf of the Prime Minister and the Regulator John Obed Alilee followed by feedback speeches from the Representatives of Chiefs, Churches, Youth and Women. All the speeches addressed the theme of the event and most importantly emphasized on the positive use of ICT. Most speakers also raised concerns on the negative effect of ICTs on their communities and pointed out the need to have a policy developed by the Government to address these issues. The table below outlines the summary of key issues raised by each speaker.



ICT Day 2019 Parade, Melsisi, Central Pentecost



Traditional Dance Group, Melsisi Central Pentecost

Name	Title	Speeches
Hilaire Bule	Public Relationship Officer (PRO)	<p>Delivering the speech on behalf of the minister responsible for ICT</p> <p>Issues Raised:</p> <ul style="list-style-type: none"> ▪ Telecommunication and Broadband Coverage ▪ The use or misuse of social media platforms ▪ The risk of losing traditional cultural and Christian values ▪ Online Security and Protection <p>Actions Recommended:</p> <ul style="list-style-type: none"> ▪ Collaboration and partnership with private sector to ensure that broadband connectivity is accessible and affordable to rural communities. ▪ The Government is currently developing a Cybercrime policy that will address behavioral issues observed on social media platforms and could become serious threats. ▪ Respectful online conduct as taught through Melanesian Values and Christian Principles.
John Obed Alilee	Telecommunications, Radiocommunications and Broadcasting Regulator (Former)	<ul style="list-style-type: none"> ▪ Acknowledges ICT as an essential and backbone infrastructure service and a driver of the economy. ▪ Emphasized on the importance of making good use of ICT products and services that is already available to help make life simple and enhancing livelihood of the people. ▪ Outline the core role of TRBR and its commitment in ensuring consumers or users of ICT are protected. ▪ Technology evolution is impacting traditional, Christian and social values. Therefore, parents need to raise their children in such a way that they always adhere to these values when using ICT products and services.
Isaiah Tabi	Chief Representatives	<p>Acknowledged that the use of ICTs has brought huge improvement in communications especially through mobile phones that have eased the lives of people living in rural communities on Pentecost.</p> <p>Challenges:</p> <ul style="list-style-type: none"> ▪ With the introduction of ICT, attitudes of the people are changing especially for the Youth. The Chiefs have a far more responsibilities to play in the societies.

<p>David Samuel</p>	<p>Youth Representative</p>	<p>Issues raised:</p> <ul style="list-style-type: none"> ▪ Most youth spend too much time on social media such Facebook rather than helping their parents at home or reading a book or studying ▪ Most youths are not aware of the benefits that the ICT/smartphones can offer ▪ ICTs is changing their lifestyles as they are beginning to adopt more western lifestyle such as dress codes and trends which at times can be in opposition to the traditional culture and Christian principles <p>Recommendations:</p> <ul style="list-style-type: none"> ▪ Parents to further involve their children in church activities, farming activities, and educational activities to ensure they do make good use of the time they have. ▪ Chiefs to arrange more frequent meetings with the youths to ensure that the use of ICT is aligned with cultural values.
<p>Marie France</p>	<p>Woman Representative</p>	<ul style="list-style-type: none"> ▪ Acknowledgement of the fact that ICTs have improved communication with the rest of the country and the World and that life has been somehow made easier for the women and the people of Pentecost. <p>Challenges:</p> <ul style="list-style-type: none"> ▪ Mobile phone cost is too high which is creating a barrier for some women to own a mobile phone either button phone or smartphone. ▪ The negative effect of ICTs in the domestic scene such as violence against women or other crisis that could lead to a divorce. ▪ Women have a lot of products to advertise online or on social media however here the low literacy rate has made it more challenging for them and this situation needs to be addressed.
<p>Andrew Bule</p>	<p>Church Representatives</p>	<ul style="list-style-type: none"> ▪ Acknowledged and accepted ICT to be part of the people’s daily life and it is seen as very beneficial to the livelihood of communities especially in the rural areas in terms of communications. ▪ Individual users need to be more mindful of how they use the ICTs and use it in the right way so that ICTs can have a positive effect on their lives. ▪ Parents have not been prepared to deal with the consequences of ICTs on the lives of their children, especially when it comes to relationships between a young man and a young woman. Parents used to play an active role in finding a bride for their son or a groom for their daughter but now they are facing a situation whereby their children would get in contact

		themselves, thanks to ICTs and the consequences are often times heavy to bear.
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4.3 Outcome from Booth Visitation

The TRBR, OGCIO and Telecom Vanuatu Ltd raised awareness on their mission and their footprint on the ICT environment in Vanuatu as well as their commitments in ensuring that consumers or users of ICT products and services remain protected against malicious threats at all times.

TRBR booth

At the TRBR booth, people were made aware and learned more about TRBR’s history since its establishment, as well as its mission and role. Other topics discussed at the TRBR booth include;

- The Consumer Rights and Responsibilities
- Complaint Handling Procedure
- TRBR facts info/ Mobile App
- Health Risk of ICTs
- Becoming a smart ICT consumer
- Importance of reading and understanding advertisements
- What is internet and the benefits of internet
- Child online protection



TRBR Booth, Melsisi Central Pentecost

Feedback from the attendants were very positive and people were very eager to know more by asking questions and sharing their views. This is a first ever ICT awareness hosted for the residents of central and south Pentecost and it is clear that people are now more aware of the impact and effect of ICT and the opportunities that ICT can offer them.

OGCIO booth

The OGCIO’s awareness booth mainly focused on Cyber Security to educate people on the threats they could be exposed to when surfing the internet. Cyber security is a topic that most people in the rural areas have no knowledge of and this raised a concern for them especially when it comes to data privacy. A lot of questions and queries were raised and the public was encouraged to safely surf online and report any identified threats, incidents or abuse to OGCIO.



OGCIO Awareness Booth, Melsisi Central Pentecost

Telecom Vanuatu Ltd booth

One of the major operators, Telecom Vanuatu Limited (TVL) was also present to educate its customers and the general public on products and services it has to offer. Given the observed low literacy rate when it comes to ICTs, TVL explained the procedures to subscribe to any TVL plans and explore the options available in their USSD menu. Most importantly, TVL also received its customer experience feedback which is a valuable information that will help TVL improve its quality of service to the people living on Central Pentecost. Furthermore, as part of promoting ICTs, TVL also managed to sell devices such as Smartphones and Tablets, Routers and Mifi and free internet hotspot that captured everyone's attention. The awareness on the benefits that ICTs have to offer has also encouraged some people to purchase some of these devices.



TVL Booth, Melsisi Central Pentecost

4.4 Quiz and Prizes

The quiz questions were formulated from the speeches and different discussion sessions throughout the day. The outcome was very positive as people were really fast to answer the questions especially the youths. A total of 20 prizes were given out to the participants who answered correctly. Judging from the outcome of the quiz sessions, it can be said that most of the people present genuinely learned something from the sessions.

4.5 Parallel Sessions

Participants of the ICT Day 2019 hosted on Melsisi were divided into two categories and attended parallel sessions of awareness for Adults/Leaders and Students.

Leaders Session

The Leaders' session consisted of all the chief representatives, church leaders, youth leaders, parents, teachers, civil servants and all adults who made it to the event. That session was facilitated by representatives from the TRBR and OGCIO.

The OGCIO representative present for the event delivered a brief summary on the establishment of the CERTVU Unit and the important roles, mission, vision and work that this Unit is currently carrying out. The awareness also addressed cyber security issues which raised a lot of questions and concerns especially for the chiefs and parents as they began to understand the impacts of ICTs in terms of security and data privacy. The OGCIO



OGCIO Awareness, Melsisi Central Pentecost

representative went on to discuss the Cybercrime Bill Legislation to be tabled in the next parliament to safeguard the ICT users and prosecute any users who use ICT for malicious means.

TRBR representatives also provided a brief summary on the establishment of the TRBR office, its and its mission and vision.

The awareness also covered these important areas;

- The Consumer Rights and Responsibilities
- Complaint Handling Procedure
- TRBR facts info/ Mobile App
- Health Risk of ICTs
- Becoming a smart ICT consumer
- Importance of reading and understanding advertisements
- What is internet and the benefits of internet
- Child online protection



TRBR Awareness, Melsisi Central Pentecost

In addition, an ICT teacher from Ranwadi College, native of Pentecost provided a short awareness session in the local dialect a that is more relevant to the island community.

Although the session was very informative and productive, there was not enough time to cover everything and feedback from the session suggests that more awareness in ICT is needed in rural Vanuatu.

Students Session

The students' session involved all students and youths who were present at that time and was facilitated by two TRBR staff supported by a TRBR Consumer Community Champion (CCC). The awareness focused mainly on addressing the benefits of ICTs to assist students in their learning and making business using social media platforms.

During the awareness, students were made aware of the use of internet on the following;

- Research academic content using Google.
- Using YouTube to search for video for any information such as;



Student Session by TRBR staff

- ✓ Food recipe
- ✓ Best practices for fishing
- ✓ Gardening technics
- ✓ Sewing etc.
- Using Facebook to advertise their produce and earn an income.
- Using google translator to help translate English or French to any other foreign language or vice versa.



Student Session, Melsisi Central Pentecost

The awareness also covered these following topics;

- Health risks of ICT
- Proper use of internet
- Consumer rights and responsibilities
- Complaint handling Procedure
- Online child protection.

The session was very interactive by having questions asked after each topic and over 30 wrist bands were given away to reward students for their participation.

5 Key Recommendations

The following actions were recommended as the outcome of the event.

1. Chiefs, Church leaders, youth leaders and women leaders to continue to provide awareness and advices to encourage people to continue to use ICT in a right way.
2. Respectful online conduct as taught through Melanesian Values and Christian Principles.
- 3.
4. TRBR to organize and provide more ICT awareness for the rural areas of Pentecost.
5. Teachers to continue the effort of raising awareness on ICTs to students.
6. Government to release and implement a Cybercrime Legislation.

6 Conclusion

The Melsisi ICT day celebration was the first ever ICT event hosted for the surrounding communities of Melsisi and the island of Pentecost. Generally, the chiefs and the church leaders were really appreciative and supportive of the initiative of taking the ICT Day celebration to the rural level for the benefit of the people.

There were a lot of logistical challenges, including the bad weather conditions however the TRBR team managed to pull out a successful event that has left a positive impact on the people's lives and the communities.

The speeches and discussion sessions were very informative as there was a lot of questions and concerns raised throughout the sessions which shows that people have begun to understand and become aware of

the impacts of ICTs and its fast evolution. A lot of queries and doubts that were made during the discussions were cleared or answered.

All in all, the ICT day celebration at Melsisi was a success and from the awareness, speeches, parallel sessions and quiz questions, people now have a better understanding of such topics as;

- ✓ The positive and negative impacts of the evolvement of ICTs
- ✓ The productive and effective use of internet
- ✓ Cyber Security
- ✓ The Consumer Rights and Responsibilities
- ✓ Complaint Handling Procedure
- ✓ TRBR facts info/ Mobile App
- ✓ Health Risk of ICTs
- ✓ Becoming a smart ICT consumer
- ✓ Importance of reading and understanding advertisements
- ✓ Child online protection

Hopefully in 2020 and beyond more and more rural communities of Vanuatu can benefit from such event.

7 Gallery



Leadership Session



Student Session



CCC Doing awareness on Health Risk of ICT



Regulator and Chief Adang



TRBR Booth



TVL Booth



Crowd listening



Leadership Session



Official Parade



ICT day Committee



ICT day Venue



Musicians