

# Internet Fiesta

## Proposed Plan

Internet Society of South Africa (ISOC-ZA)

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# Background

## What is the Internet Fiesta?

The Internet Fiesta is an annual event made up of different community projects aimed at exposing people from mostly disadvantaged backgrounds to the Internet. The global co-ordination is run by a committee operating out of Paris, France, and was originally designed to instigate communication between people in Francophone countries. Projects run in participating countries are organised by a network of Internet enthusiasts known as “Weavers”, and each group is encouraged to register their events on the Internet Fiesta website<sup>1</sup>.

The Fiesta is designed to be a fun-filled event, such that people from all backgrounds and ages are encouraged to attend, but is especially aimed at youth. People are provided with free Internet access over a number of days in a festive atmosphere of music and entertainment, dispelling the often-intimidating image technology has to people who are unused to it. Last year, the Fiesta ran from March 17 – 23 and was extended to March 31. The Fiesta website does not make mention of an event this year, or one for 2005, but Internet Fiestas were nevertheless held in a number of countries. For example, a highly successful event was held this March in Senegal, in which local youth were invited to participate in a three day event held in a community hall, housing computers connected to a sponsored, 1Mb/s leased line for Internet access.

## What can an Internet Fiesta do for South Africa?

The cost of Internet access is a problem in South Africa and one that is hotly debated. Dial-up access is beyond the means of the majority of South Africans due to the high cost of telephone calls, and so are the fees charged by Internet cafes. The South African Government -- notably the Universal Services Agency -- has built several telecentres, providing Internet access, around the country but this initiative has not been as successful as planned and only a fraction are fully operational. A universal access Programme run by the Post Office has had more success recently as have local government initiatives, such as the Smart Cape Project<sup>2</sup>, which is putting Internet connected computers in libraries across Cape Town. Many schools in disadvantaged areas now have computer labs, but even those that have Internet access can seldom afford to use it.

This means most South Africans do not have access to the wealth of information, free learning resources, and networking benefits the Internet can supply, and ultimately this impacts on the socio-economic development of our country. Not only does this make bringing South Africa into the global information society a difficult task, it also exacerbates internal digital divides between those that can afford to use the Internet and those that cannot.

But as the South African telecommunications sector becomes more competitive and regulations are relaxed around the use of technologies able to provide cost-effective Internet access, the situation is likely to change. To catalyse this move toward widespread Internet usage, people not only need affordable access, they

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<sup>1</sup> For more information see: <http://www.tutyam.org/2003/english/info-eventos.html>

<sup>2</sup> For more information see: <http://www.capetown.org.za/smartcape>

need to know what the Internet is. And what is even more important, they need to understand why they should use it and what it can do for them. Only by exposing people to the Internet - and technology in general - and giving them the room to try things out for themselves, will they begin to imagine the possibilities it can offer.

For South Africa, the Internet Fiesta can be considered a capacity building exercise. Although people are only provided with free Internet access for a few days, or shorter, this may be enough to “grab their interest” and spark enthusiasm for Internet use. It is envisaged that entrepreneurs and small, local business, will see the efficiencies that can be made by using the Internet and be encouraged to build it into their business models. Local teachers will be exposed to the wealth of teaching resources on the Internet, and hopefully see the value of bringing it into their classes. Local grass-roots organisations can be shown how to setup and use free web based email accounts so they can communicate with other, similar organisations further a field. People with family in other provinces (typically the Eastern Cape for many in such communities in Cape Town), can be shown the ease with which email can be used to keep in touch. And perhaps most importantly, because these children are the future of South Africa, there is enormous value in exposing them to technology at a young age.

This event aims to show people from disadvantaged communities what the Internet can do for them. Although once the Fiesta is over many will still not be able to afford Internet access at current rates, they will be the customers of tomorrow. And there is nothing like public enthusiasm to make governments sit up and take notice. Simply put, if enough people are convinced of the value of the Internet, it becomes a societal issue and therefore one the government needs to take seriously. The Internet Society would argue that because Internet use is a development issue for our country, public pressure on government to create an economic environment in which the price of bandwidth, and connectivity, becomes affordable to the masses, is something to be encouraged.

## **Objectives**

- To engender curiosity in a disadvantaged community for the Internet;
- To expose people who are already curious, but do not have access to affordable Internet access;
- To encourage local youth to explore the Internet; and
- To encourage Internet use within the local SME sector and build networks of people.

## **Target Audience**

Target audiences of the Internet Fiesta are all those who are embracing the technological advancement and those who don't have access to these technologies. Mostly focus audiences are people from underprivileged background, not exposed to technologies and those ignorant people who don't know the extent that Internet can benefit them.

## **1. The Objectives of the Internet Fiesta for Contributors**

The Internet Fiesta is observing of web user's behaviour. It is a unique way to observe while participating, which allows the user to experiment in his/her own field of studies and his or her own capacities of creation. It is a medium offering incredible visibility to all participants.

## **2. Objectives of the Internet Fiesta for Partners**

The Internet Fiesta Medium is offering to partners an incredible visibility, online as well as off-line and one to one. It is also a fabulous marketing tool which permits one to watch closely the user's behaviour and to be present while new needs are expressed. For technological sectors it is the opportunity to experiment new produces or services. It is also an occasion to bring new offers to the public attention.

The Fiesta can favour promotion through an increased on-line and off-line visibility and a horizontal or vertical development.

## **3. Objective of the Internet Fiesta for Users**

While one realise one's capacity to create, one becomes self confident. Nowadays the public is looking for ways to enlarge the field of skills and to develop personal potential through extra professional activities. The public becomes better informed, more creative and more easily inclined to communicate.

This revolution in the consummation habits took place through interactive communication allowing communications and the possibilities of working with someone virtually anywhere on this planet.

## **Beneficiaries**

- Local people, especially youth, from disadvantaged communities who do not have access to the Internet;
- Funders, from sponsoring an event that benefits local people and may help them meet their corporate social responsibility targets for the year. And being news-worth, the Fiesta should provide them with good publicity; and
- The local economy, as small business realise the potential of the Internet to help them build their business, and human networks are created.

## **How will the Fiesta be run?**

It has been proven time and time again that any ICT for development initiative needs to involve the local community to be a success. Simply coming in and announcing an Internet Fiesta without first consulting community leaders and getting their buy-in is a mistake, and does not fit with the inclusive ethos of the Internet Society. Therefore, the first task will be to invite community leaders, including heads of local schools, religious leaders, local NGOs and councillors to discuss the event and give them an opportunity to contribute their ideas.

The Fiesta location will be a community hall in a disadvantaged area, easily accessible to a large number of people by transport and by foot. We have visited

a number of potential venues already and have identified one in Langa, and one in Belhar. Both positioned in Cape Town and low-income areas. Between 30 and 50 computers connected to a broadband Internet connection is required to service an expected attendance of more than 1000 individuals of all age groups.

In addition to the technology and as has been globally demonstrated as key to success, we plan to facilitate:

- A secure environment that includes a group of volunteers with technical and cultural skills to be on hand to help those who require it.
- Cultural entertainment (at minimum music popular in the local community, and a local live band).
- Food and drink provided by local caterers.

The Internet Society (ISOC) will establish a committee made up of Internet Society committee members, volunteers from the ISOC membership and volunteers from the local community in order to manage and arrange all the activities as stated in the background.

# Logistics and plan

## Timing

The Fiesta will run from 11am on Saturday 19 March to 3pm Sunday 20 March. We are aiming for a minimum attendance of 1000 people, but expect more. The media will be invited to attend the event to afford as much publicity as possible.

## Key Milestones:

- Approval and commitment to hosting the event by local community volunteers and leaders
- Sponsorships, financial and in kind
- Final agreed plan of action
- Fiesta!

## Internet Fiesta Committee

In order to facilitate such an event the Internet Society (ISOC) has established a committee responsible for the Fiesta. Jenni Husler, the ISOC secretary and education and outreach portfolio chairperson is chairing the Fiesta committee.

The Internet Society of South Africa will provide volunteers to the committee to ensure that the sponsorship, funding and technology are appropriate and secured. ISOC members are needed on the committee for:

- Securing sponsorships and funding
- Ensuring that computers and Internet access is in place and functioning as best as possible
- Ensuring that volunteers are available to assist users with 'how to use the Internet'

The community must provide volunteers to the committee to ensure the venue logistics. These community volunteers must secure buy-in to the idea of an Internet Fiesta and to ensure the local community involvement. The local people understand how things are done in the community and must leverage on their local network of contacts. Community members are needed on the committee for:

- **Securing** the venue and liaising with people at council to ensure all regulations are met;
- Resolve **infrastructure** issues such as an adequate electricity supply, security of the building from fire and theft, and furniture and facilities, etc;
- Ensuring **communications**, so that the Fiesta is marketed, that key community members (religious leaders, youth leaders, school heads, local NGOs) are invited and that we meet the target of 1000 visitors over the 36 hour period
- Making sure the **catering** (food, and drinks and snacks) are provided by reliable, local caterers

- Ensure that the **entertainment** includes music and entertainment that local people will want to enjoy.

## Budget

Item	qu	hours	description	Total (ZAR)
<b>Logistics</b>				
Venue	1	36	Must be suitable for target community and participation	5000
Security	6	36	20 per hour	4320
Electrician	1	2	300 per hour + callout	800
Cleaners	2	6	20 per hour	1200
Council safety inspector	1	1	Estimate	500
Furniture	note 5	36	See Note 5	533
Communications/marketing	notes			2000
Phone calls to invite guests, marketing, organization etc		6	38c per minute + cell phones	200
<b>Technical</b>				
Computers	50	36	R290.70 per computer, per week	14535
Delivery and setup	30	24	91.20 per 5 computers (from same vendor)	912
Internet gateway/router	1	48	538.08 per week <sup>7</sup>	539
Network setup	1	8	250 per hour	2000
Internet connectivity	1	36	2Mb/s	35000
Transport for volunteers	1	40	R1500 /day for 1 vehicle and driver	3000
<b>Catering</b>				
SLAs for caterers, drinks, food, other snacks	4	36	500 compensation each	2000
<b>Entertainment</b>				
Band / Entertainers / DJ		36	500 x 6 (4-6 sets of 6 hrs)	3000
PA system and equipment		36	Projection screen also useful	2500
<b>Contingency</b>				<b>3000</b>
TOTAL				R79,039

### Budget notes

#### Logistics:

Venue: this is a special price, per hour, offered by the City council, available to qualifying civil society organisations: to be confirmed.

Electrical: We need a qualified electrician to check there is enough power to run 50 computers safely, and to make any changes to the power supply necessary.

Cleaners: Cleaners will be needed periodically and at the end of the event.

Council: We may be inspected for safety, or need to prove that we have been inspected, before running a public event. I anticipate this being a free service from the council.

Furniture: Benches, Tables and Chairs will be needed at minimum, prices from Ajay Hiring (021 906 2797), R8:80 per day for a 2.4m wooden tressle table: est 3 monitors per table, requiring 17 tables = R150. 50 chairs at R2:35 each = R118. Then 4 6-people round tables for eating and 24 chairs + table cloths = R164, Delivery = R100 (total). Total = 533

Marketing: Flyers, posters and radio is expected.

### **Technology:**

Computers: Quoted by "Dial a Quote" in October 2004 for PCs with an draft minimum spec of P2, 128Mb RAM, 100Mbps NIC, colour monitor. Minimum rental time is one week. See <http://www.dialapc.co.za>

Gateway: This quote is for a "P4 1.5GB RAM, 40GB HARD DRIVE, CD ROM DRIVE, INTERNAL MODEM, 2 x network cards (GB/SEC), 15" MONITOR, KEYBOARD & MOUSE, (CLIENT TO LOAD OWN SERVER SOFTWARE)"

Internet connectivity: We assume a 2Mb/s line will be needed to give 50 users a good Internet experience. Since weekend bandwidth is not widely used we hope to obtain sponsorship for this expensive resource. Estimate based on two days transit plus a 2Mb/s connection and installation.

## Timeline

Major Milestone	Target date
Approval and commitment to hosting the event by local community volunteers and leaders	Thursday 13 January, 2005
Sponsorships, financial and in kind	Friday 04 February, 2005
Final agreed plan of action	Friday 11 February, 2005

## High level project plan and checklist

Task	Preparation (8 weeks)	Organisation (3 weeks)	Delivery (1 day)
<p><i>Logistics:</i></p> <ul style="list-style-type: none"> <li>finalise committee</li> <li>finalise proposal/plan</li> <li>communications plan</li> <li>council approval if required</li> </ul>	<p>Confirm venue and facilities, volunteers, electrical supply, security, fire and safety, etc.</p> <p>Agreement on communications plan and draft copy (for poster and flyers and PR).</p>	<p>Contracts in place (name and contacts supplied).</p> <p>List of non-technical volunteers.</p> <p>Licenses and permission secured.</p> <p>Communications published.</p>	<p>Final snag list and Communications all complete.</p> <p>All committee members have final plan for the day.</p>
<p><i>Financial:</i></p> <ul style="list-style-type: none"> <li>finalise budget</li> <li>finalise sponsors</li> </ul>	<p>Sub-committee member needs to agree on each line item for their budget.</p> <p>Finance sub-committee member must confirm sponsors.</p>	<p>Income received.</p> <p>Contracts in place</p> <p>Deposits paid.</p>	<p>Petty cash available for unforeseen circumstances.</p> <p>All final payments ready to go.</p>

Task	Preparation (8 weeks)	Organisation (3 weeks)	Delivery (1 day)
<p><i>Technical:</i></p> <ul style="list-style-type: none"> <li>• arrange connectivity</li> <li>• arrange computers</li> <li>• arrange network</li> <li>• arrange volunteers</li> </ul>	<p>Agreement on which vendors are going to do each thing.</p>	<p>Contracts in place and details of plan finalised.</p> <p>Finalise technical volunteer logistics.</p>	<p>Connectivity, computers, network and volunteers in place, and tested.</p>
<p><i>Food and drink:</i></p> <ul style="list-style-type: none"> <li>• arrange vendors</li> <li>• arrange facilities</li> </ul>	<p>Agreement on which vendors are going to do each thing.</p> <p>Liason with venue.</p>	<p>Contracts in place and details of plan finalised.</p>	<p>Final confirmation from food vendors</p> <p>Facilities in place</p>
<p>Entertainment</p> <ul style="list-style-type: none"> <li>• finalise programme</li> <li>• arrange vendors</li> <li>• arrange audio/PA system</li> </ul>	<p>Agreement on draft programme and which vendors are going to do each thing.</p>	<p>Contracts in place and details of programme finalised.</p>	<p>Final confirmation from entertainers.</p> <p>Audio/PA system delivered, installed and tested.</p>