

Digital Unity

An On-line Interactive Forum for NGOs active in Migration, Development and Human Rights

Project Brief To Request Funds for an Initial Assessment

Project Name:	Digital Unity
Project Number:	MAJORP-02-07-AH/DGU
Project Owner:	Aurum Helix
Stakeholders :	Migrant NGOs, Foundations and Corporate Responsible Private Companies
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Introduction

This document outlines the Digital Unity concept. The purpose is to request funds to perform an initial assessment to create an IP based web conference tool for NGOs. The initial assessment will allow us to build a strong and complete funding proposal to accomplish the project.

We are starting from scratch. It is impossible to provide the total cost for this project at this point in time. Most ICT solutions are first subject to a thorough assessment of the user needs, the skills involved and the technical requirements for the realization of the project. We have no knowledge of an existing system that we can rely on to calculate the cost and duration to put a global web conference system in place. Considering the size of the user group like the Global Forum for Migration and Development (GFMD), this type of project may have never been implemented by anyone else before. From a high level point of view, we have already identified new needs that existing off-the-shelf conference software or video conference service providers may not meet. All this needs to be investigated. This investigation is called an initial assessment.

The initial assessment will generate the detailed information about the possible existence of suitable software, or the possibility for development, the preferred architecture and the type of equipment that will be involved etc. The initial assessment will allow us to build a business case to justify the solution (if need be), a budget and a time frame for delivery.

The end-users of this project are the NGOs, though we should not lose of sight the actual customer who eventually is the immigrant. Our purpose is to keep the cost for using the solution as low as possible and as easy as it can be for the end-users.

Background

Following to the first edition of the GFMD, organized by the King Baudouin Foundation (KBF) on 9 July, and the parallel Civil Society Global Community Forum organized by Migrants Rights International (MRI), all NGOs from all over the world that participated expressed the desire to stay united, to meet and discuss on a regular basis, to reach consensus, to work together and to prepare the next Global Forum for Migration and Development that will be held in Manila in 2008.

Problem Definition

Only one day (9 July) was provided to meet and greet the different governmental actors and representatives from supra-national institutions, to discuss and present the problems, and to prepare a report that was presented to the governments of the world the next day. Another reported surprise

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was that the congress was planned for 3 days, but some participants only received 24-hour visa to stay in Belgium. Only a one night hotel reservation was arranged and paid for by the KBF for the NGOs. For the two other nights, the participants were on their own. For many non-European participants the airline trip was a last-minute arrangement as the visa approval did not come through on time. It is reported that a number of participants did not come because they either were denied a visa or they just didn't know about the event all. It was also reported that the Latino-Americans and the South-East Asians were abundantly present and that the Congolese, the Moroccan and the Turkish migrant communities living in Europe (close by the KBF) were probably not invited.

The list of obstacles and incidents that have been identified is longer, but these are indications that regular global meetings of this type between NGOs and in-between this global forum and the next Global Forum for Migration and Development in Manila in June 2008, just to structure and prepare the next negotiations, will be difficult and expensive in all aspects.

Strategy

Our strategy is to encourage NGOs to make technology part of their strategy to help them grow and to support the migrant forum's strategy. Technology is one answer to human and geographical limitations. Technology forces structure and the respect for procedures that are otherwise very difficult to force in the real life. If well implemented and used, it truly raises the performance of an organization or platform. A technological strategy, will help the migrant forum to become more efficient.

Aurum Helix proposes to the NGOs to participate in globalization instead of complaining about it, and proposes the NGOs to take advantage of the globalization enablers that the large multi-national corporations have already put in place for their networked economy. With using the infrastructures that are already in place, NGOs can conduct their discussions and dialogues, and prepare their next round of negotiations over the world wide web in an undisturbed way. Aurum Helix encourages the use of the most advanced interactive Internet and telecom technologies on Earth to achieve that goal. This does not require any physical migration at all and should be less upsetting for all. In addition, it is economic and ecological.

Aurum Helix wishes to position itself as a strategic technology solution provider for enabling the NGOs Forum to stay alive on the world wide web, to build further consensus on the workshops that have taken place on 9, 10 and 11 July 2007 in Brussels, and to empower the migrant forum to secure an infinite productivity capacity.

Aurum Helix will steer the initiative in such a way that it sophisticates the image of the migrant worker who not only contributes to the economy of his home and host country, but he/she also contributes to the global knowledge based economy and society. For the technology industry, the migrant may become a new and interesting focus group.

Proposed solution

Main objective is to enable the productivity of the Migration Forum for faster results and actions through the creation of a unique web conference platform, a web portal for clusters of NGOs active in a specific migration field (asylum seekers, anti-racism, migration policy research, domestic workers, remittances, etc). This is the place where:

- consensus between all Migrant NGOs is built for lobbying purposes.
- solutions are thought about, discussed and decided.
- project partnerships are negotiated and concluded.

This solution was approved before an audience of at least 120 NGOs, for a start.

On Scope

To provide NGOs a world wide visibility. The main content providers will be the NGOs themselves and the existing NGO platforms. Other content providers could be the radio and TV news channels, newspapers and magazines so that the voice of the vulnerable migrant is heard.

Usually it's the business that drives technology, or vice versa. Now, it is the civil society that will become the driver for hopefully a whole new series of technological solutions. According to our feelings (and should we find the financial resources to create this web portal), this initiative (because of the in-built performance functionality and procedures that we will foresee) should cause new solution-oriented types of NGOs that behave like winners.

We expect new needs to be expressed by the NGOs and we will research on how to address the new needs with the help of technology. We expect to define and deliver new forms of service demands that might be transformed into e-commerce solutions that can be deployed in other sectors and by the business.

Off Scope

Our role is not to become a lobby or a pressure group ourselves. We stick to our non-political nature, we are simply enablers, and we intend to facilitate the offers and demands between the technology world and the NGO platforms.

The platform is not the place where governments and businesses negotiate with NGOs. Businesses and Governments, supra-national institutions will have limited access against high fees, and only if the NGOs approve of their presence.

Expected Impact of the Solution

The big change is to allow NGOs to create a critical mass that will weigh on the decisions of the policy makers like the GATT, the WTO, the United Nations, the World Bank, and the governments of the Northern hemisphere, regarding urgent migration issues that are currently arising in the globalized economy.

Digital Unity's potential to become a powerful e-economy is very high. Sponsors will enjoy the visibility before a web audience of 200 million migrant people around the world. Publicity from services industries that rely on mobile workers like international banks, telecoms, airlines and private health insurance, and also the computer industry, is welcome.

Overview of the Value Proposition

- To help a network of NGOs get organized for a higher productivity and a timely output. (NGOs will be able to do their job better and don't need to beg for information)
- To reach out new or unknown NGOs
- To get as close as possible to the migrant or migrant community
- Improve the speed of reaching consensus (what used to take years will now take a few weeks)
- Lower mailing costs
- Fast dissemination for global information about related conferences and seminars
- No travel costs required
- No more hassle for visas
- No more expensive phone calls
- Sharing of knowledge of migration issues around the world
- Better knowledge, understanding and comparison of government migration policies
- Continuous networking
- Higher satisfaction from policy makers that usually appreciate efficient and timely feedback. They, in turn, will be able to prepare their negotiations much better.
- Easier access to information about funding opportunities
- Information about cross border collaborations and partnerships
- Online tenders and calls for proposals
- Overall impact on the NGOs operational budget and expenses are kept low
- NGOs can group certain purchases and have one global supplier for cheaper prices
- New solution is also an new competence with new jobs
- Easier coordination of joint action (1 family, 1 coalition)

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Overview of the envisioned functionality on the multi-lingual platform for successful on-line meetings:

Meeting rooms with moderator, recorder and note taker	Real-time document sharing (electronic flip chart)	Meeting time management system	Meeting room reservation system
On-line expert locator	Group discussion facilitation tools	Electronic document library	Knowledge center (for sharing programs, projects and strategies)
Calendar (events + meeting agendas)	Reporting tools	Podcasting of meeting discussions or forum	Action planning tools
On-line conference training tool	Simultaneous interpretation	Help line	Civil society intelligence tool (like business intelligence)
Workshop process design and facilitation tools (negotiation, conflict resolution, mediation, etc)	Project partnership tools	Funding information	AM and PM time zones of the world
Call for proposals & tenders	Diaspora contact centers	On-line store	Electronic payment system
Message alert or bill board	Pre-workshop center	Mail room for sending invitations	Evaluations
Action follow-up	SMS center	Web coach	Status (open / closed, complete, etc)
Translation software	PowerPoint viewer	PDF viewer	Media Player
Coffee break (musical intermezzo)	One single point of information (= maximizing benefits, time and efficiency)	Donations tool	Trade and investment pool for migrants

Envisioned Way to Measure the Success of the Web Based Conference Solution

1. Through in-built metrics that will be foreseen in the software for e.g.:

- Percentage of availability of the service
- Number of visits to the site
- Number of meeting room reservations
- Number of invitations sent / accepted / declined
- Number of on-line connections (people listening or talking)
- Number of subscriptions
- Amount of fees paid by governments and businesses
- Number of offers for publicity
- Avg meeting time per subscriber or per cluster of NGO's
- On-line rating mechanism
- Geographical coverage
- Impact on first year targets set by the end-user

2. Through the revenues (see next section)

Envisioned Strategy to Create Revenue

Revenues will be generated by imposing very high conference fees for governmental organizations and for businesses. This is how we could make them aware of the value of the migrant. Other revenues should come from publicity from businesses that are on the look out for new markets, or for a world wide and cost effective visibility.

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Revenues will be used to fund initiatives by and for migrants, and to fund the other Aurum Helix projects, all geared to create employment for excluded groups.

Should the solution be unique, then we will not hesitate to license the software solution and spin-off an ICT consulting company with a new type of competence to offer. We could sell and train other forums (health forums, educational forums, business forums, government forums, scientific forums, media forums, and others like chambers of commerce and other expert or trade groups), to use the same software.

Human Resource Requirements for the Initial Assessment

ICT developments are financially unpredictable. For this reason, we thought it wiser to request for funds per phase.

The initial assessment phase will take 2,5 to 3 months or 60 man days of effort, and requires at least 4 full time professionals and 1 part-time professional:

1 full time Project Leader:

Job description:

strategy, fundraising, sponsor relationship, sales of publicity opportunities, management and control, founding of a consortium of ICT companies. The Project Leader monitors the risks and opportunities, and reporting to stakeholders and foundations.

Position: filled. This role can be fulfilled by myself, Naima Mouali, founder of Aurum Helix.

1 full time Functional Analyst:

Job description:

The business or functional analyst assesses in cooperation with the application or technical analyst the user requirements and the processes involved, and checks the consistency with the technical requirements. He or she interfaces with the user groups, helps them formulate the needs and prepares the scenarios. He or she audits the deliverables of the user groups. His or her output is a quantified business case (cost & time), a report on data analysis, data security (what can/needs to be published and what cannot), and helps us in drafting a data security policy statement (confidentiality, Integrity, availability, responsibility)

Position: currently vacant, but can be filled by a junior analyst, as professional guidance can be provided by either our Technology Advisor Mr. Sidi Yasser El Jasouli, or any other volunteering company.

1 full time technical analyst:

Job description:

This person works in cooperation with the functional analyst to understand the business needs, and assesses the system requirements (hardware, network architecture, software, Internet connections, database design), and the technical skills or competencies required to fulfill the development. His or her output are requests for quotation (RFQ) and requests for proposals (RFP) that will be submitted to software and hardware vendors, service suppliers and consulting companies, and to the consortium of ICT companies. He or she proceeds with selection reviews of the most sustainable strategies proposed. His or her input is added to the budgets. The technical analyst is also concerned with the technical aspect of system security, and helps us draft security policy statements (misuse of the solution, access control, virus control, service control, unsolicited intrusion or monitoring), and with the license control of the solution, should we go for development of our own solutions.

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Position is currently vacant, we can find suitable consultant through our ICT network of former colleagues, or through the British Computer Society, or else.

1 Financial Controller (10-15 man / days before the final close of the initial assessment) :

Job description :

Collect the cost estimations and time scales and to work out the business plan for this specific project.

Position : *is vacant*

1 Progress Reporter (3-5 man days / month) :

Job description :

Editing and distribution of documents, newsletters and reports, and relations with the press.

Position : *is to be filled by Filomenita Mongaya-Högsholm (Board Member)*

For extra support, we will hire :

2 or 3 Part Time Students or Interns (future analysts)

Job description:

Half time telemarketing for raising funds, and half time they are granted training to become system or business analysts.

Budget Requirements

Human Resources Budget estimation for the Initial Assessment Phase: € 270,000

Set-up costs of the Aurum Helix Operation for a period of 1 year is currently estimated to : € 2,500,000

Planning for the Initial Assessment

Planned Start Date:	Monday 30 July 2007	Planned End Date	Monday 5 November 2007	
Cost:	€ 625,000	Risk Log	TBD	
Geographical Scope:	World Wide			
Relationship to other active projects:	Center for Excellence in Diversity Competence and Globalization International Colors Program, Value Adding Skills Training Center, Enterprise Laboratory			
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