

# ***Ketso Case Study: Community Development in the Middle East, 2008***

**Anas Tawileh**

Project Consultant with the International Development Research Centre (IDRC)

## **Table of Contents**

<b>Overview.....</b>	<b>1</b>
Organisation.....	2
<b>Details of the Workshop.....</b>	<b>2</b>
Aims.....	2
Process.....	2
Participants.....	2
<b>Value of Ketso in the Workshop.....</b>	<b>3</b>
Improving Ketso.....	3

## **Overview**

The ICT4D Middle East planning workshop was organised in Amman, Jordan early in 2008 in order to identify local issues in five countries in the Middle East (Lebanon, Jordan, Palestine, Syria and Yemen) within four thematic areas:

- Women participation
- Education and Employability
- Governance
- Community and Local Development



## ***Organisation***

IDRC is a Canadian Crown corporation that works in close collaboration with researchers from the developing world in their search for the means to build healthier, more equitable, and more prosperous societies. It focuses on supporting action research projects in four major program areas:

- Environment and Natural Resource Management (ENRM)
- Information and Communication Technologies for Development (ICT4D)
- Innovation, Policy and Science (IPS)
- Social and Economic Policy (SEE)

## **Details of the Workshop**

### ***Aims***

- Identify local issues within the four thematic areas of the ICT4D Middle East project
- Propose possible research projects to address the high priority issues
- Establish a core for a network of researchers that can work together in these projects

### ***Process***

I used Ketso as the main idea collection pad. Each leaf in the tree represented a thematic area, and participants are asked to write down issues within each thematic area on small leaves, which are then fixed next to the relevant thematic area.

I also wanted the participants to prioritise these issues and propose possible solutions to the highest priority issues. The icons were used to select the highest priority issues. White tags were used later to suggest possible solutions to each high priority issue.

### ***Participants***

The 31 participants came from a range of sectors. They included researchers, practitioners and representatives from NGOs and the civil society. The age varied widely, between 23 – 64. Their fields of activity were:

- Universities
- Gender equality
- Education
- Governance
- Community development

I intentionally mixed the small groups so that each was composed from members with different backgrounds and from different countries to avoid group-think and to create more opportunities for out-of-the-box thinking.



## **Value of Ketso in the Workshop**

Participants in our workshop reacted very positively to the kits and used them very effectively. I believe that Ketso provided significant value to the workshop at different levels:

- It facilitated communication among participants and supported the creation of the intended network by promoting interaction and collaborative thinking
- It provided tangible, physical and colourful materials to work with, which help the communication of abstract ideas and stimulate generative thinking
- Linking projects to ideas to thematic areas was very easy and straight forward, and colour coding was a great aid-memoir to remember what was discussed
- Transcribing the discussions into an electronic format was possible during breaks and overnight

## ***Improving Ketso***

I would add images and clipart that are linked to the purpose of my particular workshop to support the thinking process. I suggest the creation of a customisation guide to enable users to easily adapt the kit to their own process. Also, I think that having an open forum for developing more “artefacts” for the kits would increase their usage potential and open more opportunities and markets.

I would suggest that you seriously consider the localisation of the kits. For example, if they are to find a good market in the Middle East, I really recommend that the instructions get translated into Arabic.