

598-0572/210

PD-ANN-695

ISW-32931

FINAL REPORT

LATIN AMERICA REGIONAL DIRECTOR'S CONFERENCE  
USAID TECHNICAL INFORMATION NETWORK PROJECT  
FEBRUARY 11-15, 1979

HOSTED BY

CENTRO PARA EL DESARROLLO DE LA CAPACIDAD  
NACIONAL EN LA INVESTIGACION (CEDECANI)  
UNIVERSIDAD DE PANAMA  
PANAMA CITY, PANAMA

SPONSORED BY

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT  
DIVISION OF EDUCATION AND HUMAN RESOURCES  
OFFICE OF DEVELOPMENT RESOURCES  
BUREAU FOR LATIN AMERICA

MANAGED BY

U.S. DEPARTMENT OF COMMERCE  
NATIONAL TECHNICAL INFORMATION SERVICE  
OFFICE OF THE DIRECTOR  
DEVELOPING COUNTRY STAFF



**UNITED STATES DEPARTMENT OF COMMERCE  
National Technical Information Service**

425 13th Street, N.W., Room 620  
Washington, D. C. 20004  
Office of the Director  
Developing Country Staff

March 21, 1979

MEMORANDUM TO: Participants in NTISeminario II  
February 11-15, 1979  
Contadora, Panama

SUBJECT: Final Report

This memo is to transmit the final report to you of our recent meeting in Panama.

This report is a rough collection of the material we used at the Conference and the proceedings as reported by each working group's president and secretary. It is organized in three parts, the Introduction, the Working Group papers, and Conclusion.

As you recall the meeting was conducted in Spanish. Where English material was used it is included and translations were made of conference papers to be able to use them outside of the Spanish-speaking region in Asia, Africa, the Near East, and the English-speaking Caribbean. Errors in transcription and translation may exist but the major thrust of the Conference has been documented for future use.

Once again thank you for the valuable contributions you made at this Conference. Be assured all suggestions for project improvement are being pursued.

TERRANCE L. LINDEMANN  
Foreign Affairs Administrator

Enclosure

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## INTRODUCTION

From February 11 to 15, 1979, 24 participants from 13 countries in the Latin American Technical Information Network sponsored by the U.S. Agency for International Development attended the Second Annual Conference of Cooperating Agencies in Panama. It was hosted by CEDECANI, the Network's newest cooperating agency.

The first such conference was held a year earlier in Salinas, Ecuador and was hosted by CENDES the first project participant in the Western Hemisphere. This introduction traces project progress since the Salinas Conference and highlights the Panama Conference's major themes.

The Latin American Regional grouping is a component of a worldwide system which encompasses four other distinct regions--the English Speaking Caribbean, Asia, Africa, and the Near East. This network is a worldwide organ for information exchange among developing countries at various stages of technological development as well as from the industrialized nations.

The US AID Technical Information Network was conceived as a U.S. technical assistance project in response to demands by developing countries for facilitated access to U.S. technical information. US AID asked NTIS, the largest single source of technical information in many areas of interest, to spearhead this effort. Project participants seek out appropriate technical information for inclusion in the NTIS bibliographic data file. Access to US scientific and technical information is facilitated through a Network of national focal points in developing countries. The personnel of these cooperating agencies are given training and program support to enable them to respond effectively to inquiries from information users. These cooperating agencies are also responsible to design and execute aggressive outreach and extension programs to include sectors of society--such as the poor--who might otherwise not benefit from US scientific and technical information. The Network's main objective is to provide the freest possible access to information for development whatever the source.

In order to better address Network objectives and to serve the needs of the cooperating agencies and their constituencies, in 1978 NTIS formed the Developing Country Staff within the Office of the Director. Recent appointments of two people (one in Order Processing Control and another in Customer Service) to handle Network transactions is another move toward efficient operations. Also, Comer Heine, Chief of NTIS' Order Processing Branch, participated in the working sessions of the Conference and worked out specific problems with individual cooperating agencies to improve NTIS' Network services.

The purpose of the Conference was to review the previous year's activities of the participating agencies and to plan for the following year. A working document was sent to each participant in advance of the Conference. This served as a common basis for discussion of the agenda topics developed by NTIS.

The Conference was divided into plenary and working group sessions to give all participants an opportunity to express their points of view on all agenda items. The reports which are included in this document are taken from the working group submissions to the plenary session. Each agenda item touched on the mechanics of operating an effective, efficient information service in the respective developing countries. Main agenda items are summarized below.

AMTID has been published in Spanish since April 1978 by INFOTEC in Mexico. Distribution is made from Mexico to all agencies. A guest editor program has been implemented to provide agency participation in AMTID's editorial content to better reflect constituency needs.

A major promotion campaign has been undertaken to reach potential information users throughout the world by offering free AMTID subscriptions. Responses are still being received and printouts of each country's responses are being forwarded to each cooperating agency. A periodical advertisement campaign has also begun. Each agency has or will implement it in each country as is felt appropriate. A poster will be produced using the best ads chosen from among those submitted by each agency.

The video tape explaining the regional program has been reproduced in Spanish and all agencies now have a copy of it.

The translation program has rendered some 30 original English documents into Spanish, all now available for distribution. New Spanish language acquisitions have further enriched the data base; one of these, INTECAP's Manual Talla de Madera, is now a best seller.

Increased international cooperation has been sought with the U.S. Peace Corps and private volunteer groups, with AID and other units within the U.S. Department of State, with various UN agencies, with OECD, and also with the Intergovernmental Bureau for Informatics (IBI).

Two agenda items were highlighted by the need for policy support from the respective national governments:

1. Appropriate Technology: the last point made in the report of that working group was that there is a unanimously agreed upon need to include so-called appropriate technologies in the operations of traditional technical information services. The meeting applauded US AID initiatives in this field and called for specific reinforcement of them both in the Technical Information Network project and in other activities.

The Appropriate Technology (AT) thrust has been steadily increasing the acquisition of AT materials from worldwide sources. AT materials are now being disseminated to individuals and groups benefiting the poor. Two sub-agency arrangements have been forged to expedite this program and other agencies have initiated innovative and well-defined plans for improving AT activities in their countries.

2. Computer Networking: Information centers in developing countries are seriously hobbled by the inability to perform on-line searches of US data bases, including NTIS'. The resources required for this capability are too large for most agencies' annual budgets, but miniscule in the context of nationwide programs for information services. Establishment of an on-line search capability would be a quantum improvement in each nation's information services capabilities, and the Conference expressed the hope for official recognition of this fact.

In a constant effort to improve its services, NTIS continually looks for new components to add to the Network's program. New projects now being prepared for inclusion in Network services are increased promotion of licensing of USG inventions and inclusion of an intern program which will give agencies an opportunity to work within NTIS operational units which are of most interest to them as well as to work with the Developing Country Staff in management of Network activities.

The Conference was considered successful; the "open and frank" manner in which the participants contributed to the discussion provided for more lucid clarifications of the Program objectives and through the "working groups" yielded specific suggestions on how to maximize the benefits of the Program. All the participants agreed upon the value of the Program components to their own national development efforts and acknowledged its compatibility to their own agencies' mandates. A major concern expressed by these participants was the task of matching personnel resources to the requirements of a dynamic and rapidly expanding network of technological transfer.

AGENDA

<u>TOPIC</u>	<u>ISSUES</u>
IA Appropriate Technology  Tito Hernandez, Pres. CII Tegucigalpa	Acquisitions Translations Bibliography Dissemination & Subsidy Account AT Survey Networking with AT Groups AMTID
IB Network Operations & Customer Service  Jeanne Bogaert, Pres. INDOTEC Santo Domingo	Reference Tools Information Systems Workshop Other training Other hardware/software Common ordering problems Monthly statements
IC Searching & Computer Networking  Guillermo Quiroz, Pres. INTEC Santiago	Current experience Access to other S&T data bases Patent file SSIE MEDLINE Agricola Private/Commercial data bases (e.g. API, EI, etc.) Role of NTIS & PTO in assisting in access to other data bases
2A Relations with US AID  Emiliano Otero, Pres. NIC Lima	Cooperation with local mission Need to identify AID projects & AID recipients & "market" to AID constituency Explain PID process as means to "forecast" demand for information Formulating proposals
2B Relations with Peace Corps  Gerardo Mirabelli, Pres. ITCR San Jose	Current experience AT focal point Documentation center
2C Marketing & Promotion  Jorge Cepeda, Pres. INFOTEC Mexico	Activity plan User education AMTID Market Development/follow-up Other media (posters, videotape, etc.)

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<u>TOPIC</u>	<u>ISSUES</u>
3A Case Studies  Nitzia Barrantes, Pres. CEDECANI Panama	Planning case studies Role of cooperating agencies Long-term follow-up & evaluation Identifying case study opportunities (i.e., focus on user not documentalist)
3B Program Evaluation  Isabel Moreno, Pres. COLCIENCIAS Bogota	Review logframe objectives Questionnaire Monthly reports
3C Sub-agency relationships  Jorge Medina, Pres. CENDES Quito	Current experience Regional sub-agencies AT sub-agencies Responsibilities vis-a-vis: marketing plan reporting distribution of AMTID other promotion, etc. Logistics: separate deposit account direct shipment of documents discounts Reference tools & training

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FINAL SUMMARY OF GROUP WORKING SESSION REPORTS

BY: JORGE CEPEDA  
Representative of INFOTEC  
(Mexico)

With respect to recommendations, I have been asked to say how we might summarize the conclusions we reached, and I think we should proceed in the same order as the group sessions.

In regard to NTIS Operations, it is a proven fact that the critical factor on NTIS' part is a problem which we all face to a greater or lesser extent, namely the availability of ordered reports. This problem basically arises at two points. One of them we ourselves create, when we write our requests. We are entirely responsible for this situation. The other problem concerns the way of sending our requests, whether we do it by Telex or by mail. There's very little we can do in this regard when we write our requests.

Then there are problems related specifically to the operation of NTIS. We had the opportunity in this meeting to find out the reasons for NTIS' delays in filling our requests, and I would like to mention that I perceived-- and I believe all other participants in this session also felt likewise--the readiness and good will of NTIS, in the person of Mr. Comer Heine, to do everything humanly possible and within its possibilities to solve the problem on their part. I hope that, in the final report, we will be able to identify the reasons for delays in filling our orders. Several recommendations were put forth during the meeting; we all understand that no decision on the feasibility of implementing them can be made at this exact time, but we hope that we will learn of their results in the very near future.

I would like to mention that in our opinion--speaking from INFOTEC's point

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of view--the situation has been improving somewhat since last November. Some problems still remain, but we hope they will be solved.

With respect to Appropriate Technologies, I have the impression that before we met here the parts of this program, its objectives and purposes, were somewhat obscure. We did not have a good understanding of what we wanted in regard to Appropriate Technologies in our relationship with NTIS.

I believe this meeting has been useful to us in a way, helping us to understand that our relationship with NTIS has two sides:

1. The commercial side (sale of reports, distribution of reports, etc.)
2. And our contribution to the economically weaker classes (we are referring here to rural communities and the poverty belts that exist in our countries to a greater or lesser degree).

I think we missed one factor in regard to Appropriate Technology, namely knowing just what is Appropriate Technology, the concept of Appropriate Technology and the flow followed by the Appropriate Technology Process. I believe it would have been interesting to diagram the process and the flow of the information toward those needier sectors as a vehicle of development.

We should understand clearly that a document written in English will not be used directly by rural inhabitants to improve their working tools, their farming methods, etc., and that a promotion element is required.

Through the information on Appropriate Technology, we are favoring model extension programs aimed at those sectors. We should understand very clearly our function as an Agency in the process of transferring Appropriate Technology between countries. Many problems and initiatives sometimes are not applicable worldwide and will lead us nowhere; we need to define our functions more precisely and understand ourselves better, learning what is the Appropriate Tech-

nology transfer process, and I believe this is still very much up in the air. But, at any rate, this meeting had very evident benefits in helping us to understand what we should do at such times.

With respect to On-Line Service, one benefit of the meeting of this working group was that we became aware that the use of the On-Line Service is a venture we should approach with extreme care. It is certainly an obscure instrument, which has been the object of recent interest throughout the world, but it can be extremely costly if we don't know how to use it properly. It is not new; it has been used in some regions as a promotion tool rather than as a working tool, as a way of creating a climate of sophistication, and we should ask ourselves whether or not we really need this kind of thing.

What is indeed clear is that we must be aware of its development. Problems of all kinds must be considered. Problems have been encountered in establishing this kind of thing even in developed countries. I am referring specifically to Europe, where it has not been possible to fully implement the well-known Euronet system even after years of study.

We must be aware that it is a working tool whose importance is bound to increase. But we must first become acquainted with the sources of information and learn how to handle them.

Let us now turn to the subject of AID. Based on the comments heard at the group presentations, I feel that these meetings are extremely useful in letting us know not just the NTIS point of view but also what AID is doing in our countries, and in helping us to understand the relationship between AID and NTIS and our agencies. I believe it is advisable that we attend meetings of this nature together with AID, since we can then have the opportunity to talk with a representative, such as Mickey Ortiz, and to tell them of specific

things such as the advantages, disadvantages and drawbacks we have found with the support. We should somehow acknowledge to them that AID's contribution through NTIS is bringing a Latin American information system into operation. It is a reality; a Latin American information network is becoming a reality, in spite of any demagoguery we may wish to allege.

We should now improve this relationship with AID, so as to get to know them better and have them know us better.

The Peace Corps. I have the impression that this subject, due to its newness, is being discussed for the first time in a forum of this kind. The nature of the Peace Corps was explained in some detail, as were also its functions and what we can expect to obtain from it. Just as AID has expressed a desire to be present at our meetings, it would be advisable for the Peace Corps also to accompany us at some future time and help us to better understand its work. It may well be a good instrument, but we don't know that. There certainly are experiences--and, fortunately, one such experience was revealed and presented here--and this helps us to enlarge our frame of reference and the stock of resources available to us in our respective countries, both in regard to information and in the important program of Appropriate Technology.

From what I understood, I think a priori that the Peace Corps is a tool which is capable of making, channeling and improving the performance of Appropriate Technologies in our countries, of making it operational, and that it is one means of obtaining access to personnel.

The matter of Promotion and Marketing should be kept very much in mind and should be used in our relations with NTIS, but we can also profit from it for our own institutions and their other activities.

We should not forget that NTIS is a worldwide leader in the marketing of information. We have the opportunity to gain access to this knowledge, which constitutes a technology that we can obtain in very favorable terms. We should keep in mind that NTIS is a Government Agency that is largely financed by its marketing activities, and that so many of us find it difficult to implement this kind of thing. We should not necessarily copy its activities one by one; rather, we should adapt them to our conditions, duties and knowledge, employing the "aggressiveness" described in a document on marketing science and promotion of services. No information service can be useful unless it can find a market demand sufficient to justify its operating cost/benefit. We may create white elephants in the form of very beautiful systems which use the most sophisticated resources we can imagine, but they don't work in the market, the people don't use them. Why then do we have them, if we don't make them useful? It cannot simply be the case that there is something necessarily wrong with our people or in our countries' markets; rather, we haven't bothered to learn about them and to encourage them.

It is said that the demand for information services is potential rather than actual and that they must be activated. The way to activate them is to become familiar with the idea of merchandising, promotion, publicity and advertising, which is an incredibly good tool for ensuring the survival of our organizations on the medium and long run. This is one way of testing the validity of our ideas and our actions.

I want to make it clear that when I speak of merchandising, not to say marketing science, I am not necessarily referring to the fact of charging for our services. Even if we are limited in our ability to charge or if our services pertain to something of social interest or national interest so that we cannot charge for them, marketing science is still applicable; in fact, it may

be even more applicable in this case than in any other.

Merchandising does not mean charging for services; rather, charging is only one of the elements involved in this activity.

The merchandising approach will allow us to see the two ideas--that is, the commercial aspect and the Appropriate Technology transfer aspect--as a whole, and they fit into the marketing concept. The concept of marketing is yet another tool we can use, and there are techniques for making use of it. It is a factor that should be used to help our institutions to become larger and to be recognized, which, after all, should be one objective of promotion: to obtain an image and to etch our institutions in people's minds.

Let us now speak of the role of Case Studies. In my opinion, Case Studies are essential. The preceding chapter on marketing science, together with the ones on evaluation and Agencies (which also consist of marketing to some extent), help us to become familiar with and improve the performance of our organizations, to know ourselves better and to know our users.

This applies even more to the case studies. They are a tool that will be greatly useful to us in our relations with NTIS, help NTIS to continue this program by justifying it to the competent authorities, help AID to learn the results of this initiative of theirs and, basically, help us to know what we are doing and what effect our work is having on the users.

We should not regard the case studies as an obligation imposed upon us by NTIS. They will benefit NTIS and AID, but basically they will benefit us.

It is the only way to discover what is happening with the work we do.

We are not a bookstore where people come in, buy a book and go out. Our activity is more meaningful than that. If we ourselves don't find out what it is, no one is going to tell us.

With respect to Evaluation, I think that evaluation and case studies go hand in hand; it is all part of an activity we should maintain on a permanent basis.

Evaluation means feedback, and we believe it is extremely useful in enabling us to learn where we are going with our programs. We need to intensify this effort and establish a routine of continuing evaluation; evaluation is yet another factor that may also be regarded as part of the notion of merchandising, which thus arises again and requires us to pay attention to it.

Some recommendations were made with on the subject of evaluation, but my impression is that they were not fully clarified. We should clearly define the evaluation criteria to be used. Perhaps we should determine the commercial aspect very clearly; we are going to evaluate ourselves with respect to certain goals--that is, whether we have achieved them or not, and whether they are sufficiently challenging.

On the commercial side, we can speak of sales volume, number of users, AMTID distribution volume, and a whole series of other measures. But how are we to evaluate the technology transfer aspect? The answer is, by means of this activity, which we should put into operation as soon as possible, aiming it toward those technology transfer groups that are closest--if our institutions are not in fact already the closest--to the groups for whose benefit appropriate technology programs are designed.

I think that, in regard to evaluation, we have failed to define the evaluation criteria. As a result of our meeting, we concluded in the working groups that we do need them.

On the basis of the studies presented as reports from the various countries (such as Chile, Peru, the presentations of Colombia and other groups), I feel that there has been some progress since the meeting in Salinas a year ago.

I see that we are learning and moving forward. I hope I will be able to attend next year's meeting and I think we'll see even further progress.

Let us now turn to the subject of Subagencies.

I think that this aspect was made clear. We need the subagencies for two purposes (and this is the situation in each country and for each cooperative agency). We need them in order to increase our sales volume (and this is an activity on the commercial side of NTIS), and we need them to intensify the A.T. program. There are many ways of doing this. We may not need an A.T. sub-agency, but we do need to maintain a close relationship with those institutions that are doing something for the needier classes in our countries. Although Mexico is not a participant in AID, INFOTEC will go along with it; we will do it on our own, as a way of disseminating our knowledge and contributing something to those people, whether well-meaning or not, who are trying to help the most marginal classes. All of us here belong to a privileged society that has had access to education and finds no difficulty in getting clothing, food or a whole series of other things. And our help consists of giving a few pennies to some poor person begging in the street, even though we are well-qualified, possess a talent that could have a multiplier effect and, fortunately, have a source of external support. We don't see it like that, though; we see it merely as an additional workload, not with the social sense toward which we are striving in our countries.

The contribution, the objective of INFOTEC/CONACYT is to contribute to a country's socioeconomic development in a particular way, but we know that there are other ways of doing it and we have it within our reach to help those groups of professionals who are actually working directly with the rural population to improve their standards of living.



Those are my opinions of the results of this meeting. I think it was very useful, and we hope to have the opportunity to see each other every year to say hello again and to get to know each other better.

RESUMEN FINAL DE LOS REPORTES DE LAS SESIONES  
DE TRABAJO DE GRUPO

POR: JORGE CEPEDA  
Representante de INFOTEC  
(México)

En materia de recomendaciones se me ha pedido que exprese como podríamos resumir las conclusiones a las que hemos llegado y pienso que deberíamos proceder en el orden en que se realizaron las sesiones de grupo.

En materia de las Operaciones del NTIS es un hecho probado que de parte de NTIS el punto neurálgico es un problema que todos vivimos en mayor o menor escala: es la disponibilidad de los reportes que se ordenan. Este problema surge fundamentalmente de dos extremos: uno lo creamos nosotros al momento de formular los pedidos. Es una situación en la cual somos enteramente responsables nosotros. El otro problema es la parte referente al envío de esos pedidos, hagamoslo vía Telex o vía correo. Es algo por lo que podemos hacer muy poco al formular nuestros pedidos.

Después vienen problemas propios de la operación del NTIS. En esta reunión tuvimos la oportunidad de conocer las razones en los retrasos por NTIS al surtir nuestros pedidos y quisiera mencionar que me ha parecido, y creo que a los participantes de esa sesión también lo sintieron así, la disponibilidad y buena fé por parte del NTIS en la persona del Sr. Comer Heine para hacer todo lo humanamente posible y al alcance de las posibilidades por resolver el problema que compete a ellos. Espero que con el reporte final podamos concretar cuales fueron esas causas de retrasos al surtir nuestros pedidos. En el transcurso de la reunión se formularon algunas recomendaciones que todos entendemos no se puede tener en estos preciso momentos una decisión sobre la factibilidad de cumplirlas, pero esperamos que muy pronto podamos conocer cuales son los resultados.

Quisiera mencionar que, según nuestra apreciación, hablando desde el punto de vista de INFOTEC, desde noviembre del año pasado para acá, sentimos que las cosas están mejorando de alguna manera. Existen algunos problemas pero esperamos que se resuelvan.

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En materia de Tecnologías Apropriadas, me da la impresión que, hasta antes de reunirnos aquí, las partes de este programa es taban algo oscuros; sus objetivos y propósitos. Lo que queríamos en materia de Tecnologías Apropriadas no la entendíamos bien en nuestra relación con NTIS.

Creo que esta reunión nos ha servido de alguna manera para entender que nuestra relación con NTIS tiene dos aspectos:

- 1.- La parte comercial (venta de reportes, su distribución, etc.)
- 2.- Y por otra parte nuestra contribución en favor de las clases económicamente más débiles (hablamos de comunidades rurales y los sinturones de miseria que existen en nuestros países en menor o mayor grado).

Creo que nos faltó una cosa en materia de Tecnología Apropriada, es saber qué es Tecnología Apropriada, el concepto de Tecnología Apropriada y el flujo que sigue ese proceso de Tecnología Apropriada. Creo que hubiera sido interesante planear un esquema del proceso y flujo que sigue la información como vehículo de desarrollo hacia esos sectores más necesitados.

Deberíamos entender claramente que un documento escrito en inglés no va a ser aplicado directamente por el campesino para mejorar sus instrumentos de trabajo, cultivos, etc., y que se necesita de un elemento promotor de esos dos.

Estamos a través de la información en materia de Tecnología Apropriada favoreciendo programas tipo de extensionismos hacia esos sectores. Debemos entender muy claramente cuál es la función de nosotros como Agencia en el proceso de transferencia de Tecnología Apropriada entre los países. Hay muchos problemas e iniciativas que a veces fallan en mundialismo que a nada nos van a conducir, necesitamos precisar más nuestras funciones y entendernos mejor, conocer que es proceso de transferencia de Tecnologías Apropriadas y creo que eso está todavía muy en el aire. Pero en definitiva hubo beneficios muy claros en esta reunión para entender que era lo que debíamos hacer en estos momentos.

Relacionado con On Line Service, un beneficio de la reunión de este grupo de trabajo ha sido el poder darnos cuenta que el uso del On Line Service es una aventura por la cual debemos tener mucho cuidado al meternos en ella. Definitivamente es un instrumento obscuro, que tiene un interés reciente en todo el ámbito mundial, pero que es una situación sumamente costosa si no sabemos como utilizarla. No es nuevo, esto se ha tomado en algunas regiones como un instrumento de promoción más que de trabajo, en una forma de crearnos un clima de sofisticación, y debemos cuestionarnos si necesitamos o no ese tipo de cosa.

Lo que si es claro es que debemos estar al tanto de como se está desarrollando. Hay que considerar los problemas de toda índole. Aún en países desarrollados se han encontrado problemas, en esta blecer este tipo de cosa. Me refiero de manera específica a Euro pa donde la famosa red de Euronet, no se ha podido concretar de manera definitiva, aún después de haberla estudiado por años.

Debemos estar al tanto de que es una herramienta de trabajo que va a crecer en importancia. Necesitamos antes conocer las fuen tes de información y saber manejarlas.

Pasemos a comentar el tema A.I.D. De acuerdo con los comentarios escuchados en las presentaciones de grupos. Siento que es tas reuniones son sumamente provechosas para conocer qué está haciendo el A.I.D. en nuestros países, no solamente el punto de vista del NTIS. Entender esa relación A.I.D./NTIS y nuestras A gencias y creo que es recomendable que en reuniones de esta índo le vinieramos con A.I.D., pues tenemos una oportunidad de conver sar con un representante como es Mickey Ortiz y presentarles co sas específicas, ventajas y desventajas e inconvenientes que he mos tenido con ese apoyo. Deberíamos reconocerles de alguna ma nera que la contribución del A.I.D. a través de NTIS está siendo operativa una red de información latinoamericana. Es una reali dad, una red de información latinoamericana esta siendo una reali dad ahora, detrás de toda la demagogia que queramos argumentar.

Deberíamos ahora mejorar esa relación con A.I.D., conocerlos más y que nos conozcan mejor.

El Cuerpo de Paz. Me da la impresión que este tema, por su no vedad, es la primera vez que es tratado en un foro de esta natu raleza. Ha quedado un tanto en detalle que es un Cuerpo de Paz, sus funciones y que podemos obtener de ellos. Sería recomendable que así como A.I.D. ha tenido el deseo de estar presente en nuestras reuniones, el Cuerpo de Paz, en un futuro, también de biera acompañarnos y ayudarnos a esclarecer su labor. Puede ser un instrumento bueno pero lo desconocemos. Definitivamente hay ex periencias y por fortuna hay una experiencia que aquí se ha da do a conocer y que se ha presentado y esto viene a ayudarnos a aumentar nuestro marco de referencia y nuestro vaja je de recursos de los cuales podemos hechar mano en nuestros respectivos países, tanto en materia de información como en el importante programa de Tecnología Apropriada.

Creo a priori de lo que entendí que el Cuerpo de Paz es un instru mento idóneo de hacer, de canalizar y de mejorar el desempeño de tecn ologías Apropriadas en nuestros países, de hacerlo operativo y es un medio de disponer de personal.

La materia de Promoción y mercadeo es algo que debemos tener muy en cuenta y aplicarlo en nuestras relaciones con NTIS, pero también podemos beneficiarnos con este concepto para nuestras mismas instituciones y el resto de actividades que hacen.

No debemos olvidar que NTIS es a nivel mundial un líder en materia de comercialización de información. Tenemos la oportunidad de tener acceso a ese conocimiento que es tecnología que nos puede llegar a nosotros en condiciones muy favorables. Tengamos en cuenta que NTIS es una Agencia del Gobierno que subsiste en muy buena medida como resultado de su actividad de comercialización y cuantos de nosotros tenemos problemas para implementar ese tipo de cosas. No necesariamente debemos copiar sus acciones una a una pero si adaptarlas a nuestras condiciones, deberes y conocimientos, debemos usar esa agresividad que se describía en un documento relacionado con mercadotecnia y promoción de servicios. Ningún servicio de información es útil si no encuentra una demanda en el mercado que justifique el costo/beneficio de operar. Podemos crear elefantes blancos con muy bonitos sistemas, con los recursos más sofisticados que nos imaginemos, sin embargo en el mercado no funciona, la gente no lo usa. Por qué entonces lo tenemos si no lo hacemos útil? No puede ser necesariamente que haya un error en nuestra gente, en nuestros mercados de nuestros países, sino que no nos hemos tomado la ocupación de conocerlos y de estimularlos.

Se dice que la demanda de servicios de información es más latente que activa y hay que activarlos, la manera de activarlos es conocer del concepto de comercialización, de promoción, de publicidad que es un instrumento increíble para la subsistencia de nuestras organizaciones a mediano y largo plazo. Esta es una de las maneras de probar la validez de nuestros conceptos y de nuestras acciones.

Quisiera dejar claro que cuando me refiero a comercialización, por no decir mercadotecnia, me estoy refiriendo no necesariamente a la acción de cobrar por nuestros servicios. Si tenemos limitación para el cobro, si se refieren nuestros servicios a algo de interés social o de interés nacional por lo cual estamos imposibilitados de cobrar, mercadotecnia sigue siendo aplicable y tal vez sea cuando es más aplicable.

Mercadotecnia no quiere decir cobrar, es sólo uno de los elementos que se ven involucrados en esta actividad.

El enfoque de mercadotecnia nos permitirá ver en conjunto esos dos conceptos; el comercial y la parte de transferencia de Tecnologías Apropiadas y encajan dentro del concepto de mercadotecnia. El concepto de mercadotecnia, es un instrumento más, y existen técnicas para aprovechar esa actividad. Es un elemento, es algo que nos debe ayudar a que nuestras instituciones sean más grandes, se reconozcan y eso a final de cuenta debe ser uno de los objetivos de la promoción: el obtener imagen y que la gente tenga gravado en sus mentes nuestras instituciones.

Hablemos de la parte de Estudio de Caso. Es fundamental, el Estudio de Casos, a mi entender, el capítulo anterior de mercado tecnia, junto con el de evaluación y Agencias son de alguna manera mercadotecnia, tendiente a conocer, a mejorar el desempeño de nuestras organizaciones, a conocernos mejor y a conocer a nuestros usuarios.

En el estudio de casos se intensifica. Es un instrumento que nos va a servir tanto para nuestra relación con NTIS, ayudar al NTIS a continuar este programa a través de justificar ante las autoridades correspondientes, a ayudar al AID a que conozca los resultados de esta iniciativa que han tomado y fundamentalmente nos va a ayudar a nosotros a conocer qué es lo que estamos haciendo y cual es el efecto de nuestro trabajo entre los usuarios.

Estudio de caso no debemos tomarlo como una obligación, imposición de parte del NTIS. Va a beneficiar al NTIS y AID pero fundamentalmente nos va a beneficiar a nosotros.

Es la única manera de conocer qué está pasando con el trabajo que nosotros hacemos.

No somos una librería en la cual viene la gente, compra un libro y se va, nuestra actividad es más trascendente que eso, si no la averiguamos nadie nos lo va a decir.

En materia de Evaluación creo que estudio de casos y evaluación van de la mano, va todo dentro de una actividad la cual debemos mantener de manera permanente.

Evaluación significa retroalimentación y consideramos que es sumamente útil para saber a donde vamos con nuestros programas. Necesitamos intensificar este trabajo y establecer una rutina de evaluación permanente, vuelve a ser otro de los elementos también que pueden considerar dentro de ese concepto de mercadotecnia que vuelve a surgir y que es muy importante que nos fijemos en ella.

Se han hecho algunas recomendaciones en materia de evaluación pero es mi impresión que no han quedado del todo claras. Debemos precisar cual va a ser el criterio de evaluación. Posiblemente la parte comercial debemos determinarla de manera muy clara, nos vamos a evaluar con respecto a ciertas metas, si las cumplimos o no, si son unas metas suficientemente retadoras.

En la parte comercial podemos hablar del volumen de ventas, de cantidad de usuarios, del volumen de distribución de AMTID, de una serie de cosas. La parte de transferencia de tecnología cómo la vamos a evaluar? A través de esta actividad que debemos poner en marcha lo antes posible hacia esos grupos especializados en transferencia de tecnologías quienes estan más cerca sino es que nuestras instituciones ya lo estan más cerca de esos grupos hacia quienes estan diseñados programas de tecnología apropiada.

Creo que en materia de evaluación nos ha faltado precisar cuales son esos criterios de Evaluación. Como resultado de nuestra reunión concluimos en los grupos de trabajo que los precisamos.

En base a los estudios que se presentaron como reportes de los diferentes países (tales como Chile, Perú, las presentaciones de Colombia y otros grupos) comparables con la reunión de hace un año en Salinas, yo siento un avance. Veo que estamos aprendiendo y progresando. Espero poder estar en la reunión del próximo año y creo que vamos a ver todavía más avances.

Hablemos de materia de Sub-Agencias.

Creo que este aspecto ha quedado claro. Necesitamos las sub-agencias para dos cosas (y esta es una situación de cada país, de cada agencia cooperativa), para aumentar nuestro volumen de ventas (y esto es una actividad en el aldo comercial del NTIS y necesitamos agencias para intensificar el programa de T.A. Hay muchas maneras de hacerlo. Podemos no necesitar una sub-agencia para T.A. pero si necesitamos estar en estrecha relación con aquellas instituciones que en nuestros países estan haciendo algo por las clases más necesitadas. No obstante que México no es un participante de la AID, INFOTEC va a seguir, lo vamos a hacer por nuestras propias cuentas, esta es una manera de ver tir nuestros conocimientos, y contribuir con algo a esa gente bien intencionada o no que está tratando de ayudar a las clases más marginadas. Nosotros todos aquí somos parte de una Sociedad privilegiada que ha tenido acceso a la educación, que no tenemos problemas vestido, de comida y de una serie de cosas. Y nuestra ayuda la convertimos en dar unso cuantos centavos en la calle a alguien, cuando somos gente, de capaz, con talento que puede tener un efecto multiplicador y por fortuna tenemos un apoyo externo. No lo vemos así, simplemente lo vemos como una carga de trabajo adicional pero no con el sentido social para lo que estamos trabajando en estos países.

La contribución, el objetivo de INFOTEC/CONACIT es contribuir al desarrollo socio económico de un país a través de una manera, pero sabemos que hay otras maneras de hacerlo y tenemos a nuestro alcance el ayudar a esos grupos de profesionales que si estan trabjando directamente con clases rurales para mejorar sus niveles de vida.

Estos son mis opiniones sobre el resultado de esta reunión. Creo que fue muy provechosa y esperamos tener la oportunidad de cada año vernos y volver a saludarnos y conocernos mejor.

WORKING DOCUMENT

Session 1-A: Appropriate Technology

Objective: To identify means by which to disseminate "appropriate technology" information to low-income communities.

Background:

Appropriate Technology (AT) is an area of special concern to the International Technical Information Network program. By AT, we refer to technologies --and thus, technical information-- of low sophistication, low capital intensiveness, possessing other characteristics which make it applicable at the village level. "Village Technology" is another term often used.

As United States technical assistance traditionally has tried to help the lowest income communities of recipient countries. As AID is supporting this Project with direct and indirect subsidies, we are called upon to keep before us the social obligation to serve all sectors of our societies, including the very poorest. Each cooperating agency is one of the key channels for technical information from the U.S. to its own country, and this national resource must be made available to all. Since, however, the poorest people have little or no idea that they may benefit from information which we can gather, special efforts are required to reach out to them. NTIS has taken several steps to ease the burden of this extra effort on the cooperating agencies.

As with the more sophisticated technologies, improved provision of AT has been made in three basic areas: identification of sources and acquisition of materials; storage and accessibility; and active dissemination.

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## Appropriate Technology

### Identification of sources and acquisition of materials:

NTIS has conducted a worldwide survey of sources of AT, informing them of this particular project and asking their cooperation. A list of the 2000 organizations contacted will provide the first worldwide Guide to Sources of Appropriate Technology. This should serve as a basis for direct links for cooperating agencies. As each agency should survey its market, this type of organization would be included, and NTIS would appreciate updates and other additions to this "Guide."

The subject of acquiring AT documents for input into the NTIS collection was first raised at the meeting of cooperating agencies in Salinas, Ecuador. Several cooperating agencies have sent some documents for inclusion in the collection; some have encountered political opposition to sending technical information to the United States.

It should be reiterated here that the purpose for seeking this contribution is strictly to promote the flow of this information. In many cases it is not possible for users to learn of research performed in neighboring countries, but the appearance of a citation in AMTID or similar publications would carry that information, and always permit direct communication.

In all cases NTIS is able to limit its distribution in such a way as to permit market exploitation by the originating source. For example, sales can be limited to North America, or available only after a certain date, or limited to microfiche. Any time distribution is limited however, the cost to NTIS rises and is shared by purchasers of other documents. The payment of royalties on copyrighted work is particularly expensive, and the focus should

## Appropriate Technology

be kept on "public domain" documents. If however, there is some work which seems to be very valuable, it could be listed.

In any case, NTIS promises to make this information available forever, and the benefits of not having to keep reprinting, of being publicized to information users around the world, should be recognized for the valuable contribution to the agency that it is.

### Translations

NTIS has sent a number of documents to the cooperating agencies for translation. This meeting will review what documents are being worked on and will solicit suggestions for new work to be done. There is only very limited budget remaining for this activity, and new suggestions will be sought.

### AT Bibliography

Cooperating agencies will soon receive a copy of a preliminary AT Bibliography from the NTIS collection--something of a small NTISearch in appropriate technology. Comments are sought.

At the meeting it is expected that NTIS will distribute a more comprehensive, specially printed bibliography, of more than 1500 citations with abstracts from the collection. A number of them will be available to cooperating agencies without charge.

### Dissemination and the AT Subsidy

Having observed that most people working with the poorest sectors of the population have the least resources themselves with which to purchase information, NTIS and AID designated \$70,000 to completely subsidize the dissemination of AT to groups working with the poor.

## Appropriate Technology

There is a special order form for this document which asks the user to document what activity he is engaged in, in order to permit follow-up. It is hoped that this availability will encourage AT workers to contact cooperating agencies and establish a serious, long-lasting relationship.

### Networking Opportunities with AT groups

The underlying premise of the International Technical Information Network is that the repeated contact between elements will cause a greater, and naturally more efficient flow of information in the hemisphere. This benefit should take place with high technology and village technologies. In no case does NTIS present itself as the only source for this information. It is hoped that the expanded activity involving AT groups will bring them into the main flow of information as sources as well as clients.

INFORME DEL GRUPO IA

Tecnología Apropriada

Asistentes:

Tito Hernandez (Honduras): Presidente  
Gerardo Mirabelli (Costa Rica)  
Elias Hill (Guatemala)  
Samuel Bern (Panama)  
Pilar Chepote (Peru)  
Helen Ortiz (US/AID)  
Paul Bundick (NTIS)

I. PUNTO

RESUMA LAS EXPERIENCIAS, COMENTARIOS Y RECOMENDACIONES DEL GRUPO EN RELACION AL PROBLEMA DE ADQUISICIONES DE MATERIAL.

Se reconoce que a pesar de que existen una gran cantidad de tecnologías autóctonas desarrolladas dentro de cada país, estas no están siendo inventariadas para su documentación y uso dentro y fuera del país.

Con el transcurso de los años se han preparado muchos documentos técnicos dentro de la región pero debido a la falta de centros de archivo o referencia adecuados esta información no es fácilmente localizable o rescatable.

RECOMENDACIONES

1. Utilizar personal idoneo nacional para inventariar los casos de tecnologías autóctonas existentes.
2. Hacer uso de este personal para rescatar la información documentada sobre tecnologías que aunque hayan sido estudiadas no se han recopilado ordenadamente para su fácil uso.
3. Recomendar a las agencias internacionales como AID o Cuerpo de Paz que mejore y actualice la información a su alcance para facilitar su uso local y hacerla accesible al banco del NTIS.

## II PUNTO

### RESUMA LAS EXPERIENCIAS, COMENTARIOS Y RECOMENDACIONES DEL GRUPO EN RELACION AL PROBLEMA DE TRADUCCIONES.

La información sobre tecnologías apropiadas está fundamentalmente dirigida a los sectores mas pobres de los países de la región.

Es por lo tanto necesario que para que sea útil ésta debe ser en Español y presentada de tal forma que resulte atractiva y facilmente comprensible y de caracter práctico.

### RECOMENDACIONES

1. Recomendar que la relación de los documentos considerados como prioritarios a traducir sean en base a la experiencia recopilada por las Agencias Cooperativas y que el NTIS coordine y canalice dicha acción.
2. Recomendar que los documentos sean traducidos considerando que la impresión de imágenes o lenguaje sea lo más amplio posible para su adecuada difusión dentro de los países de la región.

### SOBRE LA BIBLIOGRAFIA DE TECNOLOGIA APROPIADA PREPARADA POR NTIS

Sobre A.T., el grupo considera que la bibliografía es un tema de suma importancia. Sin embargo, debido a que a la fecha no se cuenta con la experiencia necesaria al particular, es recomendable que este punto sea parte de la agenda de la próxima Conferencia Regional.

Por otra parte, se considera también conveniente que a medida que los organismos vayan utilizando las bibliografías existentes, también sometan sus recomendaciones según lo crean necesario.

### III. PUNTO

IDENTIFIQUE ESTRATEGIAS PARA MEJORAR LA DISEMINACION DE LA INFORMACION SOBRE TECNOLOGIAS APROPIADAS PARA LOS MAS POBRES.

1. Establecer contactos y coordinar con las Agencias, Instituciones o agrupaciones que estan trabajando constantemente con y para las poblaciones rurales o marginadas con el objeto de que hagan llegar la información a los grupos con los cuales trabajan.
2. Promocionar el uso del subsidio de la AID en publicaciones sobre tecnologías apropiadas, pero haciendo las solicitudes a través de las Agencias Cooperativas.

### IV. PUNTO

IDENTIFIQUE METODOS PARA MEJORAR LAS ACTIVIDADES DE ENLACE DEL PROGRAMA SOBRE TECNOLOGIAS APROPIADAS.

1. Hacer un listado de organizaciones dentro de cada país que hagan uso y/o generen información sobre tecnologías apropiadas.
2. A partir de dicha información realizan y desarrollan los contactos que se mencionan en el punto III.
3. Propiciar el intercambio de información y experiencia entre las Agencias Cooperativas de la Región.

### V. PUNTO

RESUMA LAS EXPERIENCIAS, COMENTARIOS Y RECOMENDACIONES DEL GRUPO EN RELACION A OTROS PROBLEMAS. Ejemplo: la Bibliografía sobre Tecnología Apropiada, el subsidio en Tecnología Apropiada, el AMTID, la encuesta sobre Tecnología Apropiada.

#### RECOMENDACIONES

1. Dentro del programa de promoción se recomienda hacer uso de medios de difusión tales como televisión, radio o pe-

riódicos para divulgar tecnologías consideradas apropiadas para nuestros países además de informar al público sobre los servicios de información existentes a través del NTIS.

2. Que los temas cubiertos por el AMTID incluyan principalmente los intereses regionales o sub regionales en base a las recomendaciones de las Agencias Cooperativas para lo cual se sugiere un mecanismo de coordinación mensual con NTIS.

Se considera que en esta etapa todavía no existe dentro de nuestros países, una experiencia y estructura para el manejo adecuado de la información sobre tecnologías apropiadas y que bajo estas circunstancias se debe avanzar sin prisa pero sin pausa con el objeto de reforzar la capacidad interna en el tema central de Ciencia y Tecnología para el Desarrollo.

Se reconoce que la decisión de Agencias Internacionales como AID o NTIS en iniciar programas de información y/o documentación sobre tecnologías apropiadas para el desarrollo de nuestros países puede significar la canalización de mayores recursos a estos programas.

En Base a esto se espera que el NTIS apoye los esfuerzos internos sub regionales y regionales para identificar, seleccionar y documentar la información que ya existe o se esta generando dentro de nuestros países.

AGENDA ITEM 1-A: APPROPRIATE TECHNOLOGY

Participants:

T. Hernandez (Honduras): President  
S. Bern (Panama)  
P. Chepote (Peru)  
G. Mirabelli (Costa Rica)  
E. Hill (ICAITI)  
H. Ortiz (USAID)  
P. Bundick (NTIS)

I. Review of Experiences, Commentary and Recommendations  
of the Group regarding the Acquisition of Materials

The group recognized that although there exist many indigenous technologies, developed within each country, they are not being catalogued and inventoried for re-use within and outside the country.

Over the years there has been much technical documentation prepared, but for lack of adequate archival or reference centers, this information cannot be retrieved.

RECOMMENDATIONS

1. Utilize local personnel to inventory indigenous technologies.
2. Make use of this personnel to gather information about technologies which have been studied, but not catalogued or stored in an orderly fashion for easy use.
3. The international technical assistance agencies like AID or Peace Corps should improve and update their own technical information, with some adaptation for local use, as well as making it available through NTIS.

II. Review the Experiences, Commentary and Recommendations  
of the Group regarding the Translations Program

One of the distinguishing characteristics of "appropriate" technology is that it is directed toward the marginal sectors of the population. Therefore, it is essential that technical information relating to this area be available in Spanish, and presented in such a way that it is attractive, easily understood, and of a practical nature.

## RECOMMENDATIONS

1. That consideration of documents for translation into Spanish be assigned priority based upon inquiries of the Cooperating Agencies, and that NTIS coordinate this action.
2. The documents should be translated in a way which broadens to the maximum extent possible the utility of the documents in as many sectors of as many countries as possible of the region.

### Regarding the AT Bibliography Prepared by NTIS

Recognizing the principal importance of this tool to the AT program, the Working Group recommends that it specifically be included on the agenda of the next Regional Conference. Since it has been compiled only recently, and there is no experience in its use, the Cooperating Agencies should carefully document their use of the bibliography and submit recommendations as they become apparent.

### III. Identify Strategies to Improve Dissemination of AT Information to Marginal Sectors

1. Identify and establish continuing contact with agencies and institutions or groups working with rural or poor sectors of society. These groups must then be helped and encouraged to transfer this information to the benefit of those populations.
2. Take full advantage of the currently available subsidy from USAID to acquire the needed information, through the Cooperating Agencies.

### IV. Identify Ways of Improving Liaison within the AT Program

1. Compile a list of organizations within each country which make use of or generate AT information.
2. Based on such a list, develop contacts mentioned in Point III above.
3. Facilitate the exchange of information and experiences among the Cooperating Agencies in this activity.

## V. Other Aspects of the AT Program

1. Within the scope of promotional activity, various media should be used, such as television, radio and the press, to disseminate appropriate technical information, in addition to publicizing information services available through NTIS.

2. AMTID should try to focus on themes of a regional or sub-regional interest, based on a coordination organized by NTIS for consultation with the Cooperating Agencies.

3. It was considered by the Working Group that at this time the countries of the Region lack the experience as well as a mechanism for the adequate management of appropriate technical information and appropriate technologies. Under these circumstances the Working Group agreed that progress should be sought diligently to reinforce the local capability to recognize appropriate technology as a central theme among the issues of science and technology applied to development.

The Group noted the decision of international agencies like AID or NTIS to initiate programs in appropriate technology for developing countries as hopefully indicative of greater resources for these efforts in the future. Accordingly, NTIS is urged to help all internal, sub-regional and regional efforts for the identification, selection and documentation of information extant or being generated in our countries.

WORKING DOCUMENT

Session IB: NTIS Operations and Customer Service

Objective: To review NTIS order processing and Cooperating Agency ordering procedures, identify problem areas, and recommend practical methods of dealing with these problems.

Background:

Fundamental to this program is the efficient delivery of NTIS information products to the end-user. In order to provide this service, NTIS Cooperating Agencies must have a good understanding of NTIS operations and translate this knowledge into good customer service.

Basic to the understanding of NTIS operations is attendance of the Information Systems Workshop in Washington, DC and Springfield, Virginia. This Workshop is held twice a year and provides a complete review of NTIS products and services, reference tools, and order processing. With this background, the Cooperating Agencies should develop their own procedures for bookkeeping, billing, and processing orders from their countries.

To assist the Cooperating Agencies in organizing their NTIS service component, we have recently prepared a Workbook. This Workbook complements the curriculum of the Information Systems Workshop and should answer most questions on NTIS operations. Another valuable tool provided to Cooperating Agencies is the monthly deposit account statement, which shows the current status of their orders.

While these tools should be valuable to the operations of the Cooperating Agencies, we realize that there are various factors which create added problems. We have tried to identify these problem areas and adjust our operations in a way which makes it as easy as possible

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for the Cooperating Agencies to perform their service. We realize, however, that problems still exist. In order to effectively resolve these it is necessary to identify those problems which are common to the system and to evaluate alternative methods to overcome them. Individual problems (such as a lost order) should be regarded as separate issues to be worked out on a case by case basis.



INFORME DEL GRUPO IB

Servicios al Cliente y Operaciones del NTIS

Asistentes:

- Jeanne Bogaert de Perez (Republica Dominicana)
- Jorge Medina (Ecuador)
- Jorge Gonzales (Mexico)
- Dora Hernandez (Nicaragua)
- Elizabeth Jaen L. (Panama)
- Comer Heine (NTIS)
- Francisco Pardo de Zela

TEMAS TRATADOS

1. ALGUNAS RAZONES DE LA DILACION EN EL ENVIO DE DOCUMENTOS
  - a) Que el NTIS sólo recibió una copia del documento original.
  - b) Que el NTIS recibió de 1 a 20 copias del documento original, pero éstas fueron vendidas.
  - c) La copia original fue enviada en microficha solamente.
  - d) La copia original no puede ser usada para reproducción pues no tiene la calidad de forma adecuada, o la Agencia que la produjo pidió que no se siguiera vendiendo por una u otra razón.
  - e) La Agencia productora del documento lo anuncia como disponible, pero éste aún no ha sido procesado para ser distribuido en el NTIS.
  
2. SE EXPLICÓ QUE ALGUNAS VECES LA AGENCIA PRODUCTORA DEL DOCUMENTO MANDABA COPIAS DE ESTE AL NTIS ENCUADERNADAS "LUJOSAMENTE" (Hard-bound), Y ESTAS PRIMERAS COPIAS ERAN ENVIADAS PARA SATISFACER LOS PRIMEROS PEDIDOS, PERO UNA VEZ QUE ESTAS COPIAS SE AGOTABAN, SI SE HACIA UN PEDIDO ADICIONAL DE ESTE DOCUMENTO, SE ENVIABAN COPIAS CON PORTADA DE PAPEL, Y EL PRECIO SEGUIA SIENDO EL MISMO.
  
3. SUGERENCIAS CUANDO EXISTEN QUEJAS:
  - a) Siempre que sea posible se debe mandar al NTIS el cupón azul que viene con el documento.



- b) Se le debe incluir en la carta el número de referencia de la Agencia.
- c) No enviar el documento al NTIS a menos que no se haya indicado esto previamente.
- d) Enviar carta explicativa a Mrs. Pauline Gilmer en Springfield, Virginia si se trata de errores en el envío de documentos.
- e) Si se trata de una suscripción, indicarlo en la carta, para enviarlo a la persona que se encarga de este asunto.

4. QUE SIGNIFICA "RUSH" PARA EL NTIS:

"RUSH" significa que la orden, si es posible, será procesada antes de ocho horas laborables, y se cargara \$10.00 (diez dólares) adicionales al costo de cada documento. En caso de que la orden no pueda ser procesada en este tiempo, no se cargarán los US\$10.00.

5. EL PEDID.DE DOCUMENTOS POR TELEX SOLO ACORTA EL TIEMPO DE LLEGADA DEL PEDIDO AL NTIS.
6. SE HIZO LA SUGERENCIA DE TENER EN UN MISMO FILM LOS DOCUMENTOS PUBLICADOS EN CADA AMTID PARA ACELERAR EL SERVICIO DE REPRODUCCION.
7. ALGUNOS REPRESENTANTES MANIFESTARON SU DESEO DE QUE CUALQUIER PEDIDO DE DOCUMENTOS QUE PROVINIERA DE SU PAIS Y NO FUERA HECHO A TRAVES DE ELLOS, FUERA "RECHAZADO" Y LA PERSONA FUERA REMITDA A ELLOS.
8. SE EXPLICO QUE LA RAZON POR LA CUAL ALGUNAS VECES SE RECIBIA EL DEBITO EN LA CUENTA DE DEPOSITO POR UN DOCUMENTO QUE AUN NO SE HABIA RECIBIDO ERA PORQUE LA COMPUTADORA DEL NTIS, SI EL DOCUMENTO ESTABA DISPONIBLE AL PROCESAR LA ORDEN, REGISTRA EL DEBITO, PERO DESPUES PODIA PRESENTARSE ALGUN PROBLEMA QUE RETARDARA EL ENVIO DEL DOCUMENTO.
9. MEDIOS SUGERIDOS PARA ACELERAR EL RECIEO DE LOS DOCUMENTOS:
  - Agencias de Aduana.
  - Bolsa Diplomática.
  - A través de la AID de cada país.

AGENDA ITEM 1-B: NTIS ORDER PROCESSING

Participants:

Jeanne Bogaert de Perez (Dominican Republic): President  
Jorge Cepeda (Mexico)  
Dora Elena Gonzalez (Nicaragua)  
Elizabeth Jaen L. (Panama)  
Comer Heine (NTIS)  
Francisco Pardo de Zela (NTIS)

TOPICS OF DISCUSSION

1. Explanation by Mr. Comer Heine, Chief of Customer Services at NTIS, of some reasons for delays in document delivery.

I. Some Causes for Delay in Document Delivery

- (a.) NTIS received only one copy of the original document and may have to contract reproduction;
- (b.) NTIS received one to twenty copies of the original document, but these were all sold;
- (c.) the original copy was received in microfiche only;
- (d.) the original document may not be reproducible due to either quality specifications or because the source client may request this for editorial reasons;
- (e.) the source client may have already announced the availability of the document before it has been processed for distribution by NTIS.

2. It was explained by Mr. Heine that sometimes the source client would send several hard-bound copies to NTIS and that these would be sent out as such to those who first requested the document; once these hard-bound copies became unavailable, the document would then be sent out in paper-copy form, and the price would remain the same.

3. How to Handle Complaints

- (a.) Whenever possible, the blue coupon which accompanies the delivered document should be sent as a referential aid to reprocess an incorrect delivery;

(b.) the Cooperating Agencies' own request order reference number should accompany all correspondence concerning document delivery problems;

(c.) do not send the document itself back to NTIS unless you are requested to do so.

(d.) address all correspondence concerning document deliveries to Mrs. Pauline Gilmer in Springfield, Virginia;

(e.) all correspondence concerning subscription items, should be mailed "subscription" so that they may be routed to the appropriate person.

4. What "RUSH" means: if the word "rush" appears on the request form, it will be understood by NTIS to mean that you wish to have the order processed within eight working hours and that you are willing to pay an additional US\$10.00 for this service; if such an order cannot be processed in the time indicated above, then the extra ten dollars will not be charged. This does not necessarily speed the mail delivery - only the processing time at NTIS.

5. Requesting documents by TELEX expedites only the arrival of the request at NTIS and does not affect the processing procedure.

6. It was suggested that a microfilm be prepared which would contain all the documents advertised in each AMTID in order to expedite reproductions when necessary.

7. Some of the participants requested that the NTIS computer be programmed to reject document requests from their countries which had not been sent by the Cooperating Agency in that country and that such requests be forwarded to the Cooperating Agency.

8. Mr. Heine explained the account debiting process: sometimes the cost of a document may be charged when that document was not yet delivered since computers are made aware of stock depletions every two-weeks; the request for such a document may arrive at the computer before it has had its bi-weekly stock information programming;

9. Some suggestions for accelerating the delivery of documents:

- contracting customs agents
- through diplomatic pouch
- in cooperation with in-country AID Missions.

Session 1-C: Searching & Computer Networking

Objective: To identify ways to improve access to the NTIS data file as well as other U.S. scientific and technological data bases.

Background: The NTIS Bibliographic Data File contains a bibliographic listing of nearly all documents available from NTIS. This file is available on computer tape and is printed in the Government Reports Announcement & Index (GRA&I).

All Cooperating Agencies receive training in the use of both manual searching and on-line searching techniques at the NTIS Information Systems Workshop in Washington. These search skills are critical to the Cooperating Agencies in providing an effective service to information users.

The question of how to best access the NTIS data file, one which should be seen in terms of (1) information technology, (2) demand, (3) time, and (4) cost. These factors are, of course, interrelated. One network participant has brought to our attention the relevance of the local situation by observing that he could employ a person to do manual searching for several days at a cost equal to one on-line query. Other Cooperating Agencies have found on-line searching to be a valuable experience. And in Peru, several organizations are working together to install the NTIS data base at a national computer center. The benefits of local installation of the data file include training in computer programming and system design as well as more immediate access to the bibliographic information.

Session 1-C: Searching & Computer Networking (cont)

Our objective in this program is to keep the Cooperating Agencies aware of current options in data base access and to provide relevant training. In addition, we would like to assist in creating an awareness of other U.S. scientific and technological information services. The Info/Speed Program, conducted in cooperation with the U.S. International Communication Agency, was part of our efforts in this area.

Among the information services which we hope the Cooperating Agencies are aware of are:

- I. Other U.S. Government Data Bases
  - a. SSIE (Smithsonian Science Information Exchange)
  - b. Medline (National Library of Medicine)
  - c. Agricola (U.S. Dept. of Agriculture)
- II. Private Data Bases
  - a. American Petroleum Institute - published searches available through NTISearch service
  - b. Engineering Index - published searches also available through NTISearch
- III. Commercial On-Line Services
  - a. Dialog - through which NTIS Bibliographic File is accessible
  - b. Orbit - through which NTIS Bibliographic File is accessible.

## INFORME DEL GRUPO IC

### Busqueda y Servicio de Computadoras

#### Asistentes:

Guillermo Quiroz (Chile): Presidente  
Adelaide Paes de Barros (Brazil)  
Isabel Forero de Moreno (Colombia)  
Zulma Valenzuela (Costa Rica)  
Nitzia Barrantes (Panama)  
Emiliano Otero (Peru)  
Romulo Sanchez (US Patent Office)  
Frank Post (NTIS)

#### 1. GENERALIDADES

El problema es necesario enfocarlo desde tres puntos de vista:

- las búsquedas manuales en NTIS
- las búsquedas manuales en otras fuentes de información.
- las búsquedas ON LINE

Estos fueron analizados y discutidos en detalle. A continuación se presenta esquemáticamente las conclusiones y recomendaciones para operar en cada caso.

#### - LAS BUSQUEDAS MANUALES EN NTIS

Para realizar una búsqueda manual en NTIS se recomienda seguir los siguientes pasos:

- a) formulación y análisis del problema.
- b) asignación de descriptores.
- c) utilización de thesaurus como por ejemplo:
  - SPINES (UNESCO)
  - GLOSARIO DE CIENCIA Y TECNOLOGIA (COLCIENCIAS)
  - TEST
- d) determinación del COSATI o Subject categoría.
- e) revisar annual index
- f) referencia a los government reports announcements.

De estas etapas, la más importante es sin duda la correcta asignación de descriptores y para ello se recomienda siempre que sea posible, apoyarse en especialistas en la materia que se está buscando.

- LAS BUSQUEDAS MANUALES EN OTRAS FUENTES DE INFORMACION

Nuevamente en este caso, la etapa vital es la asignación de descriptores.

En general, la búsqueda es igual que en el caso anterior, diferenciándose solamente en el sistema de recuperación, que debido a provenir de otra fuente es distinto en cada caso.

- LAS BUSQUEDAS ON LINE

Considerando que la mayoría de los países representados no cuentan con el sistema, se dará recomendaciones a tener en cuenta al momento de decidir la instalación.

1.- Análisis de mercado.

- demanda
- realidad nacional
- justificación del sistema.

2. Estudio de factibilidad técnico-económico.

- factibilidad técnica (empresa nacional de telecomunicaciones)
- factibilidad económica (alternativas de precios de bases)

3.- Negociación con diversas instituciones que ofrezcan banco de datos; pidiendo:

- compatibilizar oferta con demanda.
- período de prueba gratis.
- mucha documentación sobre contenido de bases.
- envío de un experto para adiestrar grupo en institución.
- solo costos variables.

4.- Negociación con empresa nacional de telecomunicaciones

- hacer un buen negocio.
- pedir tiempo gratis
- tratar de usar canal telgráfico

5.- Compra - terminal

- tele impresor (mitad de precio)

6.- Costos

- Lockhee US\$ 25 - 150/hrs.
- Tyruwet US\$ 8 /hr
- Empresa Nac. de Telecomunicaciones + INTELSAT  
US \$ 3.20 /min.
- Gastos aduc. (diferentes en cada caso)

WORKING GROUP IC

COMPUTER SERVICES AND SEARCHING

Attendees:

Guillermo Quiroz (Chile): President  
Adelaide Paes de Barros (Brazil)  
Isabel Moreno (Colombia)  
Zulma Valenzuela (Costa Rica)  
Nitzia Barrantes (Panama)  
Emiliano Otero (Peru)  
Frank Post (NTIS)  
Romulo Sanchez (U.S. Patent Office)

1. Overview

The Group's approach to the topic was based on the following points:

- manual searching of NTIS
- manual searching of other sources of information
- "on-line" searching.

The three points were discussed and analyzed in detail. These are the conclusions and recommendations based on the points mentioned above.

Manual Searching of NTIS

- to conduct manual searches for documents available from NTIS, the following steps are recommended:
  - (a.) analysis and formulation of the problem;
  - (b.) assignation of description;
  - (c.) use of thesauri; e.g. - SPINES (UNESCO)
    - Glosario de Ciencia y Tecnologia (COLCIENCIAS)
    - Thesaurus of Engineering and Scientific Terms (TEST);
  - (d.) determination of COSATI or subject category;
  - (e.) review of Annual Index (titles);
  - (f.) reference to Government Reports Announcements (citations from abstracts).

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Of these stages, no doubt the most important is the correct selection of descriptors; to ensure this, it is recommended whenever possible to enlist the aid of specialists in the field being searched.

### Manual Searching of Other Sources of Information

Again the critical stage is the correct selection of descriptors.

Generally, searching here is similar to the preceding case - the differences being mainly in systems of indexing which may vary from source to source.

### "On-line" Searching

Given that most of the countries represented here have not yet acquired this system, the following are some recommendations for consideration when deciding upon its acquisition:

#### 1. Marketing analysis

- demand
- national realities
- system justification.

#### 2. Tecno-economic feasibility study

- technical feasibility (national telecommunications)
- economic feasibility (data-base price alternatives).

#### 3. Negotiations with the search services which offer data-bank access; requesting:

- adjusting supply to demand
- a free trial period
- as much documentation as possible on what the data-bases contain
- the sending of an expert technician to train a group within the user-institution
- only variable - no fixed-costs.

#### 4. Negotiations with the national telecommunications company

- bargain for good price
- ask for free time
- attempt to access the telegraphic channels.

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Session 2-A: Relations with USAID

Objective: To identify mechanisms to ensure an exchange of information between Cooperating Agencies and local USAID missions.

It is useful to keep in mind the fact that this program, while managed by NTIS, is sponsored by the U.S. Agency for International Development (USAID). Our goals and activities are therefore supportive of USAID's continuing efforts in technology transfer.

As a background note, it should be understood that USAID works largely through country programs. Regional programs, such as the International Technical Information Network, are also funded where international cooperation contributes to a program's success.

This program is thus designed to foster a regional exchange of scientific and technological information. At the same time, we wish to contribute to USAID's country program objectives. In this regard, we want to encourage the Cooperating Agencies to maintain regular communication with local AID missions. One of the most beneficial ways to do this is by supporting USAID sponsored programs by providing access to scientific and technological information. Cooperating Agencies should thus regard USAID programs and their constituencies as potential end-users of NTIS products and services. Since all local USAID missions plan regularly for future projects, Cooperating Agencies should meet with USAID officials to discuss project plans. In this way, they can identify current and future information needs and end-users.

Since USAID and NTIS share responsibility for the program, some Cooperating Agencies may believe the local USAID mission already knows all about NTIS and that they would contact the Cooperating Agency or NTIS directly to obtain needed information. In fact, awareness of NTIS and this program varies from country mission to country mission. Local missions may not take the time to review the program and may not be aware of the full range of NTIS services. Surely we all recognize the difficulty of coordinating a program such as this with so many country missions and participating agencies. Each organization may have different levels of interest and different internal priorities. It is therefore important that the Cooperating Agencies do their part to maintain open channels of communication.

Communication with USAID may also be beneficial to the Cooperating Agencies in other aspects of their programs. As national focal points for scientific and technological information, the Cooperating Agencies would be obvious candidates for USAID project support. NTIS encourages cooperation in project development among Cooperating Agencies and country USAID missions. We will be glad to assist Cooperating Agencies in this regard, especially where such projects contribute to other elements of this program, such as appropriate technology, case studies, user education, etc.

INFORME DEL GRUPO IIA

Relaciones con US/AID

Asistentes:

Emiliano Otero (Peru): Presidente  
Elias Hill (Guatemala)  
Nitzia Barrantes (Panama)  
Helen Ortiz (US/AID)  
Frank Post (NTIS)

CONSIDERACIONES:

1. La Agencia Cooperativa del NTIS debe determinar que prioridad tiene su actividad en la Misión Local de A.I.D.
2. Debe haber en la práctica mejor comprensión entre el triángulo A.I.D. - WASHINGTON, A.I.D. -LOCAL - AGENCIA COOPERATIVA NTIS -LOCAL.
3. Existen varios programas de transferencia de tecnología que originan confusión en el medio, esto puede traer como consecuencia:
  - pérdida de identificación de los programas.
  - duplicación de esfuerzos y recursos.

RECOMENDACIONES:

1. Cada jefe de Servicio de las Agencias cooperativas del NTIS debe mantener y cultivar relaciones estrechas con la misión AID local.
2. Que la misión de AID local utilice a la Agencia Cooperativa del NTIS como un Servicio de Información que apoye todos los proyectos promovidos a nivel local.
3. Se recomienda la utilización del documento "Information for Offerors" por las Agencias Cooperativas del NTIS para solicitar apoyo a los proyectos financiados por AID.

WORKING GROUP IIA

RELATIONS WITH U.S. A.I.D.

Attendees:

Emiliano Otero (Peru): President  
Elias Hill (Guatemala)  
Helen Ortiz (U.S. A.I.D.)  
Frank Post (NTIS)  
Nitizia Barrantes (Panama)

Items for Consideration

1. The NTIS Cooperating Agency should determine what priorities their activities have with the local A.I.D. Mission.
2. There should be a clearer definition of the triangular relationship among A.I.D.-Washington, A.I.D.-local Mission and the NTIS Cooperating Agency.
3. There should be a resolution concerning the various existing programs of technological transfer in order to coordinate programming and avoid duplications of program implementations and needless expenditure of available resources.

RECOMMENDATIONS

1. Each Chief of the NTIS Program within the Cooperating Agency should develop and maintain closer ties with the local A.I.D.-Mission.
2. The local A.I.D. Mission should utilize the Information Service at the Cooperating Agency when implementing projects at the national level.
3. It is recommended that the document entitled "Information for Officers" be utilized by the Cooperating Agencies when requesting assistance towards the implementation of projects which A.I.D. may be able to finance.

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Session 2-B: Cooperation with the U.S. Peace Corps

Objective: To review current Peace Corps initiatives in the dissemination of appropriate technology information and to evaluate possible cooperative programs.

Background: The U.S. Peace Corps has for many years placed volunteers in assignments in Latin America which have been supportive of local development programs. Recently it has begun to assign information specialists to requesting institutions to assist in the development of appropriate technology documentation centers. This effort, which was begun independently of the NTIS program, has many similar goals. Recognizing this fact, NTIS has developed a special relationship with the Instituto Tecnologico de Costa Rica, one of the first centers to be assigned an AT information specialist. This relationship seems to be a model which could be repeated in other countries. We have thus proposed such a program to the Peace Corps. NTIS supports the idea of a joint Peace Corps/USAID/NTIS project to establish an AT component in each Cooperating Agency in countries with both Peace Corps and USAID representatives. Such a project would result in the following beneficial outputs. The creation of:

1. An on-going mechanism to assess, evaluate, and document technologies which have evolved and have been tested in-country.
2. An on-going mechanism to disseminate ideas, documents, and publications from NTIS and other world AT centers.

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Session 2-B: Cooperation with the U.S. Peace Corps (Cont.)

3. An on-going mechanism to identify AT needs of groups, communities, and organizations in-country and respond to these needs.
4. A mechanism to promote AT as a development issue. As initially conceptualized, NTIS would furnish technical information as needed and give the institutional support in-country for the Peace Corps volunteer. The Peace Corps would furnish volunteers--either a third-year extender, a jobless volunteer, or a new recruit, as in the case of Costa Rica, to work with a designated Cooperating Agency counterpart to develop an AT country-specific program. Training costs, in relation to NTIS services, will be covered by NTIS, while volunteer support (i.e., living allowance, medical, etc.) will be covered by Peace Corps. Housing might be supplied by Cooperating Agency. Country-specific arrangements are to be worked out with individual Cooperating Agencies. As mentioned, information costs both for input into the NTIS system and dissemination to groups and individuals in-country will be subsidized by NTIS if the requests meet the AID criteria of AT.

Given the Peace Corps experience with "grass roots" involvement in country development programs and the existing NTIS Cooperating Agency network, and their expertise in information storage and retrieval, there is a great opportunity to launch a joint cooperative effort in the area of appropriate technology.

INFORME DEL GRUPO IIB

Cooperacion con los Cuerpos de Paz

Asistentes:

Gerardo Mirabelli (Costa Rica): Presidente  
Jorge Medina (Ecuador)  
Tito Hernandez (Honduras)  
Samuel Bern (Panama)  
Paul Bundick (NTIS)

PUNTOS DISCUTIDOS:

1. Experiencias comentarios y recomendaciones del grupo sobre el Cuerpo de Paz.

1.1. INSTITUTO TECNOLOGICO DE COSTA RICA.

El ejemplo más positivo de trabajo mancomunado entre una Agencia Cooperativa y el Cuerpo de Paz, lo constituye el caso de Costa Rica.

El Instituto Tecnológico de Costa Rica, viendo que podía utilizar los recursos humanos del Cuerpo de Paz, decidió elaborar un programa en conjunto, con la finalidad de difundir la Tecnología Apropiada, para la cual tomó contacto con el director del programa local, a fin de conseguir los técnicos requeridos.

La selección de los técnicos realizada por el Cuerpo de Paz fué muy acertada, lo cual ha permitido que los programas elaborados marchen correctamente.

Al momento se estan desarrollando programas en las areas de

METAL MECANICA  
ENERGIA  
INFORMATICA

los cuales se estan cumpliendo de acuerdo a los objetivos previamente trazados.

1.2. En el caso de los otros países representados en éste grupo de trabajo, no han existido un acercamiento previo entre las Agencias Cooperativas y el Cuerpo de Paz, debido a que no se han canalizado por las vías adecuadas, o porque el cuerpo de Paz no está trabajando en esos países. Existiendo sin embargo el interés de la Agencia Cooperativa por trabajar con el Cuerpo de Paz en el área de Tecnología Apropiada.

### RECOMENDACIONES

El grupo de trabajo considera que existe la necesidad de laborar mancomunadamente con el Cuerpo de Paz, para lo cual recomienda:

- 1.- Establecer (por parte de la Agencia Cooperativa) un programa concreto y detallado que cubra sus necesidades y en el cual se pueda utilizar como elemento de apoyo a los miembros del Cuerpo de Paz.
- 2.- La afencia cooperativa se comprometera a tener preparada la bibliografía necesaria para el correcto desarrollo del programa, solicitando al banco de datos del NTIS los documentos que cubran las áreas de interés, los mismos que habran sido previamente seleccionados por la Agencia Cooperativa.
- 3.- Discutir el programa y las necesidades de técnicos con la dirección local del Cuerpo de Paz.
- 4.- La Agencia Cooperativa se comprometerá a realizar un seguimiento del desarrollo del programa, a fin de garantizar un trabajo serio y ordenado.

## WORKING GROUP IIB

### Peace Corps Cooperation

#### Attendees:

Gerardo Mirabelli (Costa Rica): President  
Tito Hernandez (Honduras)  
Samuel Bern (Panama)  
Jorge Medina (Ecuador)  
Paul Bundick (NTIS)

#### Topics of Discussion

1. Observations, comments and recommendations of the Group concerning Peace Corps involvement.

- 1.1. The Instituto Tecnologías de Costa Rica (ITCR) provides the best example of combining efforts between the Peace Corps and a Cooperating Agency. Utilizing the human resources available from the Peace Corps, ITCR undertook to develop a joint program to disseminate appropriate technology information. The local Peace Corps director was approached to request the necessary technical support; the selections made by Peace Corps/Costa Rica in this regard proved beneficial and allowed for the smooth implementation of the joint tasks which had been elaborated.

Currently, programs are being developed in the areas of Metal Mechanics, Energy and Information; these programs conform to objectives previously discussed.

- 1.2 As for other instances of Peace Corps - Cooperating Agency program coordination, none of the other countries represented in the Working Group were able to offer another example; this was due either to inappropriate approaches or because there is simply no Peace Corps activity in that particular country. Nevertheless, all participants expressed the desire to develop their cooperation with the Peace Corps.

#### RECOMMENDATIONS

The Working Group participants all agreed that there was need to work jointly with the Peace Corps. The following suggestions emerged from the discussion:

1. that the Cooperating Agency formulate a concrete and detailed program suited to their needs, based on when to submit a request

for Peace Corps assistance;

2. that the Cooperating Agency undertake to prepare the necessary bibliography to be utilized in project developments and to request available documents from the NTIS collection as well as their own files;
3. that discussion be held with in-country Peace Corps directors concerning project designs and technical support;
4. that the Cooperating Agency commit itself to maintain on-going follow-up reports on project development to insure orderly implementation.

WORKING DOCUMENT

Session IIC: Marketing & Promotion

Objective: To identify ways to improve the dissemination of NTIS products and services and to formulate goals for the distribution of AMTID, market development, and increasing sales volume.

Background: The basic goal of promotional efforts is to educate users of the accessibility of scientific and technological information through NTIS and its Cooperating Agencies. To effectively accomplish this goal, the Cooperating Agencies must perform the following tasks:

1. They must identify end users, both present and potential.
2. They must make these users aware of the services offered by NTIS; and
3. They must regularly communicate current titles and new products to user groups.

As part of the agreement between NTIS and the Cooperating Agencies, the Cooperating Agencies promised to elaborate an Activity Plan, including marketing and promotional efforts. This plan should: (1) identify user-groups by sector, region, and other attributes as necessary in order to formulate an Activity Plan; (2) estimate potential demand for each user classification, and (3) schedule activities necessary to communicate to each user group.

It is important to recognize that this communication with users is critical to the success of the program and that a number of promotional activities should be undertaken to reach groups with different information needs. Foremost among these activities

Session IIC: Marketing & Promotion (Cont.)

is the distribution of AMTID. As our principal promotional media, AMTID should be sent to as many organizations and individuals as possible. All Cooperating Agencies should continually revise and update their mailing lists and see to it that AMTID is distributed as widely as possible.

NTIS would also appreciate suggestions from the Cooperating Agencies on the format and content of AMTID. We would also like to invite network members to be "guest editors" of selected issues. By increasing participation in the design of and selection of titles for AMTID, we hope to increase its relevance to user groups.

Other important aspects of market development include user education workshops and the use of other promotional media. In the past year NTIS staff members have participated in a number of user education workshops. We feel these are a constructive way to demonstrate the accessibility to scientific and technological information available through the Cooperating Agency. We plan to continue these workshops and to assist Cooperating Agencies in organizing for them. It is important to remember two points in planning these sessions: (1) NTIS requires several months lead time to schedule its participation and (2) to be effective the workshops need to be followed-up through regular communication with workshop participants. Here again, one sees the need for a well-planned marketing strategy.

Session IIC: Marketing & Promotion (Cont.)

With regard to other promotional media, NTIS encourages the use of press releases, advertising in trade publications, journals, and where appropriate, newspapers. Participation in trade fairs and other events is also very useful. NTIS will continue to assist in the preparation of exhibits, advertising copy, and other promotional materials. In addition, NTIS would like to remind the Cooperating Agencies to maintain an adequate supply of sample materials and catalogs, especially the General Catalog, SRIM and abstract newsletter brochures, etc.

INFORME DEL GRUPO II-C: MERCADEO

ASISTENTES:

Jorge Cepeda (México): Presidente  
Isabel Forero de Moreno (Colombia)  
Zulma de Valenzuela (Costa Rica)  
Guillermo Quiroz (Chile)  
Dora Elena González (Nicaragua)  
Elizabeth Jáen (Panamá)  
Adelaide Paes de Barros (Brasil)  
Romulo Sánchez (US Patent Office)  
Francisco Pardo de Zela (NTIS)

I. INTRODUCCION

El alto costo e impacto de la información técnica significa que su mercadeo no puede ser concebido como si ésa fuera un producto popular. Las agencias que ofrecen este tipo de información al público necesitan un conocimiento profundo de la misma mientras que procuren servir a todos los sectores de la sociedad que la encontrarían de utilidad.

Así es que el mercadeo o promoción de la información es una tarea bastante difícil, que ocasionó sesiones muy activas en el Seminario.

Al hablar de AMTID en esta sección, se refiere al boletín mensual Application of Modern Technology to Development, publicado por el NTIS, traducido al español y enviado a las Agencias cooperativas por INFOTEC de México. La distribución local está a cargo de estas Agencias. (Ed. Note)

Se acordó:

1. AMTID reúne las necesidades por su contenido, presentación, etc.
2. Cada agencia debe solicitar por escrito a Jorge Cepeda al INFOTEC el número de AMTID que necesita y el tipo de correo más adecuado (carga aérea, correo aéreo).
3. Se debe revisar permanentemente el contenido del AMTID y formular sugerencias.
4. Lineamientos generales para sugerir temas y participar como editor huésped del AMTID:
  - a- considerar las demandas de documentos de acuerdo a los temas del Abstracts News Letter
  - b- Considere si la demanda es el resultado del AMTID o de otra fuente de referencia del NTIS, como el Abstracts News Letter, etc.
5. Tener una lista codificada y actualizada para los envíos
6. Identificar clientes importantes

7. Conocer a los usuarios:
  - a- Perfil de usuarios
  - b- diseño de un formulario para el perfil
8. Participar a nivel del servicio en Congresos, Conferencias
9. Informar oportunamente al NTIS sobre reuniones, conferencias, Seminarios a realizarse en cada país para facilitar su asistencia *E. J. B r a S i*
10. Planear entrenamiento de personal en vents

#### ESTRATEGIA PARA EDUCACION DE USUARIOS

1. Proyección del video tape en español a grupos especiales
2. Programas similares al ejecutado por NOVOA & Cia.
4. Que las agencias conozcan con la debida anticipación los programas de visitas de funcionarios del NTIS para procurar reunión especial de usuarios con ellos.
5. Hacer contactos directos con USICA para informarse de sus reuniones.

#### METODOS PARA AUMENTAR DISTRIBUCION DEL AMTID

1. Utilizando directorios profesionales enviar el AMTID con notas remisorias informándole su obsequio por un tiempo determinado. Preguntar al final si aún está interesado y enviarlo un período más.
2. Enviar el AMTID con las demás publicaciones de la entidad
3. Pedir a otras entidades nacionales el envío del AMTID con sus publicaciones
4. Enviarlo a Directores de Asociaciones Peofesionales.

#### PROYECCIONES

1. Metas precisas
2. Enfocar una actividad para lograr determinadas metas
3. Elaborar un formulario standard donde se puedan registrar las metas propuestas.  
Este formulario puede ser diseñado por INFOTEC, NTIS, u otra entidad responsable.
4. Hacer boletines especiales de la entidad

#### VARIOS

1. Incluir en el AMTID una sección o página para un país especial una vez por año
2. Incluir en el AMTID una información sencilla sobre la importancia del ABSTRACTS NEWS LETTER

## AGENDA ITEM II-C: MARKETING AND PROMOTION

### Participants:

Jorge Cepeda (Mexico): President  
Isabel F. de Moreno (Colombia)  
Zulma de Valenzuela (Costa Rica)  
Guillermo Quiroz (Chile)  
Dora Elena Gonzalez (Nicaragua)  
Elizabeth Jaen (Panama)  
Adelaide Paes de Barros (Brazil)  
Romulo Sanchez (US Patent Office)  
Francisco Pardo de Zela (NTIS)

### I. INTRODUCTION

The high cost and impact of technical information means that it cannot be treated as mass consumption merchandise. The agencies which offer this information for public access must have a good knowledge of the types of information available, while at the same time striving to serve all sectors of society in need of such information.

The promotion of technical information services is therefore a difficult task which caused some of the most active discussions at the Seminar.

AMTID refers to the monthly publication Applications of Modern Technology to Development, issued monthly in Spanish by NTIS in cooperation with INFOTEC of Mexico. INFOTEC performs the translation and distribution to Agencies in Latin America. They in turn, perform distribution to local end users. (Ed. Note)

### II. REACHING OUT: PLANNING

In recognition of a generally low level of consciousness regarding the utility of technical information, the premise was established that failure to reach out to the user community resulted in a deficient service--as serious as if information cannot be delivered or the office is left unattended.

Each Information Service must have an up-to-date knowledge of its user community. If a "user profile formula" is designed well, it will be a useful piece of information itself, and it will greatly facilitate evaluation at a later time. Each agency should keep an updated mailing list. There should be one or more persons in each office specially trained to manage these activities, which are not very difficult.

The Group discussed the need for flexibility in marketing activities, in order to take into account the particular needs of each country. Accordingly, specific objectives or goals should be set for the individual technical information service and each promotional activity should be focused on that goal. The Working Group asked NTIS and INFOTEC (or any other agency with experience in this activity) to design a format for measuring progress in fulfilling marketing goals.

### III. USER EDUCATION ACTIVITIES

It was agreed that direct contact with the users is the best way to inform them of the global activities of each Cooperating Agency and how NTIS fits best within them. The Peruvian agency Novoa Ingenieros informed the group of a series of seminars held in September which took advantage of the Spanish-language videotape describing the AID-sponsored program and showing the NTIS headquarters in Springfield, Virginia.

The videotape should be made available to the offices of USICA, which are frequently holding seminars of their own, where the Cooperating Agency could participate with only a minimum of time and effort.

NTIS agreed to arrange travel of its staff in order to facilitate taking advantage of field visits to include participation in local meetings ..

NTIS expressed a willingness to assist the Cooperating Agencies in the preparation of special newsletters, brochures and press announcements regarding the technical information services of the agencies. Several pieces of graphic design had been sent out already, although not all of the agencies had received them. NTIS has allocated approximately \$1000 for each agency to amplify this type of activity.

#### IV. AMTID

The Working Group agreed that AMTID responds to the needs of the program, and at this time it is the most useful tool for informing clients of what is available. The recent availability of a Spanish-language version was commended.

NTIS reminded the group that it was anxious to have comments and suggestions regarding any aspect of AMTID during the year. NTIS presented the idea of a Guest Editor, whereby any Cooperating Agency could perform a search of the NTIS collection and present a list of titles of particular interest to that country. Since each agency receives two or three selections of Abstract Newsletters, and many clients do also, the Agency should include titles which have special relevance in its country. In addition, there should be at least a special column or a page devoted to NTIS reports about a given country in each issue of AMTID. It was urged that AMTID include from time to time a short article on the usefulness of the Abstracts Newsletters.

Each Agency is requested to inform INFOTEC if the method of delivery (air freight) is satisfactory, or whether any change is needed to facilitate passage through customs. INFOTEC also needs updated figures on the quantity required.

Various suggestions were discussed to develop market plans.

- Use professional directories, sending some sample AMTIDs, beginning a subscription for a limited time, which will be discontinued if not specifically requested by client.
- Send it to the Directors of professional associations.
- Participate in conferences. If sufficient advance notice is given, NTIS can send special support packages. NTIS requested that the Agencies inform NTIS about these events.
- AMTID should be sent along with the bulletin published by the Cooperating Agency. Most agencies already do this, and it was confirmed that this is not too much material for the user to review at one time.
- Arrange for other agencies using technical information to send along copies of AMTID or include especially relevant citations in their bulletin.

Session 3-A: Case Studies

Objective: To review previous case study experience to develop methods to identify case study opportunities and to develop a strategy to improve the documentation of these cases.

Background: During the past year, NTIS has documented approximately 27 case studies. This effort has been very constructive in two areas. First, it has helped NTIS in evaluating the benefit of the International Technical Information Network program; and second, the Case Study Compendium has contributed to the knowledge of the process of technology transfer.

In order to continue this process, it is useful to review our strategy for conducting case studies and to plan future activity. One of the conclusions we have come to is that a one-time, after-the-fact interview is often an insufficient approach in documenting cases of technology transfer. Generally the transfer process takes a significant period of time to complete. Thus, by interviewing users shortly after the information has been received, we have learned how the information is being used. Little knowledge is gained, however, as to how this information has benefitted the end-users.

With this in mind, it is our hope that we can make the case study process an on-going activity with greater follow-up of successful projects. To do so, we need the assistance of the Cooperating Agencies in identifying successful applications and in planning site visits. It seems a useful idea to integrate user education and case study activities by identifying potentially "good" users during user education seminars and through other

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Session 3-A: Case Studies (Cont.)

promotional contact (e.g. at trade fairs). A "good" user, in this context, is one who would be able to make effective use of the information. Also, it would be helpful to try to focus on end-users of AT information and to give this constituency special attention insofar as possible. In this way, we can have a better idea of which users to contact on conducting case study appraisals.

Concerning the end-users themselves, it is important to stress the fact that our most successful case studies are those where we have had discussions with persons using the information. Discussions with information specialists are less helpful in understanding how information is used, its value, and how it has been beneficial.

INFORME DEL GRUPO IIIA

Estudios de Casos

Asistentes:

Nitzia Barrantes (Panama): Presidente  
Jeanne Bogaert de Perez (Republica Dominicana)  
Elias Hill (ICAITI)  
Mickey Ortiz (US/AID)  
Francisco Pardo de Zela (NTIS)

1. LAS EXPERIENCIAS DE LOS PAISES RELACIONADAS CON LA UTILIZACION DE LOS CASOS DE ESTUDIO PODEMOS RESUMIRLA ASI:
  - Es dificil la obtención de una colaboración amplia por parte de los usuarios de la información en relación con los casos de estudio.
  - Hay necesidad de una vinculación personal muy estrecha con el usuario para lograr su participación.
  - Existe una negativa del usuario hacia responder o dar información a una persona no nacional.
  
2. DE ACUERDO CON LOS PUNTOS ANTERIORES CONSIDERAMOS QUE ES NECESARIA LA CLARA COMPRESION Y LA ACTIVA COLABORACION DE LAS AGENCIAS COOPERATIVAS PARA:
  - IDENTIFICACION DEL USUARIO (Que el usuario seleccionado sea contactado personalmente por la Agencia Cooperativa del NTIS y que se de a conocer el objetivo y el valor de su participación en los casos de estudio).
  - Que el agente cooperativo logre obtener del usuario los datos personales, citas bibliográficas y otros elementos necesarios previamente a la elaboración de un caso de estudio.
  - Que el responsable de "casos de estudio del NTIS" se mantenga en estrecha colaboración con la Agencia Cooperativa para asesorarla en los datos necesarios para el caso de estudio, visitas y seguimientos antes de realizar una visita la usuario.

3. PARA LOGRAR IDENTIFICAR ESOS CASOS DE ESTUDIO SATISFACTORIAMENTE, PROPONEMOS LOS SIGUIENTES PUNTOS PARA AGREGAR AL FORMATO DEL CASO DE ESTUDIOS PRESENTADOS:

- Definir cuál es el problema de información del usuario.
- Conocer qué es lo que el usuario presenta como problema de información.
- Conocer cuál es la opinión del técnico que localiza el problema del usuario.
- Pasar a la búsqueda de la información.
- Presentarse ante el usuario manifestando su interés en darle más ayuda.
- Definir el nivel del usuario.
- En el caso de clientes con menos grado de formación dirigirse al intermediario (o extensionista) no al usuario propiamente dicho).
- Que la persona que realiza el estudio de caso permanezca más tiempo en el lugar de origen del caso de estudio.
- Que el estudio de caso determine finalmente que tecnología fué transferida y no que documentos fueron utilizados o de mayor valor.
- Buscar en lo posible relacionar en el estudio personas nacionales. Que la participación del NTIS sea más estrecha con el "AGENTE COOPERATIVO" que con el propio usuario.

WORKING GROUP IIIA

Case Studies

Participants:

Nitzia Barrantes (Panama): President  
Jeanne Bogaert (Dominican Republic)  
Elias Hill (ICAITI)  
Mickey Ortiz (US/AID)  
Francisco Pardo de Zela (NTIS)

1. The experiences of those countries which have utilized case studies can be summarized as follows:

- it is difficult to obtain meaningful cooperation from information users for the purposes of developing case studies;
- it is necessary to have established very close contact with the user in order to gain his cooperation;
- there exists a reluctant attitude about supplying a non-national with information of this kind.

2. Taking into account the above considerations, the Working Group thinks it necessary that the Cooperating Agencies have a clear understanding to provide effective cooperation in:

- identifying the user; that the user selected for interviewing be contacted personally by the NTIS Cooperating Agency and that he fully understand the objectives of this Program component as well as the value of his participation in developing case studies;
- that the Cooperating Agent manage to have the user supply personal data, bibliographic citations and other necessary elements to the development of a case study;
- that the NTIS Case Studies Specialist maintain close ties with the Cooperating Agency to advise it concerning the necessary specifications for developing the case studies, scheduling interviews, and provide for on-going follow-up strategy all previous to visiting the end-user.

3. In order to adequately identify these potential case studies, we propose the following considerations for inclusion in the format presented:

- define what the general information needs of the client are;

- determine what it is that the user is asking for;
- obtain the opinion of the technicians who identify the user's problem;
- move on to bibliographic search;
- take an interest in the user and offer your assistance;
- determine the functional level of the user;
- in such cases where a user may not be able to describe his applications, information should be sought from an intermediary (or "extensionist") and not from the user himself;
- that the individual developing the case studies spend sufficient time at the case study site;
- that the case study focus more on what technology has been transferred rather than which documents were utilized or of greater value;
- that there be a great effort to develop case studies by nationals whenever possible;
- that NTIS participation be aligned more closely with the Cooperating Agency rather than the user directly.

WORKING DOCUMENT

Session 3-B: Program Evaluation

Objective: To review program objectives and current evaluation methods in order to improve the evaluation process and reporting to USAID.

Background: As a USAID sponsored program, it is necessary for NTIS and its Cooperating Agencies to report periodically on the progress of the International Technical Information Network. In order for this reporting process to be accurate and timely, NTIS needs the full support of its Cooperating Agencies in completing monthly reports and providing other information as requested. The last Conference of Latin American Cooperating Agencies discussed the monthly report in detail and many, but not all, of the Cooperating Agencies have been responsive. The purpose of this session is therefore to review the monthly report and to discuss ways in which it might be modified in ways consistent with our responsibilities to USAID.

In order to appreciate the need for monthly reports, it is useful to review the program objectives. The overall goals of this program are:

- 1) to improve Latin American access to scientific and technical information resulting from U.S. government investments in research and development; and
- 2) to improve Latin American access to appropriate technological information resulting from worldwide research and development.

Session 3-B: Program Evaluation (cont)

With regard to program evaluation, the following objectives have been established:

- 1) to learn which, where, by whom, in what volume, and to what ends NTIS and other technical information products and services are being utilized;
- 2) to learn specific information needs of participating countries and identify areas of expertise currently omitted by the program which lend themselves to NTIS attention; and
- 3) to learn the extent to which appropriate technology information has been introduced into the NTIS program and the means by which such information reaches the poor majority.

In order to fulfill these objectives and to verify the progress of NTIS in meeting its goals of increasing Latin American access to scientific and technical as well as appropriate technology information, the monthly report was developed. In addition, we are currently conducting a survey of Cooperating Agencies and NTIS information users throughout the world to better understand how well our program is doing and to obtain needed information for planning future initiatives. While the results of this survey will not be ready for the Conference, it is nonetheless worthwhile to review the lessons already learned and to examine ways to utilize this experience in improving program development.

## INFORME DEL GRUPO IIIB

### Programa de Evaluacion

#### Asistentes:

Isabel Forero de Moreno (Colombia): Presidente  
Zulma de Valenzuela (Costa Rica)  
Emiliano Otero (Peru)  
Frank Post (NTIS)

### I. OBJETIVOS

#### NIVEL MACRO

1. Saber a dónde van los materiales del NTIS.
2. Conocer las necesidades específicas de los países.
3. Conocer el flujo de información al nivel de Tecnologías Apropriadas.

### II. COMPONENTES DE LA EVALUACION

1. Evaluación y reclutamiento de agencias por parte del NTIS.
2. Servicios.  
Materiales promocionales, actividades de extensión, distribución de materiales requeridos, etc., para hacer fácil la utilidad de información, fácil acceso a esa información, hacer fácil el flujo de información de tecnologías apropiadas.  
Introducción del material americano sobre tecnologías apropiadas a la red internacional de información, NTIS.
3. El enlace con otras entidades internacionales como la OEA, BID, etc., en beneficio de la extensión del servicio.

### III. EJECUCION DE LAS AGENCIAS

1. Estadística de ventas.
2. Actividades de las Agencias en educación de usuarios.
3. Habilidad para adquirir y diseminar localmente la información generada.
4. Establecimiento de líneas de cooperación e interacción con instituciones y organizaciones de asistencia técnica en otros países de América Latina.

5. Qué cambios notables se han observado a partir del enlace con NTIS?
6. Uso de nuevas técnicas y administración de herramientas de información y adaptación de nuevas plantas físicas. Ejemplo COLCIENCIAS.
7. Problemas locales encontrados en el ejercicio como agentes para los reportes del NTIS.
8. Qué otra actividad promueve la agencia?
9. Hasta el momento se sabe que la única red de información norteamericana que financia la AID es el NTIS.
10. Qué uso han hecho los agentes de los elementos dados por el NTIS?
11. Problemas locales:
  - Perú por ser Agencia particular no recibe financiamiento a pesar de ser empresa sin ánimo de lucro.
  - Costa Rica - Problemas de correo.

#### IV. IMPACTO Y RECOMENDACIONES DEL PROYECTO

1. Estudios de casos.
2. Importancia relativa de documentos del NTIS en la transferencia de información tecnológica en cada país participante.
3. Encuesta sobre problemas encontrados para obtener y usar reportes:
  - Identificación de usuarios.
  - esfuerzos por los agentes para la promoción.
  - eficiencia en las ventas.
  - problemas de la diseminación selectiva de la información por agentes, subagentes y usuarios.
4. Recomendaciones de cómo la AID puede participar más efectivamente en la transferencia de información tecnológica en América Latina.

#### V. CUESTIONARIOS CONTESTADOS A LA KING RESEARCH POR USUARIOS INDIVIDUALES.

Se entregará a cada Agencia copia de los documentos recibidos por King Research sobre evaluación de casos.

Hasta aquí se incluye el aspecto MACRO e iniciamos al MICRO

- I. Las encuestas del KING ayudan muchísimo a las Agencias a conocer y detectar a su gente.
- II. La agencia necesita un estudio de su propio mercado. Es absurdo que funcione sin saber a quien se sirve.
- III. Para evaluar cualquier servicio hay que saber que se va hacer y si hay oportunidad de mejorar el servicio.

A nivel de actividad se debe tener en cuenta:

QUE se hace y si se puede mejor.

COMO se hace.

IMPACTO que produce.

A nivel de Agencia:

ADQUISICION, ALMACENAMIENTO y DISEMINACION

A nivel de Consultor:

RECURSOS, PERSONAL, EQUIPO, MANEJO y ADMINISTRACION

SOLICITUD FINAL

ENVIAR AL NTIS LOS REPORTES MENSUALES Y ANUALES

WORKING GROUP IIIB

Program Evaluation

Attendees:

Isabel Forero de Moreno (Colombia): President  
Zulma de Valenzuela (Costa Rica)  
Emiliano Otero (Peru)  
Frank Post (NTIS)

A macro- and micro-economic study was undertaken on the proposal to evaluate scientific and technological information transfer.

I. Objectives - Macro Level

1. To learn where NTIS products are going;
2. to learn each countries specific needs;
3. to become acquainted with the flow of information at the Appropriate Technology level.

II. Evaluation Components

1. Evaluation and agency recruitment by NTIS;
2. services rendered;
  - (promotional materials;
  - extension activities;
  - distribution of basic tools, etc.)

in order to facilitate the utilization of information, provide easier access to this information, simplify the flow of information in appropriate technology; introduction of available appropriate technology information in the U.S. to the NTIS International Information Network;

3. liason with other related international entities such as the OAS, IDB, etc., to benefit the extention of services.

III. Activities by the Agencies

1. Sales statistics;
2. Agency activities with respect to user-education;
3. capacitation to acquire and disseminate locally generated information;
4. establishment of cooperative and interactivess link throughout Latin America with institutions and organizations devoted to

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technical assistance;

5. What noticeable changes have been observed since linking up with NTIS?
6. utilization of new techniques, management of information tools and adaptations to new physical plants (e.g., COLCIENCIAS);
7. local problems encountered while functioning as an NTIS Cooperating Agent;
8. What other activities does the Agency foster?
9. To date, it is understood that the NTIS International Information Network is the only U.S. AID financed project in information transfer.
10. What use have the Agents made of the services rendered by NTIS?
11. Site-specific problems:

Peru - as a private enterprise, NIC receives no government funding in spite of its non-profit nature;

Costa Rica - postal delivery problems.

#### IV. Recommendations and Project Impact

1. Case studies;
2. relative importance of NTIS documents to technical information transfer in each participating country;
3. an inquiry into the problems encountered in obtaining and utilizing documents:
  - user identification;
  - Agency efforts at promotion;
  - marketing efficiency;
  - problems of selective information dissemination for Agents, sub-Agents and users;
4. Recommendations as to how AID and NTIS can participate more effectively in technical information transfer to Latin America.

\* \* \* \* \*

#### I. Responses to the King Research Questionnaires by Individual Users

Each Agency will receive a copy of the questionnaire returned to King Research.

II. The King Research inquiries will help the Agencies tremendously in identifying and developing an acquaintance with its clients.

III. The Agencies need to undertake a study of their markets; it is absurd to function without knowing who benefits.

IV. In order to evaluate any service, it is necessary to know what is to be done and how to improve available services. The following should be taken into account:

-In terms of activities.

- what is being done and whether this can be improved;
- how it is done;
- the impact which results.

-In terms of the Agency,

- acquisition;
- inventory;
- dissemination.

-In terms of the consultancy,

- resources;
- personnel;
- equipment;
- management and;
- administration.

#### FINAL REQUEST

Send to NTIS all monthly and annual reports.

Session 3-C: Sub-agency Relationships

Objective: To review the purpose of sub-agency relationships, to identify operational issues, and to outline appropriate terms for sub-agency agreements.

Background: In order to reach all potential end-users of NTIS information products and services, it is sometimes useful for Cooperating Agencies to cooperate with other national institutions. Such cooperation may be of a formal or informal nature. In either case, it is important that such arrangements be designed to provide full national coverage.

In general, NTIS encourages formal agreements to increase the dissemination of information to rural areas and low-income communities. Thus, in cases where the Cooperating Agency is not active in these areas, we would like to assist in developing sub-agency relationships. Our basic purpose in this regard is to ensure the widest possible dissemination of appropriate technology information to the poor and those organizations working with the poor. Elsewhere, where it is agreed that certain regions and/or user-groups do not have easy access to the services of the Cooperating Agency, NTIS would also like to assist in formulating sub-agency agreements. In all cases, it is essential that good working relationships be established between the Cooperating Agency and sub-agency.

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Session 3-c: Sub-agency Relationships (cont)

In establishing sub-agencies, several issues are important. These deal largely with the responsibilities of the sub-agencies vis a vis those of the Cooperating Agency, and the appropriate support to be given to the sub-agencies by NTIS. With regard to responsibilities, the following questions need to be considered: 1) would there be a priori limitations on the sub-agency's responsibilities? 2) to what extent are sub-agencies responsible for developing a marketing plan, filing out monthly reports, distributing AMTID, etc. 3) would the sub-agency maintain a separate deposit account? 4) would the sub-agency receive a discount? 5) would they receive their documents directly?

With regard to NTIS assistance, should the sub-agencies receive reference tools (such as GRA & I) and training at the NTIS Information Systems Workshop in Washington?

While no formula is likely to be appropriate for every participating country, it is useful for all Cooperating Agencies to be aware of the issues and to discuss them in the context of the overall program.

INFORME DEL GRUPO IIIC

Relaciones con Sub-agencias

Asistentes:

Jorg' Medina (Ecuador): Presidente  
Guillermo Quiroz (Chile)  
Gerardo Mirabelli (Costa Rica)  
Tito Hernandez (Honduras)  
Dora Elena Gonzalez (Nicaragua)  
Paul Bundick (NTIS)

1.-

ANTECEDENTES

Al momento las Agencias Cooperativas del NTIS, no poseen sub-agencias, lo cual no permite analizar con motivos de juicio plenamente establecidos, los posibles problemas entre Agencias y sub-agencias.

2.- POSIBLES CAMPOS DE ACCION DE LAS SUB-AGENCIAS

Las sub-agencias estarán llamadas a cubrir los campos en los cuales la Agencia no podra desarrollar su actividad por algún motivo, los cuales son principalmente:

- 2.1. Tecnologías apropiadas. - Este es un campo en el cual la mayoría de las Agencias Cooperativas no pueden desarrollar plenamente sus actividades debido a que sus recursos humanos y económicos no se lo permiten, debiendo por tanto delegar estas funciones a otras instituciones u organismos que esten en capacidad de hacerlo.
- 2.2. En casos de países con un desarrollo industrial muy grande o con demasiado espacio físico para cubrir podrían las agencias delegar parte de sus funciones a fin de brindar un mejor servicio, para lo cual deberán entablar conversaciones con las posibles sub-agencias y realizar las debidas negociaciones, siendo potestavio de cada agencia la delegación de responsabilidades y derechos.

3. RECOMENDACIONES

A fín de lograr una mayor difusión de la Tecnología Apropíada, las Agencias Cooperativas se comprometerán a establecer sub-agencias que cubran esta área de actividades.

Para garantizar un trabajo serio y organizado, que cumpla con los programas establecidos, las sub-agencias deberán ser instituciones y organismos que desarrollen sus funciones dentro del campo de acción de la Tecnología Apropíada (Universidades, Institutos Agrarios, etc.)

La agencia deberá exigir de la sub-agencia informes detallados y debidamente documentados de la utilización de los documentos a ellas entregados, los cuales serán remitidos al NTIS por la Agencia.

Para garantizar un uso más efectivo de los documentos de Tecnología Apropíada, deberá establecerse la mayor cantidad de sub-agencias, ya que estas podrán diseminar la utilización de su contenido, ya que los usuarios de este tipo de tecnologías generalmente no están en capacidad de interpretarla y usarla por su propia cuenta.

· WORKING GROUP IIIC

Sub-Agency Relations

Participants:

Jorge Medina (Ecuador): President  
Guillermo Quiroz (Chile)  
Gerardo Mirabelli (Costa Rica)  
Tito Hernandez (Honduras)  
Dora Elena Gonzalez (Nicaragua)  
Paul Bundick (NTIS)

Background

1. At this time, no sub-agencies have been established by the Cooperating Agencies; this impedes an objective evaluation, according to established guidelines, of possible problems which may emerge between Cooperating Agencies and sub-agents.

2. Possible Plans of Action for Cooperating Agencies

The sub-agencies would be called upon to undertake certain aspects of Program implementation which the Cooperating Agency, for whatever reason, may not be able to develop; the main aspects are:

2.1. Appropriate technology - this is one component which some of the Cooperating Agencies are not equipped to develop due to lack of training in providing the basic human needs and economic resources; therefore, other institutions and organizations would be sought who can develop this aspect;

2.2. In such cases where countries have achieved a greater industrial development or, cover a wide geographic area, the Cooperating Agencies would delegate certain functions to sub-agencies to render a more efficient service; to accomplish this, negotiations should be initiated with prospective sub-agencies by the Cooperating Agencies which administer Program-related rights and privileges.

3. Recommendations

In order to obtain a greater dissemination of Appropriate Technology documents, the Cooperating Agencies will endeavor to establish sub-agencies. To guarantee a serious and organized undertaking of this component (AT), these sub-agencies should be institutions and organizations whose scope of activities naturally include Appropriate Technology development (universities, agricultural institutes, etc.).

The cooperating agency should request detailed reports from the sub-agency concerning the utilization of subsidized documents which are transmitted through the cooperating agency; these reports will then be passed along to NTIS by the cooperating agency.

To ensure a more effective utilization of appropriate technology documents, the greatest number possible of sub-agencies should be set up; not only can they disseminate the information most efficiently since dissemination of information to the poor sector of society usually requires the assistance of an intermediary organization.

## CONCLUSIONS

This is a summary of questionnaires completed by Conference participants. The questionnaire was designed to cover issues concerning the objectives of the International Information Network Program to record observations derived from discussions with the other participants at the Seminar, and to gather suggestions from the participants on how to develop more effective networking.

The questionnaire provided another opportunity to express concerns and opinions regarding the network project. Participants submitted the completed papers anonymously to elicit as frank and critical a response as possible.

The fourteen questionnaires which were returned by the participants are available on file in the original Spanish version; English translation with responses grouped by corresponding questions is also available. NTIS staff did not submit questionnaires.

### OBJECTIVES OF THE U.S. AID PROGRAM

a. All participants agreed that the Panama Conference contributed greatly to developing the personal professional ties necessary to effective networking. These ties were considered to be a direct result of the "open and frank" manner in which the participants contributed to the discussion -- particularly in the "working groups." For most of the participants, this was the first opportunity they ever had to meet their counterparts in the other Cooperating Agencies, and so form a collective awareness of the intentions of the AID Program and, more importantly, the role of each Cooperating Agency within that program. All acknowledged the value of this type of interaction in terms of successful program implementation.

b. There was collective agreement that there were few specific problems in the mode of program operations other than postal communications. This ubiquitous problem was considered responsible for tardiness in the receipt of NTIS documents and of correspondence from the NTIS staff members. Nevertheless, it was felt that "those problems which had been encountered currently are being resolved." None of the participants ever felt that these logistical problems were due to neglect on anyone's part and all agreed to tackle this from both ends. (The working group discussion yielded suggestions as to how to improve network communications.)

c. The participants were requested to offer suggestions on how to promote the Appropriate Technology Program more effectively. The need most frequently expressed by the participants was the necessity of closer contact with local institutions who work directly with groups currently applying this phase of technological development. It was suggested that existing government agencies, such as the Ministries of Education, Agriculture or Public Health, might offer excellent extension services in this respect.

It was also suggested that AT awareness be generated even at the primary level of education in order to introduce this concept necessary for national development to the next generation. Case studies of successful AT applications, and translations of important AT documents were considered important tools in AT promotion. Other suggestions, such as regionalized AT centers (e.g. Peru's BALTECH'S) or undertaking inventories of both available and needed technologies were also considered very constructive, but nevertheless, a serious drain on available human resources within the Cooperating Agencies.

As the facilities of each cooperating agency vary from country to country, so does the personnel capacity to promote AT vary; the proposal to avail third-year Peace Corps volunteers to assist in this promotion was considered to be one which merits serious attention.

In conclusion, there are three basic underlying views which were shared by the participants.

1. Regionalization - the availability of AT information must be decentralized and tailored to the needs of the community and promoted through agencies which are already extending throughout the country;

2. Stronger personnel support - to conduct the necessary surveys and inventories to establish and define AT needs and to develop case studies on an on-going basis; and,

3. Moral, financial and logistical support from national governments in promoting a favorable attitude towards the value of information resources to national development; (the Government of Panama still does not recognize library science as a professional field). The immediate task was felt to be selective distribution of AMTID and the AT bibliography and helping potential users process the AT document order forms.

-- more capacitation and training in manual searching. The element of Peace Corps participation was considered as a means of alleviating this particular pressure point.

-- that each Cooperating Agency develop evaluation techniques to chart the progress of project implementations.

-- that Cooperating Agencies in the AID Network endeavor to develop greater communications between and among themselves in order to share common experiences in program problems and resolutions.

-- that Cooperating Agencies promote themselves more conscientiously and explore new marketing techniques - perhaps by the forming of sub-agencies or through sister-agency supports.

-- that more frequent field demonstrations and audio-visual presentations be designed to reach the marginalized rural sections.

g. All participants agreed that the Program objectives were valid; the AID Program objectives coincide with those of the Cooperating Agencies and, consequently, their national plans for development. One participant qualified his response by stating that "it is valid if combined with advanced technology". Apparently, there is some concern that the "focus for '79" highlighting of the Appropriate Technology component might overshadow the information needs of the industrialists and professional technicians.

#### PANAMA CONFERENCE CRITIQUE

a. All participants felt that the discussions held at the seminar covered all aspects of the program.

b. Furthermore, all the participants indicated that they felt that the Seminar discussions conformed faithfully to the agenda. One of the topics of discussion which was not anticipated was the preparation of a statement for presentation to the UNCSTD Conference in Vienna.

c. How effective were the discussions held in the "working groups" in addressing your inquiries in:

d. A need was expressed by the participants for a better presentation of the program objectives for their respective potential end-users. It was mentioned on several occasions by several of the participants that this promotional activity by the Agency could be made more compatible with the objectives of the AID Program while adapting a similar smaller scale version of the NTIS network format; that is, "through direct contact with those institutions which operate at the community level and which are capable of adapting the information contained in the documents and applying this information to practical needs".

User education seminars and AMFID were considered important vehicles with which to provide a clearer presentation of program objectives; most of all, the participants agreed that personal intercourse between NTIS staff members and end-users was always the most effective form to do this since it serves to develop greater confidence concerning the motivation and objectives of the Program.

e. All of the participants stated that the AID Program contributed to the realization of the objectives of their corresponding cooperating agency; in fact, one participant said that "it is the AID Program exclusively which has helped to establish our position in transferring technological information". Also, the AID Program provided "extremely useful information tools" and helped "define the philosophy of the Program" and thus gives "a better understanding of the necessity of promoting its utilization".

There was collective agreement that the program "contributed substantially" in dovetailing the mandates of the Cooperating Agencies to provide access to information from diverse sources to satisfy industrial and professional needs.

f. Some new methods to help realize the objectives of the Program were suggested by the participants. Following are specific suggestions offered:

-- better programming of in-country visits by NTIS staff members. It was expressed that visits should be more frequent ("at least once every three months") and for longer durations; this was particularly applicable to the development of case studies where personnel from certain cooperating agencies would not be available to devote much time to this endeavor.

It was also suggested that when developing Appropriate Technology case studies, the person undertaking this task be made to appear as someone who is there to "assist in program implementation" rather than simply to go over a barrage of predetermined questions.

(On the basis of the information below, Working Groups IA and IIC appear to have been the most successful; Working Groups IIA and IIIA were considered merely "adequate". Only Working Groups IC and IIIB registered an "inadequate" indication; however, in both instances, most participants indicated that the "effectiveness of these discussions was excellent").

<u>WORKING GROUP (WG)</u>	<u>NUMBER ATTENDED</u>	<u>EXCELLENT</u>	<u>ADEQUATE</u>	<u>INADEQUATE</u>
WG IA Appropriate Technology	4	2	2	0
WG IB Systems Operations	4	4	0	0
WG IC Computer Networking	7	5	1	1
WG IIA Relations with AID	6	2	4	0
WG IIB Peace Corps Participation	4	3	1	0
WG IIC Marketing and Promotion	8	8	0	0
WG IIIA Case Studies	5	2	3	0
WG IIIB Sub-Agencies	9	6	2	1
WG IIIC Program Evaluation	5	3	2	0

SPECIFIC SUGGESTIONS

a. "There has been considerable progress since the Salinas Conference because the plans of action were more concrete and the solutions offered were more conscientious." The Contadora Seminar was "better organized and the objectives and definitions were clarified." As for the Contadora Seminar itself, most participants indicated that they "appreciated the ample opportunities to express themselves freely and without inhibitions." The "working group" format was considered an excellent means of arriving at more significant conclusions. Program operations and the benefits of the Appropriate Technology component were felt to have been presented in a clear fashion.

b. Some ways to improve the substance of the Seminar were suggested by the participants. Most frequently, it was considered "appropriate that the participants commit themselves to raising specific topics for discussion in the 'working group'; to accomplish this, they should be informed with advance notification concerning the real objectives of each 'working group' as well as who will be participating in it." It was also suggested that the Cooperating Agencies submit their "plans of action" for the on-coming year for group discussion in order to coordinate programming. Other suggestions included a stronger emphasis on marketing and "seeing to it that all network participants attend."

c. All participants felt that, considering the "dynamic quality of the Program," seminars such as Contadora and Salinas should be held at least once a year; "the exchange of views on Program applications which are to be carried out is in itself sufficient motivation to have another Seminar". Most of the participants felt that they would be the ones to attend the next Annual Seminar. As to the location and scheduling of the next Seminar, the participants agreed that it should take place at a time and locale convenient to all--- especially to the hosting Cooperating Agency. Taking into account Mr. Lindemann's suggestion to hold the Seminar in a "graduate" country, the sites most frequently cited, in equal amounts (3), were Chile and Brazil - "during the latter part of January".

d. Seventy percent of those responding to the questionnaire indicated that their organization would not be able to absorb the cost of providing the necessary expenses towards financing their attendance; the other thirty percent indicated "maybe".

e. Following are some specific new Program elements which the participants indicated they would like to see included in AID Program:

"I consider it very important that clarifications be provided concerning the evaluation of the Program whereby one might determine which aspects are to be evaluated and the manner in which to carry out these evaluations equitable to each Agency involved;"

". . . a more comprehensive approach to marketing;"

personnel support and training in processing of appropriate technology information;

provide more information concerning patents and licenses;

"greater attention to matters affecting NTIS representatives who are not involved in the AID Program;"

"that the December AMTID indicate the AMTID topics for the following year in order to utilize them more effectively during in-country conventions; that each document sent from NTIS have an accompanying evaluation sheet for the end-user."