Toward Empowering Mobile Apps Development for Sustainable Education in the Arab World

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Arab League Educational, Cultural and Scientific Organization (ALECSO)
– The Arab League Educational, Cultural and Scientific Organization (ALECSO) is an institution of the Arab League, founded in 1975 and headquartered in Tunis.

– ALECSO works to coordinate and promote educational, cultural and scientific activities in the Arab world.

– A "Plan for the Development of Education in the Arab Countries" (2008-2018) is being implemented by ALECSO.

– The implementation plan aims at systematically developing the Arab educational system, in particular, through the effective use of ICTs in education.
ALECSO’s ICT in Education: Scope of Work

Learning: Accessible, Quality, Equitable, Personalized, Learner-centric, Flexible, Engaged, Effective, Thoughtful, lifelong.

Vision – Policy – Strategy – Action plan

Preparedness

Technologies

Mobile Technologies
Cloud Computing
BYOD & BYOT
Big Data Analytics

Educational Content

Open Educational Resources
ICT-CFT
Online Learning, SPOCs, MOOCs...

Alignment with post-2015 education agenda
Main References
Global Partnership Strategy
ALECSO Flagship ICT Activities
State of the art of mobile Apps industry in the Arab world

Less than 1% support Arabic language
State of the art of mobile Apps industry in the Arab world

• Lack of the **required** and **suitable apps**;
• Very **few** number of appropriate available **applications** in **Arabic** language existing so far;
• **No** availability of **online payment** using credit cards and **foreign currencies** in international mobile markets in several Arab countries. (Actually, the latter reason is even prohibiting some Arab Mobile developers to submit their apps and to get profits)
Objective of AlecsoApps Project

- **Support** the Arab Mobile Apps use and development, especially, in relation to the areas of education, culture and science in the Arab region.

- **Promote** the Arab mobile industry and prepare the Arab digital ecosystem for the new mobile technology opportunities, harnessing region’s assets and mobile benefits.

- Ensure **inclusive** and equitable quality education and promote lifelong learning opportunities for all.
AlecsoApps Project

Award
Motivate developers to create Arab Apps

Store
Infrastructure Warehouse for hosting educational Arab content

Training
Building capacities

Editor
Tools for creating educational Arab content
AlecsoApps Editor

Create your apps in 5 steps

http://editor.alecsoapps.com/
AlecsoApps Editor

http://editor.alecsoapps.com/
First step: Choose your template

http://editor.alecsoapps.com/
Second step: Choose colors

http://editor.alecsoapps.com/
Third step: Create content
Fourth step : Choose icon and splash-screen
Fifth step: download the APK

http://editor.alecsoapps.com/
AlecsoApps Editor (more than 3400 users)

http://editor.alecsoapps.com/
AlecsoApps Award
AlecsoApps Award
AlecsoApps Award

- Doha 2015
- Dubai 2016
- Tunis 2017

Submit your applications by May 15, 2016. 

www.alecsoapps.com/award
AlecsoApps Award

The award concerns 4 domains: Education, culture, Sciences and educational games

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AlecsoApps Award

Dubai 2016

- Number of participants: 1350
- Number of accepted Apps: 510
- Number of countries: 19
- Number of winners in the regionals competitions: 56
AlecsoApps Award

Tunis 2017

Number of participants: 1760
Number of countries: 19
Number of accepted Apps: 824
Number of winners in the regionals competitions: 33
Capacity building
Capacity building

Face to face training (Workshops)
Capacity building

On Line training (MOOC) - Attended by 9556 participants
AlecsoApps M-Developer

Blended training

- Develop a capacity in the realm of mobile technology for 500 students enrolled in the Tunisian universities.
Thank you for your attention