



The Association, CONNEXION for the Development of El Salvador, is a non-profit organization founded by professionals and social actors, which promotes the use and application of Information Technology and Communications, thereby contributing to the reduction of poverty and facilitating business development.

Under the strong belief that the adoption of Internet as a tool or medium does contribute to the transformation of living conditions for Salvadorian people, we promote and create awareness on the use of Internet, favouring the reduction of social gaps in the digital world.



We work with different sectors, assuring that the benefits offered by the Internet are extended to the greatest amount of people possible, and, as such, contributing to the democratic use of the Internet.

Our work focuses on seeing that information and communication technologies be used as resources, and as a global source of knowledge and for the economy in El Salvador.

CONNEXION El Salvador: Objectives

The mission of CONNEXION is to contribute to the development of El Salvador by creating awareness and by educating the population on the use and appropriation of information and communication technologies, as well as contributing to the improvement of living conditions for more male and female Salvadorians through this access to information and knowledge.

Our main objectives include:

- Promote the development and operation of a network of Telecenters in the national setting, as well as connecting and integrating other similar community networks that are, in turn, connected to the international networks. These Telecenters consist of research, innovation, education, production and content diffusion centers, among others.

- Generate and promote training programs to develop the use and application of information and technology and communications (ITC's) in the business and educational sectors, as well as in the

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general population.

- Generate knowledge from production and the exchange of information.
- Strengthen the articulation of strategic alliances with actors from the governmental sector, civil society, unions and businesses (both their local and international counterparts).
- Contribute to the strengthening of cultural innovation, research, and technological development in the different sectors of the country.
- Start up projects that promote the growth of a business network, such as business incubation and entrepreneurship.

CONNEXION El Salvador: Activities and Accomplishments

- We have a national network of 13 Telecenters where we develop programs on digital literacy, on promoting local business development through the Internet, and school training on the appropriate use of the Internet, among other subjects.
- Spreading the word about and the celebration, at a national level, of the World Internet Day. Directly involving the population (current and new Internet users) through alliances with the academic, civil society, private business, and central and local governmental sectors.
- Participation in different initiatives for public policies on strategic national planning of the ITC's and in processes of public consultation regarding laws on digital signature, IT crimes, and electronic government activities, among other issues.
- Member of national and regional networks that participate in the promotion of Internet use as a tool for development.
- Development of different projects that promote equality in opportunities through Internet access, working mainly with the least-favored sectors, including handicapped persons, children from vulnerable regions of the country, at-risk youth, elderly persons, and adults hoping to re-enter the job market, among other related sectors.

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<http://www.conexionelsalvador.org/>