



Governorates' Digital Transformation Ambassadors Programme

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Partners of the Governorates' Digital Transformation Ambassadors Programme



محافظة مسندم
GOVERNATE OF MUSANDAM



محافظة شمال الباطنة
AL BATINAH NORTH GOVERNORATE

محافظة الداخلية
GOVERNATE OF AIDAKHLYA



Introduction



Introduction

Digital knowledge is now one of the most valuable resources and a major factor driving economic growth. It helps improve people's lives and makes economies stronger. This is why developed countries can grow quickly while keeping businesses running smoothly and efficiently.

His Majesty the Sultan has recognised the importance of using modern digital technology and the big changes happening in information and communication technology. He has called for the quick implementation of e-government. The goal is to improve efficiency, transparency and productivity in the public sector, while also improving citizens' well-being in a rapidly changing digital world. It also aims to build trust and a sense of security between the government and society.



Overview of the Governorates' Digital Transformation Ambassadors Programme



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The Government Digital Transformation Programme adopts a collaborative approach involving both institutions and communities for implementing initiatives. This ensures all government bodies and community members are involved, moving from basic interaction to fully integrated digital services.

To ensure community participation in digital transformation, the Governorates' Digital Transformation Ambassadors Programme was proposed. It involves leveraging the contributions of a select group of national technical experts, professionals and activists from all governorates of Oman who have passion and skills in the knowledge areas of digital transformation. They will serve as ambassadors in achieving digital transformation goals.

Engaging the community in raising awareness and encouraging the use of digital applications and services is key to making digital transformation a success in Oman, moving from basic interaction to full integration.

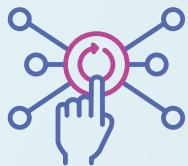
Objectives of the Initiative



Increase Awareness and Usage: Raise the public's knowledge and use of advanced digital services, solutions and technologies.



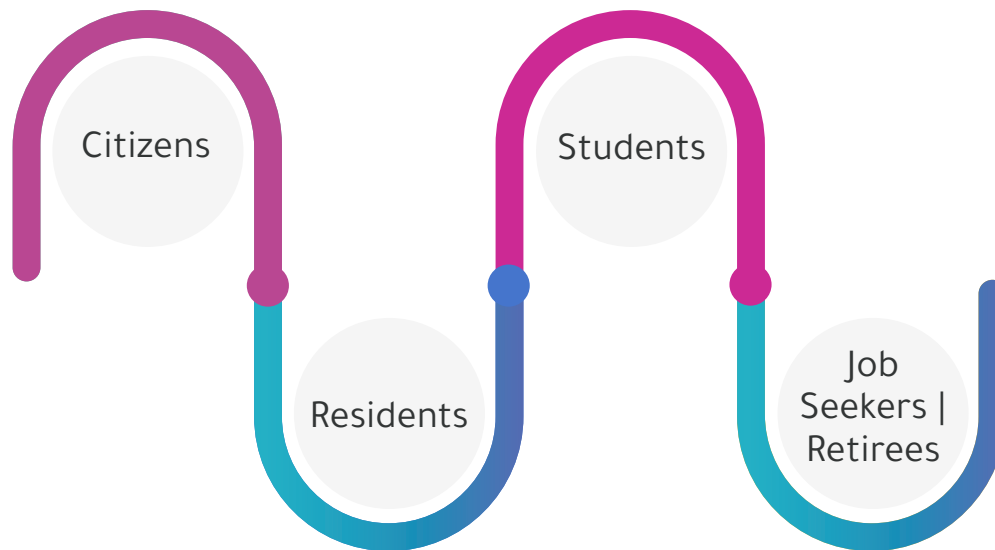
Empower the Community: Help people have an easy and high-quality experience when using digital services.



Promote Digital Living: Encourage digital living as the best way for citizens to access government services, improving satisfaction and acceptance.



Target Groups of the Initiative



People with a passion for volunteering and skills in communication, digital content creation and digital transformation.



Focus Areas of the Initiative

Awareness
Awareness Areas
Digital Transformation
Digital Services
Modern Technologies
Others

Empowerment
Empowerment Areas
Use of Electronic Verification and Signing
Electronic Payment
Use of Smart Applications and Artificial Intelligence Technologies
Others



Tools and Methods for Programme Implementation

Implementation Methods

Digital Participation

Digital Innovation Labs

Workshops and Lectures

Digital Content Creation

Awareness and Marketing
Campaigns

Implementation Tools

Conferences and
Exhibitions

Specialised Labs

Training Courses

Social Media Channels



Details of the Governorates' Digital Transformation Ambassadors Programme



Governorates' Digital Transformation Ambassadors Programme








The role of the Digital Transformation Ambassadors is to raise awareness, share knowledge and help people in the community gain the skills they need to use digital services and smart applications. This is seen as the best way to promote a digital lifestyle.



Number of Targeted Governorates	Ambassadors per Governorate		
11	3 Male	3 Female	2 Individuals with Disabilities



Key Roles and Responsibilities of the Governorates' Digital Transformation Ambassadors

-  Raise awareness of digital services and solutions within the community
-  Gather feedback and identify challenges related to digital services
-  Manage and organise activities, meetings and workshops to build skills
-  Propose innovative digital solutions at the governorate level
-  Help create digital content related to digital services and new technologies

← Tiers of the Governorates' Digital Transformation Ambassadors



Initiator

An ambassador with foundational knowledge of digital transformation and its impact on work and society. This individual helps guide others on the benefits of digital transformation and serves as a link between the community and the digital transformation programme, promoting understanding and adaptability to evolving technologies.



Advanced

An ambassador with extensive experience and deep knowledge of digital transformation. This individual possesses advanced expertise in areas like data analysis, artificial intelligence, application development, cloud computing, cybersecurity and other modern technologies.



Specialist

A specialist with extensive knowledge and experience in digital transformation, holding a relevant academic degree in their field and professional certifications in digital transformation.

Initiator

Advanced

Specialist

◀ Stages for Selecting the Governorates' Digital Transformation Ambassadors



Selection Criteria for the Governorates' Digital Transformation Ambassadors

- ◀ The participant must be a resident of the governorate or state affiliated with the governorate.
- ◀ The candidate's age must range from 13 to 60+ years.
- ◀ The candidate must successfully pass the personal interview.
- ◀ They must agree to the conditions for joining the ambassadors' list and ensure their commitment.
- ◀ Candidates for advanced and specialised levels must provide proof of their certificates and academic qualifications.
- ◀ Proficiency in Arabic (English is optional)
- ◀ Discipline, sense of responsibility, openness and willingness to contribute to the community
- ◀ Strong communication and digital content writing skills

Performance Indicators for Ambassadors

Number of online training sessions conducted by the Ambassador for the community

 **10**

Number of video clips published by the Ambassador to support digital transformation

 **10**

Engagement rate of the Ambassador on social media channels

 **85%**

Number of marketing campaigns participated in by the Ambassador

 **5**

Number of in-person training sessions attended by the Ambassador

 **3**



Registration Steps



Approval or
rejection of the
application



Respond to
Ambassadors
and schedule an
interview



Complete the
registration form
via the following
link

<https://tahawul.mtcit.gov.om/ar/form/embassador-register>

Key Supporters of the Governorates' Digital Transformation Ambassadors Programme



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**Ministry of
Higher Education,
Research and
Innovation**
(Universities and
Colleges)

**Ministry of
Education**
(Schools)

**Ministry of Social
Development**
(Omani Women's
Associations)

**Oman
Information
Technology
Society**

**Ministry of
Culture, Sports
and Youth**
(Youth Centre)

Thank You

