

Meeting Minutes

UNDP Local Project Appraisal Committee Meeting

Citra Social Innovation Lab 2.0

Date: Monday, 19th July 2021

Time: 2.00 p.m. to 3.30 p.m.

Location: Virtual meeting via Zoom

Meeting Summary:

1. Hon. Minister Namal Rajapakse, Minister of Youth Affairs & Sports and State Minister of Digital Technology and Entrepreneur Development, Ms. Deepa Liyanage, Secretary to the State Ministry of Skills Development, Vocational Education, and Research & Innovations, together with Ms. Faiza Effendi, Officer in Charge, UNDP in Sri Lanka, expressed their support and commitment to taking forward the next iteration of Citra 2.0 while commending the past successes and widespread impact of the Citra Social Innovation Lab.

Key points highlighted:

Ms. Faiza Effendi, Officer in Charge, UNDP in Sri Lanka:

- Gratefully appreciated the co-financing support from the Government of Sri Lanka. Stated that during this journey of 3 years, some of the results that Citra has been able to support could not have been achieved without the support of partners such as the Government of Denmark, Citi Bank, Facebook, Dialog, Cisco, Dilmah, ExpoLanka, Seoul Metropolitan Government, and Unilever.
- Recalled that Citra's approach involves design thinking that is human-centred, based on which the solution is rapidly prototyped, and that Citra enables the sharing of experiences with others and benefits from experiences in other parts of the world.
- Informed that an independent external evaluation conducted at the beginning of this year validated some of the contributions that the Lab had made. Some of the big achievements highlighted include the investments that were made through the NextGenGov Fellowship Programme as well as the trainings that were conducted for 700 public officials to drive transformative change within the public sector.
- Stated that the evaluation also identified areas for improvement, including the need to evaluate the effectiveness and impact of each intervention: looking at user-centric service, user feedback, and most importantly, the institutionalisation of changes made within the DNA of institutions and organisations that Citra sets out to serve.

Hon. Minister Namal Rajapakse, Minister of Youth and Sports and State Minister of Digital Technology and Entrepreneur Development

- Appreciated Citra's contribution to the Government of Sri Lanka's development efforts and expressed interest to deepen partnership with Citra to work together with the Ministry of Youth and Sports, and the State Ministry of Digital Technology and Entrepreneur Development
- Pointed out that as the Government is going to adopt a new digitalisation programme in the next couple of months, we are looking at creating more opportunities for the youth and establishing a digitalised approach for the government sector by 2025 to improve public

participation, ease of doing business, create more employment opportunities, and increase prospects for start-ups to take center stage. Citra Lab will play a major role in this going forward.

- Stated that Citra Lab has been the pioneer in South Asia – one of a kind organization and mechanism to help youngsters move forward and that this is something Sri Lanka can take to a global level as well.

Mrs. Deepa Liyanage, Secretary to the State Ministry of Skills Development, Vocational Education, and Research & Innovations

- Stated that the State Ministry is very pleased to be the direct Government partner of the Citra Social Innovation Lab and Citra 2.0's vision and approach, are very important to the Ministry as it is responsible for fostering innovation and creating an innovation ecosystem for ground up innovation.
- Highlighted that the Ministry is mandated to work towards the Government's aim of creating a 'skillful society and a smart nation' as well as to position Sri Lanka as a 'Global Innovation Hub' and Citra's support will be very important to the ministry to achieve these.
- Appreciated the contribution of Citra during the Covid-19 pandemic, especially for the Presidential Task Force on Sri Lanka's Education Affairs, were vital for the successful development the recommendations.
- Highlighted the importance of Citra's current links with the eGovernance Academy of Estonia given Estonia is a global leader in successful public sector digitalization and collaborating with them will add a lot of value to Sri Lanka's efforts.
- Appreciated Citra's efforts so far and stated that the State Ministry is keen to continue the partnership.

2. Presentation on the Journey of Citra by Mr. Waruna Sri Dhanapala, Additional Secretary to the State Ministry of Home Affairs, Prof. Ajith de Alwis, Dean of the Faculty of Graduate Studies of University of Moratuwa, Ms. Deshani Senanayake, Gender and Experimentation Lead, and Mr. Yasas Thalagala, Strategic Engagement & Exploration Lead, of the Citra Social Innovation Lab.

Key points highlighted:

- For three years, Citra has worked with countless partners in Government, the private sector and civil society to design, prototype, and test citizen-centric solutions.
- Citra's unique offering includes human-centred design approaches, rapid prototyping, multi-disciplinary team of experts, agility to adapt and respond to evolving contexts, and global learning and network.
- Citra 2.0 will have a 4x4 approach of four key working approaches and four prioritized SDG driver areas
- Citra 2.0's four approaches:
 - Envisioning Innovation
 - Mainstreaming innovation and eco-system building
 - Ground-up innovation
 - Experimentation
- Citra 2.0's four SDG driver areas:
 - Future-Proof Education Sector
 - Youth Skills and Entrepreneurship
 - Citizen-centric Public Service Delivery
 - Inclusive Digital Transformation

3. Key takeaways from reflections during the Open Discussion:

Mr. Anura Dissanayake, Secretary to the Ministry of Irrigation:

- Highlighted that under his previous role, Citra's able and committed team enabled him to fulfill some special assignments under the Presidential Task Force on Education Affairs.
- Stated that going forward, Citra's support is expected in technology and education, but also in facing and combatting the challenges posed by climate change, especially to national food production and water supply for drinking, industrial needs, and other essentials.

Ms. Chamindry Saparamadu, Director General of the Sustainable Development Council:

- Stated that Innovation and capacity development for strengthened public service delivery is vital to overcome contemporary development challenges and to aid the country in delivering on its SDG commitments.
- Appreciated the very constructive partnership the SD Council has established with Citra where they have benefited immensely from the technical support that has been given towards strengthening the SDG monitoring process and data ecosystems.
- Highlighted that the SD Council would like to work with Citra on engaging youth through capacity development for innovation and sustainable development because youth engagement is crucial for sustainable development.

Mr. Damitha Wickramasinghe, Chairman of the National Youth Services Council:

- Mentioned that the NYSC is looking at the development of a national tech start-up incubator accelerator and potential venture capital.
- Stated that Citra can play a vital role in making this endeavour a success, especially in terms of training and other support services.

Mr. Sumith Alahakoon, Commissioner General of the Department of Motor Traffic:

- Highly appreciated Citra's great support to DMT, especially during the COVID-19 pandemic, in achieving (1) a 5-year strategic plan (2) a process re-engineering study for the driving license sector (3) staff capacity development (4) introduction of ICT solutions for improving customer care and (5) obtaining ISO 9001:2015 certificate for our office.
- Stated that the DMT now needs Citra's support in implementing the strategic roadmap.
- Requested Citra's continued support which would be add a lot of value to the DMT.

Mr. Prasanna Chandith, Senior Faculty Member of the Sri Lanka Institute of Development Administration (SLIDA):

- Recalled that he was a participant of UNDP's NextGenGov Fellowship Programme and highlighted the innovative way the programme was conducted and how it was different from the usual trainings the public sector receives. Mentioned that the design thinking aspect, the knowledge, and the experience, especially for the public sector, was commendable and extremely useful.
- Highlighted the importance of the training and how he was able to create change at SLIDA through the the eco-friendly water bottle project as a direct result of the NGG training.

Mr. Sachindra Samararatne, Director - Start-up Ecosystem Development of the ICT Agency of Sri Lanka:

- Stated that Citra's training programmes on design thinking have been very successful and should be built on further.
- Encouraged Citra to continue the great work that has been done with social enterprises and the HackaDev Skills Academy.

Ms. Chulangani Perera, Director General of the Vocational Training Authority:

- Mentioned that Citra has provided support to the VTA through various means such as through training, guidance, Training of Trainer programmes, entrepreneur development programmes, guidance officers programme, and also through development of digital infrastructure.
- Suggested that support in enabling the development of career guidance centres in order to reach the youth in rural areas is another area for Citra to explore.

Ms. Dhammika Wijayasinghe, Director General of the Sri Lanka Tourism Development Authority (SLTDA):

- Stated that Citra Lab assisted the SLTDA to develop the zero version of the tourism mobile app which is going to be a breakthrough for the tourism industry.

Mr. Trevor Ludowyke, Senior Development Officer of the High Commission of Canada in Sri Lanka

- Conveyed that the youth in the Northern and Eastern areas have been particularly susceptible to criminal activities, and therefore, would be a good demographic to target efforts towards.

Action Points and Next Steps:

- The LPAC members appreciated the strategic direction and focus of Citra 2.0 and agreed to proceed with Citra 2.0 implementation upon receiving any further feedback
- The State Ministry of Skills Development, Vocational Education, Research, and Innovation will work with UNDP to help operationalise Citra 2.0.

Faiza Effendi

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Faiza Effendi
Officer-in-charge
UNDP Sri Lanka

Liyanage

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Deepa Liyanage
Secretary
State Ministry of Skills Development, Vocational
Education, Research and Innovation

Date: 14/08/2021

Annex 1

List of Participants

Government

1. Hon. Namal Rajapakse, Minister, Ministry of Youth and Sports, State Ministry of Digital Technology and Entrepreneur Development
2. Mrs. Deepa Liyanage, Secretary, State Ministry of Skills Development, Vocational Education, Research & Innovations
3. Mr. Anura Dissanayake, Secretary, Ministry of Irrigation
4. Mr. Pathmapriya, Additional Secretary, State Ministry of Skills Development, Vocational Education, Research & Innovations
5. Mr. Waruna Dhanapala, Additional Secretary, State Ministry of Home Affairs
6. Mr. Jayasiri Thennakoon, Additional Secretary, Ministry of Tourism
7. Mr. Neil Gunadasa, Additional Secretary, State Ministry of Education Reforms and Open Universities and Distance Learning Promotion
8. Mr. Sagara Abeyrathna, Deputy Director, Department of External Resources
9. Mr. Sampath Manthreenayake, Additional Director General, Department of External Resources
10. Mr. Samantha Bandara, Assistant Director, Department of External Resources
11. Mr. Anura Kumara, Director General, Department of Census and Statistics
12. Ms. Thusitha Ranasinghe, Director (International Relations), Ministry of Skills Development, Vocational Education, Research and Innovation
13. Mr. Affan Kariyapper, Deputy Director (International Relations), Ministry of Skills Development, Vocational Education, Research and Innovation
14. Ms. Chulangani Perera, Director General, Vocational Training Authority
15. Mr. Saman Kulasuriya, Director, Vocational Training Authority
16. Mr. Damitha Wickramasinghe, Chairman, National Youth Services Council
17. Ms. Dhammika Wijayasinghe, Director General, Sri Lanka Tourism Development Authority
18. Mr. Sumith Alahakoon, Commissioner General, Department of Motor Traffic
19. Ms. Chamindry Saparamadu, Director General, Sustainable Development Council, Sri Lanka
20. Mr. Mahinda Herath, CEO, ICT Agency of Sri Lanka
21. Mr. Sachindra Samararatne, Director - Startup Ecosystem Development, ICT Agency of Sri Lanka
22. Mr. Sameera Jayawardena, Head of Transformation, ICT Agency of Sri Lanka
23. Ms. Omali Wimalarathne, Director, Department of Project Management and Monitoring
24. Dr. Sevvandi Jayakody, Ministry of Environment
25. Mr. Prasanna Chandith, Senior Faculty Member, Sri Lanka Institute of Development Administration (SLIDA)
26. Prof. Ajith de Alwis, Dean, Faculty of Graduate Studies, University of Moratuwa

International Development Partners

1. Ms. Danielle Cashen, Second Secretary Development Cooperation, Australian High Commission
2. Ms. Hilde Berg-Hansen, Deputy Head of Mission, Royal Norwegian Embassy Colombo
3. Ms Sung Jinjoo, 3rd Secretary, Embassy of the Republic of Korea
4. Mr. Trevor Ludowyke, Senior Development Officer, High Commission of Canada in Sri Lanka

Private Sector/Private Sector Platforms

1. Mr. Rathika de Silva, Network Representative, UN Global Compact
2. Ms. Shiranee Yasaratne, Senior Advisor, Biodiversity Sri Lanka
3. Mr. Shiran Fernando, Chief Economist, Ceylon Chamber of Commerce
4. Ms. Shanaka Waduge, Head of Corporate Affairs, Citi Sri Lanka
5. Mr. Yasas Abeywickrama, Policy Programme Manager, Facebook

Civil Society Organizations

1. Dr. Vinya Ariyaratne, President, Sarvodaya
2. Mr. Hemantha Withanage, Executive Director, Centre for Environmental Justice

UNDP

1. Ms. Faiza Effendi, Officer in Charge, UNDP in Sri Lanka
2. Ms. Kate Sutton, Head of the Regional Innovation Centre, Bangkok Regional Hub, UNDP
3. Mr. Fadhil Bakeer Markar, Team Lead and Policy Specialist, UNDP in Sri Lanka
4. Ms. Shyara Bastianz, Team Lead – Results and Resource Management Team, UNDP in Sri Lanka
5. Ms. Sonali Thahir, Team Lead – Integrated Support Team, UNDP in Sri Lanka
6. Ms. Dulani Sirisena, SDG Integration Specialist, UNDP in Sri Lanka
7. Mr. Raashid Riza, Policy and Engagement Analyst, UNDP in Sri Lanka
8. Mr. Yasas Thalagala, Strategic Engagement & Exploration Lead, Citra Lab
9. Ms. Deshani Senanayake, Gender and Experimentation Lead, Citra Lab
10. Mr. Kulunu Jayamanne, Project Coordination and Partnership Associate, Citra Lab
11. Ms. Ayushka Nugaliyadda, Economist & Systems Design Lead, Citra Lab
12. Ms. Sarika Warusavitarana, Sociologist and Solutions Mapping Lead, Citra Lab