

UNCTAD and Integrating ICTs into WED

Marie Sicat

**ICT Analysis Section, Division on Technology and Logistics
UN Conference on Trade and Development**

**ILO/UNCTAD National Assessment for Women's Entrepreneurship Development (WED)
Framework Conditions Assessor Training Workshop and ICT Consultation
April 10-12, 2013 Dar es Salaam, Tanzania**

(1)



Overview

- ❑ Background on UNCTAD
- ❑ UNCTAD, entrepreneurship and ICTs
- ❑ IER 2011: main findings
- ❑ New ICT landscape creates new opportunities
- ❑ Challenges faced by women entrepreneurs
- ❑ Why ICTs for women's entrepreneurship?
- ❑ Integrating ICTs in ILO's WED Methodology
- ❑ Consultation process and next steps



UNCTAD's Mandate & Strategies

- Established in 1964 to promote the economic development of developing countries and strengthen their trade capacity and integration into the global economy.
- Three-pronged strategy for achieving its mandate:
 - 1) Research and analysis
ie. Flagship reports, policy reviews, studies
 - 2) Technical assistance and advisory services to member states
 - 3) Consensus building, member state convening power and promoting regional and inter-regional dialogue
ie. Inter-governmental meetings, expert group meetings



UNCTAD, entrepreneurship and ICTs

- Information Economy Report 2011 – Chapter on ICTs and women’s entrepreneurship
- Member of DCED – WED Working Group
- Co-Chair of Task Group on Measuring Gender and ICT in the Partnership for Measuring ICT for Development.



IER2011: main findings

- ❑ Many private sector development (PSD) strategies lack ICT dimension
- ❑ Comprehensive and systematic approach needed to reap full benefit from ICTs for PSD
- ❑ Pay attention to diverse needs and capabilities of different enterprises
 - ✓ Formal/informal; large/small; urban/rural; different industries
- ❑ Leverage partnerships with private sector and NGOs
- ❑ Effective use of ICTs can support women entrepreneurs



New ICT landscape creates opportunities

❑ Widespread use of mobile phones

- ✓ LDCs: from 5 (2005) to 41 (2011) subscriptions per 100 inhabitants
- ✓ Tanzania (2011): 55 subscriptions per 100 inhabitants
- ✓ Most important business ICT tool for micro-enterprises in Africa
 - Affordable, easy to use, 2-way communication

❑ New mobile applications and services emerging

- ✓ Voice-based services (helplines, agro-messages)
- ✓ SMS services (market prices, weather forecasts)
- ✓ Mobile money services (M-Pesa, Airtel Money, Tigo Pesa, Z Pesa)
- ✓ Mobile micro insurance

❑ Increased use of Internet, broadband, social media



Exploit the diversity of ICTs

❑ Different ICTs

- ✓ Mobile telephony
- ✓ Fixed telephony
- ✓ Personal computers
- ✓ Internet
- ✓ Broadband
- ✓ Radio

❑ Different features

- ✓ Costs
- ✓ Skills requirements
- ✓ Power needs
- ✓ Functionality
- ✓ Access

*Each technology has its pros and cons to meet different user needs
Explore opportunities for combined solutions!*



Key challenges faced by women entrepreneurs

- ❑ Lack of access to financing and credit
- ❑ “Time poverty” due to multiple roles and family and household responsibilities
- ❑ Socio-cultural biases which limit their mobility and access to key opportunities need to build their businesses
- ❑ Less access than their male counterparts to education, skills development and training.



Why Promote ICTs for WED?

- ❑ Provide women entrepreneurs with new opportunities
- ❑ Empower women entrepreneurs through ICTs
- ❑ Offer solutions to overcome some barriers women face
- ❑ Make WED support more effective
- ❑ Ensure that women entrepreneurs do not fall into the gender digital divide



Integrating ICTs into the WED Methodology of ILO

- ❑ Three-year UNCTAD project on promoting ICT4D
- ❑ Funded by the Government of Sweden
- ❑ Key component: Project on Leveraging ICTs in Support of Women's Entrepreneurship
- ❑ Jointly implemented by UNCTAD and ILO
- ❑ Objective: To integrate *for the first time* ICTs into the WED Methodology, Framework, Training and Guide.



Consultation process and next steps

- ❑ Multi-stakeholder consultation and review process
- ❑ ICT4WED
- ❑ Focus groups
- ❑ Today's session on ICTs
- ❑ New WED framework and guide to be featured during
 - ✓ WSIS Forum 2013 (May 2013, Geneva)
 - ✓ DCED Annual Meeting (July 2013, the Hague).



***“When women are fully empowered,
all society benefits.”***

***UN Deputy Secretary-General
Asha-Rose Migiro***



Thank you!

For further information:

Marie Sicat

Associate Economic Affairs Officer

ICT Analysis Section

Division on Technology and Logistics

UN Conference on Trade and Development

Tel: (41 22) 917 3447

Marie.sicat@unctad.org

http://unctad.org/en/Pages/DTL/STI_and_ICTs/ICT4D.aspx

