

E-commerce and Digital Economy Programme

Year in Review 2022

Looking beyond current crises:
boosting digital readiness
in developing countries



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boosting digital readiness
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List of Abbreviations and Acronyms

| | |
|----------|--|
| BRICS | Brazil, Russia, India, China and South Africa |
| DER | Digital Economy Report |
| EAC | East African Community |
| EBRD | European Bank for Reconstruction and Development |
| ECDE | E-commerce and Digital Economy |
| ECOWAS | Economic Community of West African States |
| ECS | E-commerce strategy |
| G20 | Group of Twenty |
| GIZ | Deutsche Gesellschaft für Internationale Zusammenarbeit |
| ICT | Information and Communications Technology |
| IGE | Intergovernmental Group of Experts on E-commerce and the Digital Economy |
| IMF | International Monetary Fund |
| ISM | Implementation Support Mechanism |
| ITC | International Trade Centre |
| JPO | Junior Professional Officer |
| LDCs | Least Developed Countries |
| M&E | Monitoring & Evaluation |
| MSMEs | Micro, small and medium-sized enterprises |
| OECD | Organisation for Economic Co-operation and Development |
| PDEP | Pacific Digital Economy Programme |
| PIFS | Pacific Islands Forum Secretariat |
| RCO | Resident Coordinator's Office |
| RPTC | Regular Programme of Technical Cooperation |
| SDGs | Sustainable Development Goals |
| SECO | Swiss State Secretariat for Economic Affairs |
| UN | United Nations |
| UNCDF | United Nations Capital Development Fund |
| UNCITRAL | United Nations Commission on International Trade Law |
| UNCTAD | United Nations Conference on Trade and Development |
| UNDP | United Nations Development Programme |
| UNECA | United Nations Economic Commission for Africa |
| UNECE | United Nations Economic Commission for Europe |
| UNECLAC | United Nations Economic Commission for Latin America and the Caribbean |
| UNESCAP | United Nations Economic and Social Commission for Asia and the Pacific |
| UNESCWA | United Nations Economic and Social Commission for Western Asia |
| UNGIS | UN Group on the Information Society |
| UNIDO | United Nations Industrial Development Organization |
| UPU | Universal Postal Union |
| USAID | United States Agency for International Development |
| WIPO | World Intellectual Property Organization |
| WSIS | World Summit on the Information Society |
| WTO | World Trade Organization |

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Message from Shamika N. Sirimanne, Director, Division on Technology and Logistics



The year 2022 was not without challenges. The supply-chain pressures from a protracted COVID-19 pandemic in some parts of the world and the war in Ukraine gave rise to a cost-of-living crisis for many, in particular the world's most vulnerable

households, prompting concerns of food and energy insecurity and instability of the public financial system.

In 2022 human development fell back to its 2016 levels, reversing much of the progress towards the Sustainable Development Goals (SDGs). The need to recover lost ground in global efforts to meet the SDGs renders the role of digitalization and data for development even more important and makes UNCTAD's work in this area all the more relevant.

Against this background, the E-Commerce and Digital Economy (ECDE) Programme delivered on the strengthened mandate that member States gave UNCTAD in the Bridgetown Covenant to assist developing countries seeking to enhance their readiness to engage and integrate into the digital economy.

The acceleration of digital transformation over the past couple of years is both a consequence of the forces at play and an opportunity to enable more inclusive and resilient economic recovery from current crises. Such a recovery will necessitate an innovative and sound approach to digital and data governance for development, further capacity building on various aspects of e-commerce and the digital economy and sustained multi-stakeholder dialogue and cooperation.

I am proud of the results the ECDE Programme achieved to this end in 2022 and I would like to express my sincere appreciation to our partners, donors and beneficiaries for their trust in our work on enhancing developing countries' capacity to harness digitalization for inclusive and sustainable development gains in the past year. In recognition of the importance of further strengthening the Programme, member States also decided to allocate increased resources to it from the UN's regular budget.

We count on continued support in 2023 and beyond as we pursue our work in the lead up to the United Nations Summit of the Future in 2024 and a Global Digital Compact for an open, free, secure and inclusive digital future.

Message from Torbjörn Fredriksson, Head, E-Commerce and Digital Economy Branch



Another eventful year has passed with exciting developments in the ECDE Programme. The COVID-19 pandemic continued to influence many social and economic activities, further underlining the importance of leveraging digital

technologies for ensuring economic resilience. We were also reminded of the major digital and data divides that have to be addressed in order for e-commerce and the digital economy to support inclusive and sustainable development. Against this background, 2022 underscored the relevance of the ECDE Programme.

This *Year in Review* provides a detailed account of all the work under the Programme, so here I will only highlight some milestones and innovations in 2022. Building on the *Digital Economy Report 2021*, we were invited to support the G20 discussions on data, first in the Digital Economy Working Group under Indonesia's Presidency and then in the Development Working Group under India's Presidency. At the request of China, together with ITC we supported the work on the digital economy during its BRICS Presidency. The topic of data for development furthermore featured in the context of UNCTAD's Intergovernmental Machinery and our work was also noted in the UN General Assembly's Resolution on ICT for Development.

Our capacity-building work expanded further, reaching countries across all developing regions. The demand for our eTrade Readiness Assessments and related follow-up support was accentuated. At the end of the year, 32 such assessments had been completed with new ones in the pipeline. But, as was noted during a face-to-face Stocktaking Meeting of the eT Ready community of Focal Points and partners in October, their real value is realized only once recommendations are actually implemented. Successful implementation requires effective inter-ministerial coordination,

multistakeholder cooperation and increased support from development partners.

Our collaboration with UNCDF and UNDP in the Pacific saw its first concrete outcomes - an E-Commerce Strategy for Solomon Islands and the first Digital Economy Report: Pacific Edition. Statistical Offices in the region were also the first to benefit from training based on UNCTAD's revised *Manual for the Production of Statistics on the Digital Economy*.

The eTrade for Women initiative held an inaugural meeting of its new Advisory Board, aimed at ensuring continued involvement of current and past eTrade for Women Advocates. It also welcomed a new cohort of Advocates and experienced a surge in demand for participation in regional Masterclasses as well as a rapid expansion of the Communities, which now count more than 160 women digital entrepreneurs from across 40 countries among their members.

Our partnership continued to expand, with the eTrade for all initiative gaining two new members and a principal private-sector counterpart - the International Chamber of Commerce. The pivotal role of this partnership was demonstrated during the UNCTAD eCommerce Week, where more than 30 partners contributed actively to sessions reaching some 2,600 participants from 139 countries.

We were also happy to welcome Sweden as a new member of our Core Donor Advisory Board and to conclude a new four-year partnership agreement with the Netherlands. New funding partners in our work included the European Bank for Reconstruction and Development and China.

I would like to close my message by expressing my sincere appreciation to the entire ECDE team, to our consultants, donors and partners. Together we remain committed to further supporting the efforts of developing countries to harness e-commerce and the digital economy for sustainable development.

Executive summary

Digitalization in 2022 became further entrenched in development discourse, policy and practice. Amidst multiple global challenges, e-commerce and the digital economy were brought into global focus at the highest level of the United Nations (UN), the World Trade Organization and the G20. The erosion of years of progress towards meeting the Sustainable Development Goals further emphasized the importance of digitalization and data for development. Boosting digital readiness in support of robust digital economies and trade in developing countries and beyond has become an imperative for inclusive, equitable and sustainable development.

Against this background and in accordance with the strengthened mandate that member States gave UNCTAD in the Bridgetown Covenant, the E-Commerce and Digital Economy (ECDE) Programme supported developing countries and the international community by providing the evidence, developing capacities and channeling assistance needed to better manage digital transformation and ensure that the opportunities of the digital economy reach all people, everywhere.

Laying a foundation for data governance for development

Building on the work of the [Digital Economy Report \(DER\) 2021](#), UNCTAD supported Indonesia's G20 Presidency as a knowledge partner for the Digital Economy Working Group (DEWG). UNCTAD analysis of G20 Members' current laws and regulations pertaining to data flows was presented at the DEWG and fed into the G20 Bali Leaders' Declaration, which reaffirmed the role of data for development and reiterated a commitment to further enable data free flow with trust and promote cross-border data flows.¹ The *DER 2021* also underpinned UNCTAD's knowledge support to India's G20 Presidency (together with the Office of the Secretary-General's Envoy on Technology) and China's BRICS Presidency respectively.

The *DER 2021* informed UN General Assembly Resolutions on information and communications technologies for sustainable development² and made a mark in scholarly research.^{3,4} Policy citations of the report appeared in documents across a number of countries and organizations, including Estonia, Nigeria, the United Kingdom and the European Parliament, to name a few. By the end of 2022, the *DER 2021* had been downloaded more than 120,000 times.

1 See G20 Bali Leaders' Declaration

2 A/RES/76/189 and A/RES/77/150

3 See <https://www.globaltradealert.org/reports/gta-29-report>

4 See Journal of Digital Economy, ISSN: 2773-0670, Vol: 1, Issue: 1, Page: 20-31

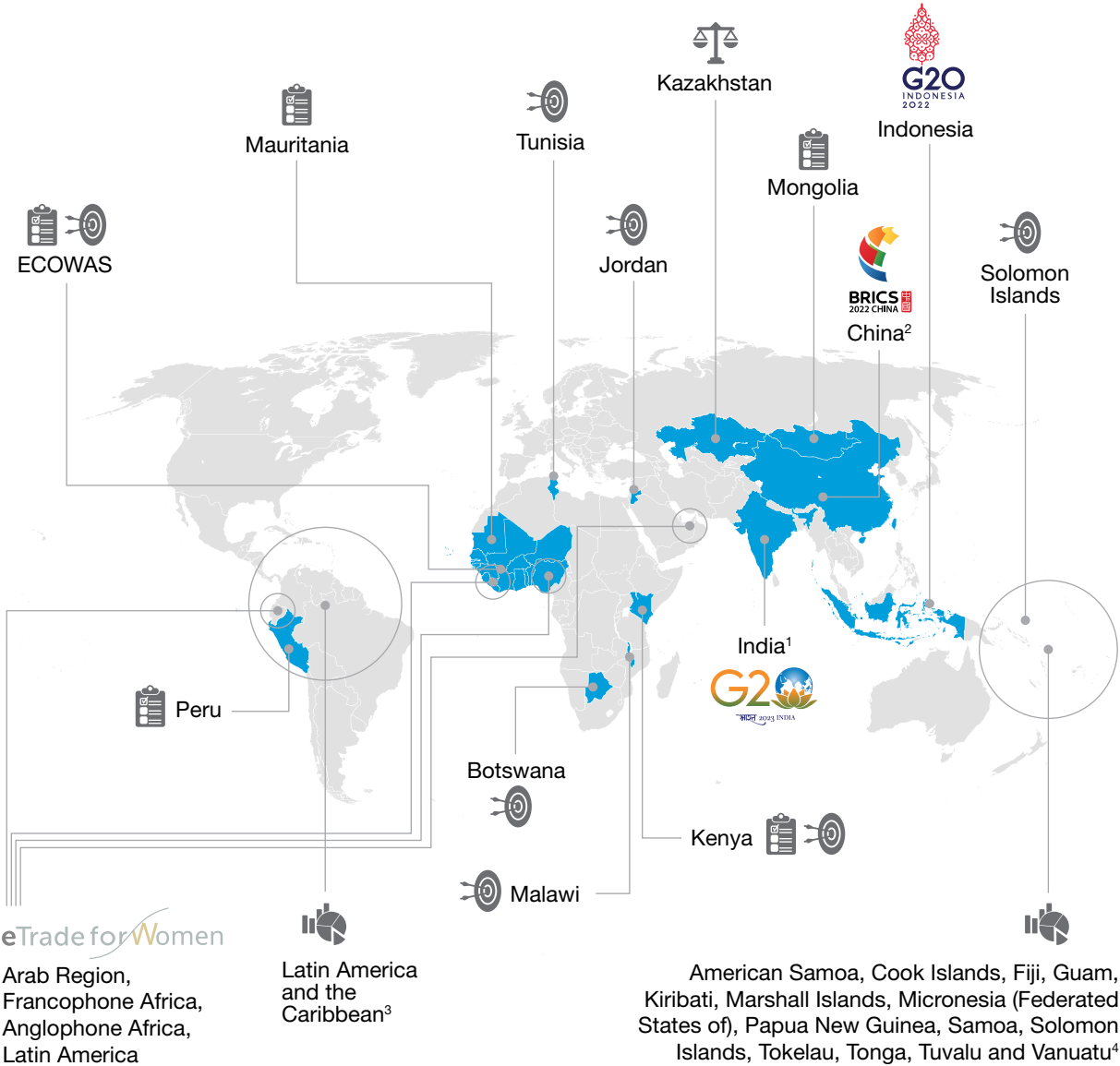


I would encourage all member States – as you reflect on the analysis and recommendations in the Digital Economy Report – to consider what you think UNCTAD, in collaboration with other parts of the UN system, should do to foster the dialogue needed to shape a shared vision towards effective global data governance. [...] Time is of the essence. How we handle data will greatly impact our ability to meet the SDGs.

– UNCTAD Secretary-General Ms. Rebeca Grynspan, during a discussion on the Digital Economy Report 2021 in the 69th annual session of the Trade and Development Board, 21 June 2022



Map 1: Where we worked in 2022



The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.

¹ in close collaboration with the Office of the Secretary-General's Envoy on Technology
² in collaboration with the International Trade Centre (ITC)
³ Webinar on Measurement of the digital economy and trade, in collaboration with UN ECLAC and the IMF
⁴ Training on production of statistics on the digital economy, in collaboration with TrainforTrade

Legend:

- eT Ready
- E-Commerce Strategy or Action Plan
- E-Commerce and law reform
- Measuring the digital economy

Source: UNCTAD 2023.

Cultivating national and regional capacities for inclusive e-commerce development

UNCTAD deepened its engagement with developing countries to strengthen their e-commerce enabling environment through eT Readiness Assessments (eT Readies) and the development of E-commerce Strategies and Action Plans. Four new eT Readies were completed in 2022 – for Kenya, the Economic Community of West African States (ECOWAS), Tunisia and Jordan. Following the completion of these eT Readies UNCTAD provided support for the development of e-commerce strategies (Kenya and the ECOWAS) and action plans (Jordan and Tunisia). Work on new eT Readies commenced in Mongolia, Peru and Mauritania, and the development of an Action Plan got underway in Malawi.

The Action Plans for Jordan and Tunisia catalyzed increased interest from and enhanced cooperation among development partners - including donors, UN agencies (through the UN Resident Coordinator Offices - RCOs) and eTrade for all partners - to support the implementation of priority actions. In Jordan, priority actions were also included in the new UN Cooperation Framework, led by the UN RCO in Amman. Other positive effects of the eT Readies were strengthened public-private sector dialogue on e-commerce related policies, empowerment of women-owned businesses to influence policymakers on the digital economy, and better-informed countries to engage and participate in e-commerce negotiations.

The impact of this work to date is evidenced by the successful eT Ready implementation experiences of several countries, such as Cambodia, Bhutan, Senegal, Togo and Tuvalu. With 92 per cent of recommendations implemented at the time of the 2nd eT Ready implementation review, Cambodia in 2022 launched a business-to-business-to-customer e-commerce platform to provide SMEs with better

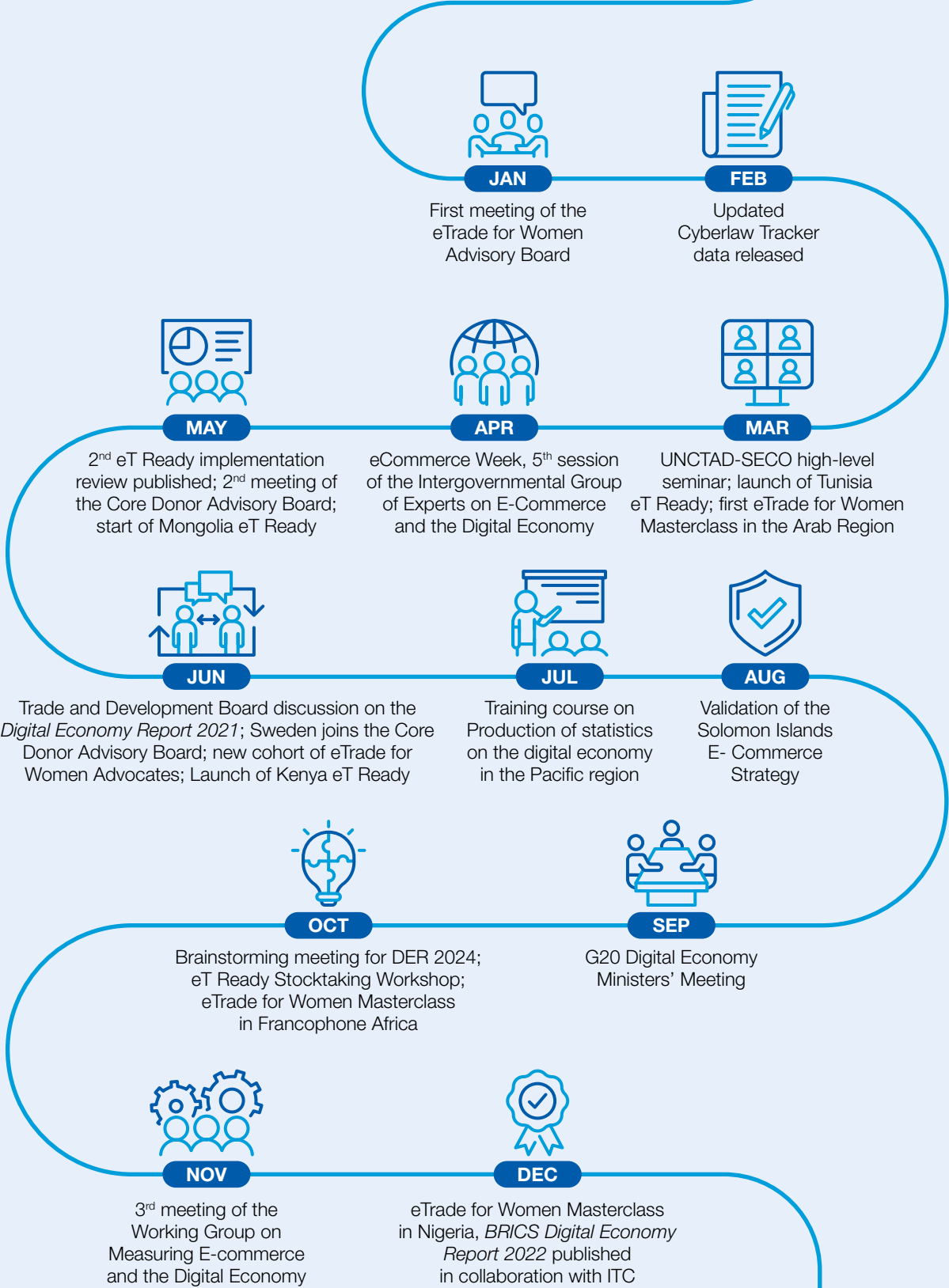
market access. The country estimated the market value of e-commerce in 2021 to have increased 19 per cent from 2020, with e-commerce revenue projected to reach \$1.78 billion by 2025.⁵ In Tuvalu, support was provided by different eTrade for all partners in a range of areas as part of the eT Ready implementation process.

To further strengthen implementation, UNCTAD in cooperation with the Friedrich-Ebert-Stiftung (FES) convened in October a 2-day hybrid meeting of eT Ready Focal Points and other key stakeholders, mainly senior government officials, representatives of Permanent Missions to the UN in Geneva, eTrade for all partners and other development partners, as well as UN RCOs. The discussions enabled 47 officials from various Ministries in 21 beneficiary countries, including 16 women, to share experiences and good practices and identify the types of support they need to play a more active role in the implementation of eT Ready recommendations.

The eTrade for Women initiative consolidated its efforts at bringing the voice of women digital entrepreneurs to the forefront of policymaking on e-commerce and the digital economy. The third cohort of Advocates assumed their tenure and championed the empowerment of close to 80 women digital entrepreneurs across Africa and the Arab Region through Masterclasses and Community events. The Advocates engaged in more than 20 high-level events in 2022, advocating for more and better targeted support for women digital entrepreneurs at the national and regional level. Building on their experience, a new study on [Fostering Women Entrepreneurship in the Digital Economy](#) shed light on the main obstacles that women digital entrepreneurs encounter in developing countries and proposed actionable measures to help more women grow successful digital businesses.

5 According to the Ministry of Commerce's July 2022 iTrade Bulletin.

ECDE Programme highlights in 2022



To help address the challenge of insufficient statistics on the digital economy and trade, UNCTAD launched a new online course based on the revised *Manual for the Production of Statistics on the Digital Economy*. National Statistical Offices and other relevant institutions from across 14 Pacific countries and territories benefited from the first training activities, which were delivered in the framework of the Pacific Digital Economy Programme (PDEP), which is jointly implemented with UNCDF and UNDP and closely coordinated with the Pacific Islands Forum Secretariat (PIFS). Also prepared under PDEP, the [Digital Economy Report: Pacific Edition 2022](#) explored how to prevent the further widening of digital divides and build inclusive digital economies in the region. A national E-Commerce Strategy was developed for Solomon Islands.

In the area of e-commerce and law reform, a workshop on the Joint Statement Initiative (JSI) on e-commerce enhanced the capacity of 46 Government officials from Kazakhstan to define the direction of legislative reform to facilitate e-commerce and align national law with the JSI consolidated text on e-commerce.

New developments in the work on measuring the digital economy and trade resulted in a report on measuring the value of e-commerce. It will serve as a basis for the development of statistical guidelines in this area and inform deliberations of the UNCTAD Working Group on Measuring E-commerce and the Digital Economy. At its 3rd meeting it was proposed to create a Task Group of delegates from interested countries and international organizations to take this work forward.

Fostering cooperation in support of developing countries' goals

The eTrade for all initiative marked a new milestone with the enrolment of the International Chamber of Commerce as its principal private sector counterpart. The PIFS and the Digital Cooperation Organization joined, raising the initiative's membership to 35 partners. The initiative continued to foster synergies for joint projects leveraging different partners' expertise and to facilitate access to information on Development Solutions in e-commerce and the digital economy to more than 65,000 visitors on the etradeforall.org online platform in 2022.

In its first global edition since the start of the pandemic, the UNCTAD eCommerce Week in April gathered more than 2,600 registered participants from 139 countries, including 30 least developed countries under the topic of "Data and Digitalization for Development". A dedicated high-level session, the Leadership Dialogue, provided a unique forum to leaders from partner agencies to reflect upon lessons learned during the first 5 years of the initiative and highlight key areas for support in the aftermath of the pandemic.

At the same time, the 5th session of the UNCTAD Intergovernmental Group of Experts on E-Commerce and the Digital Economy resulted in a set of agreed policy recommendations on recovering from COVID-19 in an increasingly digital economy.

Communications and outreach



9 new publications were released in 2022



More than **350,000** downloads of ECDE publications in 2022⁶

An *impact story* about trailblazing eTrade for Women Advocate *Mona Attaya* featured in **global UN news coverage**



25 news articles published, generating more than **27,000** unique page views



The Programme's work received **coverage** in **multiple national** and **international media** such as:



- Business Daily Africa
- China Daily
- the Economist Impact
- Forbes Magazine

• *COVID-19 boost to e-commerce sustained into 2021* featured among the top **10 most read UNCTAD stories in 2022**

• *UNCTAD names new advocates for women in e-commerce* and *UNCTAD assessment set to boost digital economy in Peru* were promoted on the **UN home page**



The Programme's Twitter handle, **@ECDEatUNCTAD**, has become the **4th largest account** in UNCTAD,



with **7,200+** followers as of December 2022 – **↑ 22%** from 2021

The **eTrade for all newsletter** continued to provide relevant content to a **growing audience base** (up 44% from 2021).

eTrade for all
Connecting the dots



The **eTrade for all** and the **eWeek mailing lists** collectively account for more than **7,500 subscribers**



In response to the Programme's active management of the newsletter's content and audience, its **'open'** and **'click'** rates **increased by 32%** and **28%** respectively on an annual basis.



The **eTrade for all platform** maintains its cruising speed of **more than 65,000 visitors annually**



⁶ Covers publications released in 2019-2022

Progress amidst widening digital and data divides and multiple global crises

New data released allowed for an interim assessment of the development gains from e-commerce and the digital economy. It revealed that while the percentage of people (aged 15+) shopping online increased overall and across all country groups since 2017, LDCs recorded the smallest increase, meaning that gaps between developed countries and LDCs are in effect widening.⁷ It confirmed that although the significant uptick in consumer e-commerce activity fueled by the COVID-19 pandemic in 2020 was sustained in 2021, much of the value from the data-driven digital economy continued to be captured by a few major global digital platforms. Current trends towards widening inequalities in the digital and data realm must be reversed.

The 8th Aid-for-Trade Global Review showed that the share of resources allocated to the ICT sector is not increasing fast enough, levelling off in 2020 at 2.7 per cent of the total.⁸ In light of the rapid acceleration of digital transformation fueled by the pandemic and widening digital divides, a further increase in the share of Aid-for-Trade resources allocated to ICTs is required for developing countries to catch up and integrate into the fast-evolving digital economy.

Upfitting for purpose

In 2022, the ECDE Programme became the third largest UNCTAD technical cooperation programme in terms of expenditure, after the Automated System for Customs Data (ASYCUDA) and the Debt Management and Financial Analysis System (DMFAS).

To keep in step with demand, it continued to expand, growing its team to a total of 34 staff members by the end of the year. In recognition of the importance of further strengthening UNCTAD's work on e-commerce and the digital economy, in December member States decided to allocate two additional posts to it from the UN's regular budget. New human resources also include a Junior Professional Officer (JPO) sponsored by the United Kingdom and a UN Volunteer based in the Pacific. A JPO funded by Japan joined the Programme team in early 2023.

The Programme received a renewed commitment of approximately USD 1 million from Sweden for 2022-2023 and welcomed Sweden into its Core Donor Advisory Board. New contributions were also received from China and the EBRD, while the European Union joined Australia in financially supporting PDEP.

⁷ Based on World Bank Global Findex 2021 data. Only includes countries with data in both 2017 and 2021 (121 countries).

⁸ Based on OECD data on Aid-for-Trade commitments until 2020. However, in absolute terms, the amount of resources allocated to the ICT area increased by US\$ 300 million in 2020.

Looking ahead to 2023 and beyond

In 2023, the Programme will continue to work with other parts of the UN, the G20, the BRICS and beyond to explore ways forward towards harnessing data and data flows for sustainable development. The Programme's main goals and objectives in the capacity-building domain include new eTrade Readiness Assessments (e.g., for Algeria, Mauritania, Ghana, Timor-Leste, Trinidad & Tobago and Zimbabwe), E-commerce Strategies (e.g., for Kenya, ECOWAS) and Action Plans (e.g., for Malawi). New eTrade for Women Masterclasses and online courses on e-commerce will add to the Programme's capacity-building agenda. The year will conclude with the UNCTAD eWeek on 4-8 December 2023 in Geneva, under the theme "Shaping the future of the digital economy".

Efforts will be dedicated to developing the Programme's Work Plan and budget for the 2024-2027 period, taking into account the strengthened mandate from UNCTAD's member States, lessons learned from the implementation of the 2019-2023 Work Plan, emerging themes and stakeholder priorities.

Last but not least, the Programme will work with the Office of the Secretary-General's Envoy on Technology in support of the preparations for the UN Summit of the Future in 2024 and a Global Digital Compact to foster safe and responsible use of data for development and to strengthen digital cooperation.

1

**Amidst multiple
challenges
digitalization
for development
featured strongly
on the global
agenda**



With the world not yet out of the grip of the COVID-19 pandemic, the war in Ukraine sent new shockwaves across the globe, rendering developing countries in particular a new set of challenges. The multi-crisis environment that emerged in 2022, characterized by rising food and energy prices and uncertainty in public finances, reaffirmed the growing role of digitalization for economic and social stability and the achievement of the Sustainable Development Goals (SDGs).

Digitalization became further entrenched in development discourse, policy and practice. In the multilateral arena, e-commerce and the digital economy were cast in the spotlight of major global agenda-setting events such as the World Trade Organization's 12th Ministerial Conference and the G20 Bali Summit.^{9,10} In his remarks to the G20 Summit session on Digital Transformation, United Nations (UN) Secretary-General António Guterres underscored the "immense and unexplored potential" of data to boost sustainable development and urged leaders to support his proposal for a Global Digital Compact for an open, free, secure and inclusive digital future.¹¹

No longer just a priority, boosting digital readiness in support of robust digital economies and trade in developing countries and beyond became an imperative for inclusive, equitable, resilient and sustainable development.

This report outlines the efforts and results of UNCTAD's E-Commerce and Digital Economy (ECDE) Programme in supporting developing countries and the international community to provide the evidence, develop the capacities and channel the assistance needed to better manage digital transformation and to ensure that the benefits of e-commerce and the digital economy reach all people, everywhere.

The Programme's work in 2022 was primarily supported by its four core donors, namely Germany (through the Federal Ministry for Economic Cooperation and Development (BMZ) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)), the Netherlands (through the Ministry of Foreign Affairs, Trade and Development Cooperation), Sweden (through the Ministry for Foreign Affairs) and Switzerland (through the State Secretariat for Economic Affairs). Other funding partners included Australia (through the Pacific Digital Economy Programme (PDEP), jointly implemented with the United Nations Capital Development Fund (UNCDF) and the United Nations Development Programme (UNDP)), the Republic of Korea, China, Estonia, the United Kingdom, as well as the European Union (through the International Trade Centre), the European Bank for Reconstruction and Development (EBRD) and the Friedrich-Ebert-Stiftung.

That UNCTAD is bringing the risks of digital and data divide clearly under our attention is one thing, but providing the global south with useful instruments for tackling digital and data challenges is the real asset of this Programme, by turning them into promising opportunities for everybody on this planet. The Netherlands is therefore happy to continue its support for the Programme.

– Ms. Isabelle van Tol, Head Trade for Development, Department for Sustainable Economic Development, Ministry of Foreign Affairs, the Netherlands



9 WT/MIN(22)/32

10 G20 Bali Leaders' Declaration

11 See <https://www.un.org/sg/en/content/sg/speeches/2022-11-16/secretary-generals-remarks-the-g20-summit-session-digital-transformation%C2%A0>

2

Main activities and accomplishments in 2022



2.1. Strengthening the policy environment for e-commerce and the digital economy

2.1.1. Filling the evidence gap

Digital Economy Report follow-up and impact

The issue of data governance remained strongly on the radar of policymakers in developed and developing countries alike. In the absence of a balanced global data governance approach that factors in the multidimensional nature of data, they continued to resort to unilateral measures or, in some cases, to bilateral or regional agreements, in pursuit of various objectives. The message of the [Digital Economy Report \(DER\) 2021](#), which warned of a growing data-related divide in addition to the traditional digital divide and called for a concerted effort to develop a balanced global approach to data governance that factors in different interests and needs and supports inclusive and sustainable development, proved to be not only timely but increasingly relevant.

On the basis of the DER 2021, UNCTAD provided support to Indonesia's G20 Presidency as a knowledge partner for the Digital Economy Working Group's (DEWG) work on data free flow with trust and cross-border data flows. It prepared an analysis of G20 Members' current laws and regulations pertaining to cross-border data flows, which was presented at the DEWG's 3rd meeting in July. The analysis fed into the G20 Digital Economy Ministers' Meeting in September and ultimately to the G20 Bali Leaders' Declaration, which reaffirmed the role of data for development and reiterated G20 leaders' commitment to further enable data free flow with trust and promote cross-border data flows. UNCTAD was also invited to support the work on data and development under India's G20 Presidency, together with the Office of the Secretary-General's Envoy on Technology.

We remain committed to further enable data free flow with trust and promote cross-border data flows. We will advance a more inclusive, human-centric, empowering, and sustainable digital transformation. We also reaffirm the role of data for development, economic growth and social well-being.

– excerpt from the G20 Bali Leaders' Declaration 2022



3rd meeting of the G20 Digital Economy Working Group (DEWG) in Labuan Bajo, Indonesia. ©CNBC Indonesia/Andreas Kristianto



Mr. Torbjörn Fredriksson, Head of UNCTAD's E-commerce and Digital Economy Branch, and Ms. Laura Cyron, UNCTAD, at the 3rd meeting of the DEWG. ©G20 Indonesia's Twitter account.

At the invitation of China, UNCTAD provided technical assistance on digital economy issues for the Trade Ministers' meeting under China's BRICS Presidency. In addition, UNCTAD together with the International Trade Centre (ITC) prepared the [BRICS Digital Economy Report 2022](#), which examines digital market trends and policy developments in the BRICS countries, provides analysis of the current regulatory framework, assesses the present market outlook and identifies structures of cooperation within the BRICS to enhance opportunities offered by the digital economy.



The [Digital Economy Report: Pacific Edition 2022, Towards value creation and inclusiveness](#), was released in February 2023.¹⁵ It highlights that the distinct characteristics of the region create unique challenges and opportunities for digital development, and although

connectivity challenges remain, e-commerce is beginning to emerge and offers the potential to accelerate development. It stipulates that research and data collection efforts should be strengthened to enable policymakers to devise and implement appropriate policies and build on the strong momentum to address policy concerns (see Map 3 on ECDE impact in the Pacific). It also underscores that despite recent progress, more regional cooperation and international support is needed to prevent the further widening of digital divides and build inclusive digital economies in the region.

Box 1: Digital Economy Report 2021: uptake and use

In addition to providing a basis for UNCTAD's support to multilateral policy making on data governance at the G20 and the BRICS, the DER 2021 informed two United Nations General Assembly Resolutions on information and communications technologies for sustainable development.¹²

The DER 2021 also made a mark in scholarly research, where it prompted further discussions on the risks of fragmentation of digital policymaking¹³ and was cited in the context of an article proposing a research agenda for the digital economy.¹⁴ Policy citations of the DER appeared in documents across a number of countries and organizations, including Estonia, Nigeria, the United Kingdom and the European Parliament, to name a few.

By the end of 2022, the DER 2021 had been downloaded more than 120,000 times.

Source: UNCTAD



Digital Economy Report 2024 brainstorming meeting

Work began on the Digital Economy Report 2024, which will examine the topic of Environmentally Sustainable Digitalization, Trade and Development. A first brainstorming meeting was held in October, gathering 25 participants (of whom 13 women) representing international organizations, a government think tank, academia and civil society.

¹² A/RES/76/189 and A/RES/77/150

¹³ See <https://www.globaltradealert.org/reports/gta-29-report>

¹⁴ See Journal of Digital Economy, ISSN: 2773-0670, Vol: 1, Issue: 1, Page: 20-31

¹⁵ The report was prepared under the Pacific Digital Economy Programme (PDEP), a joint initiative implemented by the United Nations Capital Development Fund (UNCDF), United Nations Conference on Trade and Development (UNCTAD) and United Nations Development Programme (UNDP), with financial support provided by the Government of Australia.

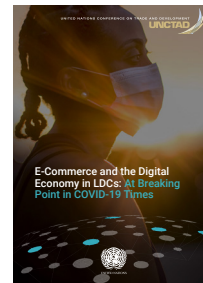
New statistics and other research

UNCTAD analysis revealed that the significant uptick in consumer e-commerce activity fueled by the COVID-19 pandemic in 2020 was sustained in 2021, with online sales increasing markedly in value, despite the easing of restrictions in many countries. However, the extent of the boost to online shopping varied. Many developed countries already had relatively high levels of online shopping compared with most developing countries. While the greatest rises among countries for which data are available occurred in several developing countries (e.g., the United Arab Emirates, Bahrain and Uzbekistan), many other developing countries, and least developed countries (LDCs) in particular, lag behind in their ability to swiftly turn to digital technologies to mitigate economic disruption.¹⁶

The biggest online e-commerce platforms benefited the most during the pandemic. The sales of these companies rose from \$2.4 trillion in 2019 to \$3.9 trillion in 2021 (in current prices).¹⁷ The shift towards online shopping thus further entrenched the already strong market concentration of online retail and marketplace businesses.

Data from UNCTAD's Cyberlaw Tracker released in 2022 showed an increase in the worldwide adoption of legislation to fight cybercrime (from 71 per cent of countries in 2015 to 80 per cent in 2021), and to protect data and privacy (from 55 per cent of countries in 2015 to 71 per cent in 2021). While the availability of such legislation is generally high in developed countries, it remains inadequate elsewhere, especially in LDCs.¹⁸ Drawing on its research and technical assistance in

LDCs, the Programme published the note [E-commerce and the digital economy in LDCs: At breaking point in COVID-19 times](#) to shed light on the key challenges facing LDCs on their digital development path ahead of the Fifth UN Conference on the [Least Developed Countries](#) (LDC5).



UNCTAD's database on the digital economy was updated with statistics on the use of information and communications technologies (ICTs) by businesses, until 2021. The data confirmed developing countries' differing experiences in digital transformation and also that only a few developing countries, and no LDCs, regularly collect and report data on these indicators (see section on [Assistance with measuring the digital economy](#)).¹⁹

Other updated statistics include data on the ICT producing sector core indicators, bilateral trade flows by ICT goods categories, share of ICT goods as a percentage of total trade, and international trade in ICT and digitally deliverable services. The latter showed that LDCs are on a different path compared with other country groups when it comes to leveraging digitally deliverable services for trade and development (see Figure 1).

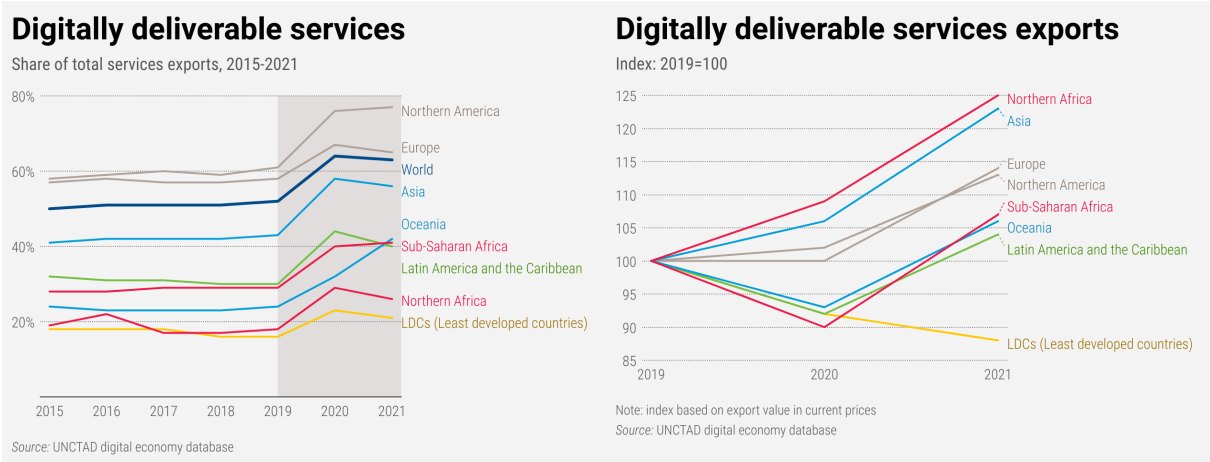
¹⁶ See <https://unctad.org/webflyer/e-commerce-and-digital-economy-lDCs-breaking-point-covid-19-times>

¹⁷ See <https://unctad.org/news/covid-19-boost-e-commerce-sustained-2021-new-unctad-figures-show>

¹⁸ See <https://unctad.org/news/least-developed-countries-still-lag-behind-cyberlaw-reforms>

¹⁹ See <https://unctad.org/news/unctad-data-highlights-need-strengthen-business-ict-statistics>

Figure 1: Digitally deliverable services, share of total exports 2015-2021 (left) and index based on export value in current prices (right)



Available statistics on digital trade only provide a partial perspective on the evolution of e-commerce during the pandemic. There is a pressing need for more inclusive statistics on online retail sales, business-to-consumer and business-to-business e-commerce and cross-border digital trade that can provide insights covering a wider range of countries, especially developing countries. UNCTAD is partnering with the WTO, IMF and OECD on establishing the

foundations for international statistics that can bring about a better understanding of the links between e-commerce, trade and development, and compiling the second edition of the Handbook on Measuring Digital Trade (see section on the [Working Group on Measuring E-commerce and the Digital Economy](#) below). UNCTAD is also supporting digital trade discussions at the regional level, including in the African Continental Free Trade Area.

2.1.2. Cultivating national and regional capacities

eTrade Readiness Assessments, Action Plans and E-Commerce Strategies

UNCTAD deepened its engagement with developing countries on assessing the state-of-play of their e-commerce enabling environment through eTrade Readiness Assessments (eT Readies) and assisting them in the development of E-Commerce Strategies and Action Plans to serve as roadmaps of how e-commerce can support their strategic development goals.

Four eT Readies, including one at the regional level, were completed in 2022 – for Kenya, the Economic

Community of West African States (ECOWAS), Tunisia and Jordan.

In Kenya the Government followed up on the eT Ready by developing a draft E-Commerce Strategy in consultation with public and private stakeholders.²⁰ The national strategy aims to be complementary to the regional East African Community (EAC) E-commerce Strategy, which draws on findings from recent studies and assessments conducted by various development partners, including UNCTAD.

The cooperation with UNCTAD allowed us to provide the Kenyan Government with a thorough analysis of the key challenges and opportunities in the area of digital trade. The resulting eTrade Readiness Assessment constitutes a good compass and has been the basis for advancing the national e-commerce agenda.

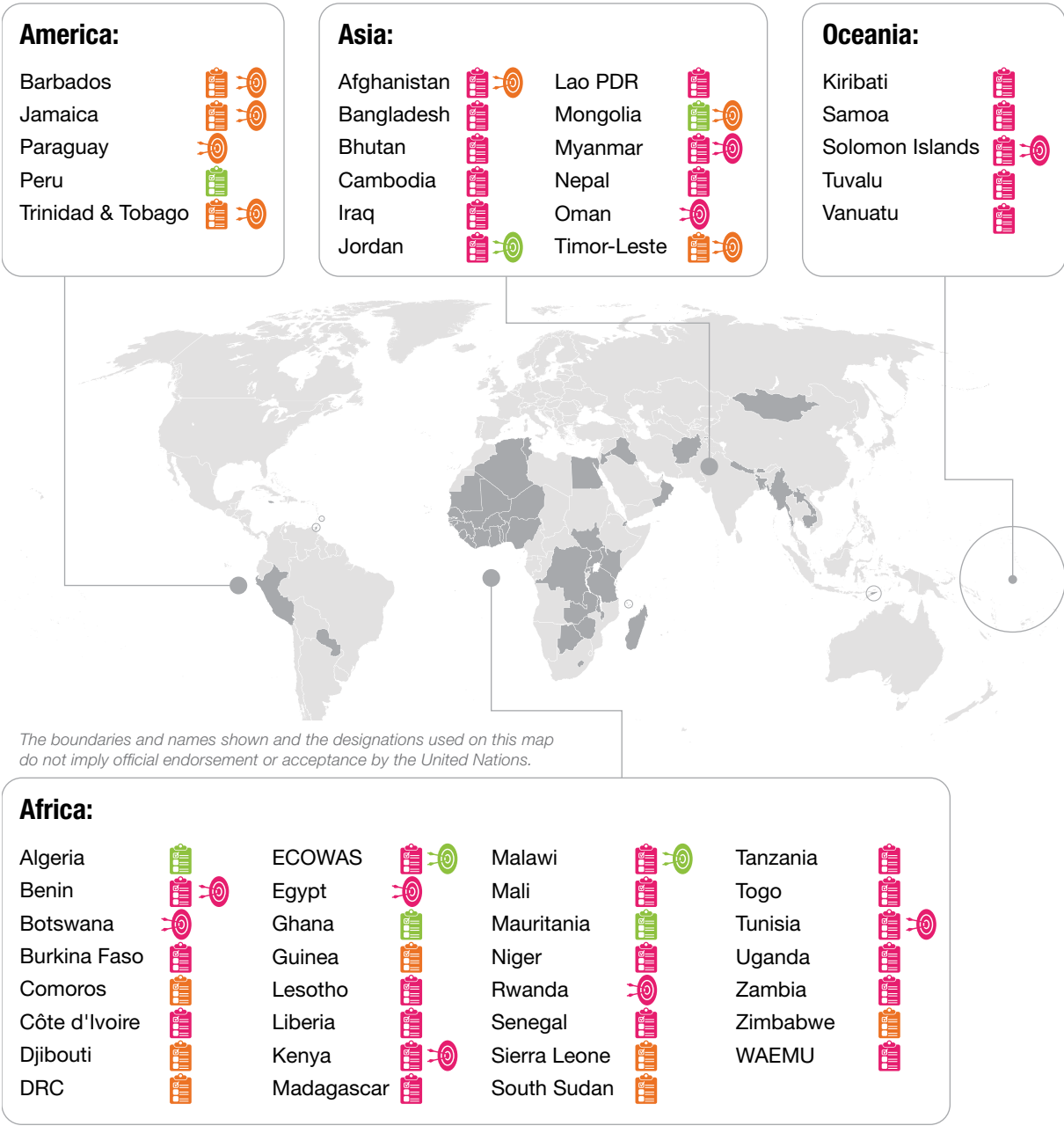
– Mr. Steffen Grammling, Head of Project, Pan-African e-Commerce Initiative, GIZ



Kenya Trade Commissioner Hon. Betty C. Maina (in the middle) with representatives of the Ministry of ICT, Communications Authority, GIZ, BSI, and UNCTAD, at the launch of the eTrade Readiness Assessment, Kenya School of Government, Nairobi, Kenya, 21 June 2022

20 The eT Ready and E-Commerce Strategy for Kenya were developed in close collaboration with the Ministries of ICT, Innovation and Youth Affairs and of Industrialization, Trade and Enterprise Development, with the financial support of GIZ.

Map 2: UNCTAD eT Readies, E-Commerce Strategies and Action Plans overview (as of February 2023)



The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.

Legend:

| | Finalized | In progress | Requested |
|------------------------------------|-----------|-------------|-----------|
| eT Ready | 32 | 5 | 11 |
| E-Commerce Strategy or Action Plan | 9 | 3 | 7 |

Source: UNCTAD 2023.

In the ECOWAS, the regional eT Ready was the first step towards the development of a regional E-Commerce Strategy - the first in West Africa.²¹ The Strategy is aligned with the ECOWAS Vision 2050 and will be instrumental to the region's efforts to fully leverage on technology to accelerate structural change and development and foster regional integration, including through economic diversification, job creation and more inclusive trade activities.

The eT Ready of Tunisia found that several national plans and initiatives to promote the country's digital transformation and e-commerce development have already positioned it competitively in this space.²² However, insufficient coordination between relevant institutions, including the private sector, has slowed down the emergence of an e-commerce conducive environment. As a follow-up to the eT Ready, an Action Plan was developed and launched in October to prioritize and fast-track policy implementation and ensure the continued commitment of all stakeholders (see Box 2).

The eT Ready of Jordan²³ noted the relatively advanced state of e-commerce in the country and recommended specific actions aimed at improving the e-commerce business environment and using e-commerce as an effective tool to expand exports. At the Government's request and based on multi-stakeholder consultations held in the last quarter of 2022, a follow-up Action Plan was developed to identify high-priority actions for implementation.

New eT Readies commenced in 2022 in Mongolia²⁴, Peru²⁵ and Mauritania.²⁶ In Mongolia the assessment benefitted from excellent collaboration with the UN RCO and associated resident development partners from the beginning, thus facilitating synergies at the implementation stage. For example, the Asian Development Bank is concomitantly preparing an in-depth study on the legal framework on e-commerce with a view to identifying legal and regulatory barriers to e-commerce development.

Box 2: eT Ready Action Plans: connecting the dots for maximum impact

eT Ready Action Plans for Tunisia and Jordan have triggered increased interest from and enhanced cooperation among development partners - including donors, UN agencies (through the UN RCOs) and eTrade for all partners - to support the implementation of priority actions.

Following the launch of the Action Plan for Tunisia in October, the Ministry of Trade and Exports Development established contact with the Embassy of Spain in Tunisia, which expressed the Spanish Cooperation's interest in supporting the country's efforts aimed at developing e-commerce. In addition, as part of its upcoming country program to be launched by April 2023, the European Union delegation in Tunisia has invited ITC to submit proposals aiming at promoting SME creation and development in the fields of the digital economy and e-commerce, in support of the implementation of some key actions. Other eTrade for all partners such as UNIDO will be financially and technically supporting agri-food companies through facilitating access to online marketplaces. This is in addition to SECO's financial support for a capacity

21 The regional eT Ready and E-Commerce Strategy for ECOWAS were developed in close collaboration with the ECOWAS Commission and member State ministries responsible for Trade and for Information Communication Technology, with the financial support of the Netherlands.

22 The eT Ready and Action Plan for Tunisia were developed in close collaboration with the Ministry of Commerce and Export Development, with the financial support of GIZ.

23 The eT Ready and Action Plan for Jordan were developed in close collaboration with the Ministry of Industry, Trade and Supply, with the financial support of the Netherlands and Germany through GIZ.

24 The eT Ready in Mongolia is being conducted in close collaboration with the Ministry of Foreign Affairs, with the financial support of the Republic of Korea and the EBRD.

25 The eT Ready in Peru is being conducted in close collaboration with the Secretariat for Governance and Digital Transformation, with the financial support of Switzerland.

26 The eT Ready in Mauritania is being conducted in close collaboration with the Ministry of Digital Transformation, Innovation and Modernization of the Administration, with the financial support of GIZ.

building workshop on access to finance for e-commerce SMEs to be organized by UNCTAD and to GIZ's financial and technical support for the digitalization of financial services to be provided in 2023.

The Action Plan has also helped enhance national coordination and dialogue on e-commerce and the digital economy. For instance, the Ministry of Trade and Exports Development was invited to present the Action Plan during high-level inter-ministerial meetings (Ministers and Governor of the Central Bank) in the context of the preparation of Tunisia's Development Plan 2023-2025.

A meeting between a female-led business incubator and women entrepreneurs organized as part of the launch event allowed for a discussion on the main challenges they face to growing their startups. Some of the challenges related to lack of access to finance and e-payments solutions as well as strict controls on foreign exchange transactions could be addressed through an effective implementation of the eT Ready Action Plan.

In Jordan, some priority actions included in the Action Plan have been turned into quick-win project documents, and partners - such as GIZ, USAID and ITC - have confirmed their financial and technical support for the implementation phase, including for capacity building on e-commerce, SME development, developing export markets and improving the business enabling environment. The initiatives identified in the Plan have also been included in the new UN Cooperation Framework, led by the UN RCO in Amman. Further discussions will be held with the European Union and the World Bank (through their "Youth, Technology and Jobs" project) to explore their potential support to other actions.



The eT Ready Action Plan being presented during a high-level inter-ministerial meeting on the preparation of Tunisia's Development Plan 2023-2025

Source: UNCTAD



Mr. Khabbab Hadhri, Director of e-commerce and digital economy at Tunisia's Ministry of Trade and Exports Development, with the eT Ready Action Plan for Tunisia



Exchange of contacts between the Chamber of Commerce and Industry of Tunisia and Swisscontact

The eT Ready of Peru was conducted in cooperation with the United Nations Economic Commission for Latin America and the Caribbean (UNECLAC). Other [eTrade for all](#) and [eTrade for Women](#) partners, such as the United Nations Commission on International Trade Law (UNCITRAL) and Ms. Pierangela Sierra, UNCTAD's eTrade for Women Advocate for Latin America and the Caribbean, were closely associated. To strengthen the e-commerce ecosystem, the country has created within the framework of the eT Ready a national technical committee for e-trade, comprising the most relevant national stakeholders, to enhance coordination.



National consultations for the development of the eT Ready Action Plan for Jordan, Amman, June 2022.

The eT Ready of Mauritania started in December 2022 with a fact-finding mission to inform the government and development partners of the project. This has allowed the identification of synergies with ongoing and planned projects by several development partners in support of the National Agenda for Digital Transformation 2022-2025 and its ambition to place digital technologies at the service of modernizing the administration, improving social inclusion, strengthening innovation and consolidating the competitiveness of the Mauritanian economy.



UNCTAD team working on the eTrade Readiness Assessment of Mongolia, meeting with Mr. Tapan Mishra, UN Resident Coordinator in Mongolia

Several new eT Readies are scheduled to begin in 2023, including for Algeria, Ghana, Timor-Leste, Trinidad & Tobago and Zimbabwe. The strong demand confirms that developing countries at different income levels and of various sizes find value not only in the findings and policy recommendations but also in the enhanced inter-ministerial coordination, strengthened public-private dialogue and committed support for implementation from development partners that the assessments catalyze in the process.

eTrade Readiness Assessments (eT Readies) are an excellent tool for developing countries to realize the potential of digitalization and e-commerce for their development. At the same time, they enable countries to better understand the issues at stake in the context of international discussions on e-commerce, such as the current WTO negotiations. They also help policy makers and development partners identify targeted actions to address existing challenges, including through technical assistance projects. As core donor to the ECDE programme Switzerland is funding an eT Ready in Peru and the implementation of eT Ready recommendations in Tunisia.

– Dr. Monica Rubiolo, Head of Trade Promotion, Economic Cooperation and Development, State Secretariat for Economic Affairs (SECO), Switzerland



Building on an eT Ready conducted in 2018, in 2022 Solomon Islands developed its first national E-Commerce Strategy with the support of UNCTAD and other development partners.²⁷ It will help to capitalize on the potential of e-commerce to create jobs and increase business opportunities for small and medium-sized enterprises (SMEs). More than 80 participants from the government, the private sector and civil society participated in the strategy validation process.

In 2022, the development of an Action Plan based on the findings of the eT Ready conducted in 2020 got

underway in Malawi.²⁸ Virtual bilateral meetings were organized in November and December with key national stakeholders including the Malawi Communications Regulatory Authority, Malawi Posts Corporation, Reserve Bank of Malawi and the Ministry of Information and Communications Technology (e-Government department). These meetings discussed Malawi’s priority reforms to be included in the Action Plan. The discussions were continued during a workshop in February 2023 with the aim of finalizing the Action Plan and ensuring its alignment with relevant national and sector-specific policies.



Australian High Commissioner Dr. Lachlan Strahan, Permanent Secretary of the Ministry of Communication and Aviation, Dr. Moses Virivolomo and Permanent Secretary of the Ministry of Commerce, Industry, Labour and Immigration Mr. Riley Mesipitu with the UNCTAD team working on the E-Commerce Strategy for Solomon Islands



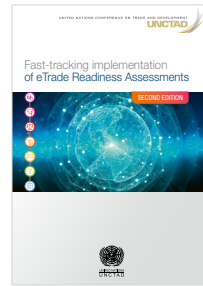
Policymakers, development partners and private sector representatives gathered in Honiara, Solomon Islands, from 16-18 August 2022 to review and validate the Solomon Islands National E-commerce Strategy 2022-2027

²⁷ The Solomon Islands National E-Commerce Strategy 2022-2027 was developed in close collaboration with the Ministry of Communication and Aviation and the Ministry of Commerce, Industry, Labour and Immigration as part of the Pacific Digital Economy Programme (PDEP), a joint initiative of UNCDF, UNCTAD and UNDP, and with financial support provided by the Government of Australia.

²⁸ The Action Plan in Malawi is being developed in close collaboration with the Ministry of Trade and Industry, with the financial support of the Netherlands.

Implementation Support

Through the eT Ready Implementation Support Mechanism (ISM), UNCTAD fosters synergies among development partners, facilitates access to e-commerce capacity-building development solutions and monitors progress on the implementation of eT Ready recommendations in beneficiary countries. Regular implementation reviews examine challenges, good practices, lessons learned and policy impacts.



The second review was released in 2022²⁹ during the [UNCTAD eCommerce Week](#). It confirmed a positive trend in implementation, with an average implementation rate of 59 per cent for the 14 participating countries in 2021, up from 50 per cent the year before. The review highlighted success stories, including the importance of strong political leadership in combination with an effective governance structure (see Box 3). It also pointed to recurring hurdles that require attention, such as insufficient inter-ministerial coordination and weak public-private sector interaction.

Box 3: Successful eT Ready implementation experiences

Experiences from Cambodia, Bhutan, Senegal and Togo show that strong political leadership, exercised by a championing ministry, helps to ensure stakeholder mobilization and fast implementation. In **Cambodia**, the Ministry of Commerce prioritized the development of a national E-Commerce Strategy following the recommendations of the eT Ready. The growing importance of e-commerce further prompted the Government to develop a Digital Economy and Society Policy Framework 2021-2035, which sets out a long-term vision to build a vibrant digital economy and society. In **Bhutan**, the Ministry of Economic Affairs' Policy and Planning Division established a Task Force in 2019 that has brought together stakeholders from the public, regulatory and private sectors. The Task Force is engaged in strengthening the policy and governance framework of the e-commerce development agenda and contributed to shaping a national E-commerce Policy in 2021. In **Senegal**, the eT Ready helped to catalyze the adoption of a strategic framework to promote the development of e-commerce and the digital economy. This framework is now an integral part of the implementation of the National Strategy of Senegal for E-Commerce Development, complementing efforts undertaken towards building IT infrastructure, increasing power generation capacity and fostering digital entrepreneurship through a Start-up Act adopted in 2020. In **Togo**, the eT Ready conducted in 2018 provided a framework for public-private sector dialogue on e-commerce, which has since flourished. Strengthening the legal framework on data protection and cybersecurity infrastructure became a top priority, which led to the adoption of new laws and the establishment of an agency to manage cyberthreats. In November 2021, the Ministry of Trade validated a national E-Commerce Strategy to help ensure a coordinated approach to supporting the fast-growing Togolese e-commerce ecosystem. In **Tuvalu**, the Government established a National e-Commerce Committee to track progress in eT Ready implementation, identify gaps and coordinate resource mobilization. The support provided by different eTrade for all development partners, ranging from assistance for a national trade development strategy (EIF, UNESCAP), national e-commerce strategy development (PIFS), customs automation (UNCTAD) and legal reform (EIF, UNCITRAL, UNCTAD), among others, illustrates the breadth of e-commerce enabling initiatives undertaken by Tuvalu as part of the eT Ready implementation process.

Source: UNCTAD

²⁹ See <https://unctad.org/webflyer/fast-tracking-implementation-ettrade-readiness-assessments> (1st edition, 2020) and <https://unctad.org/webflyer/fast-tracking-implementation-ettrade-readiness-assessments-second-edition> (2nd edition, 2022)

To further strengthen implementation, in cooperation with Friedrich-Ebert-Stiftung (FES) UNCTAD convened in October a 2-day hybrid meeting of eT Ready Focal Points and other key stakeholders, mainly senior government officials, representatives of Permanent Missions to the UN in Geneva, representatives of eTrade for all partners and other development partners from headquarters and

national or regional offices, as well as UN RCOs. The thematic discussions enabled 47 officials from across various Ministries in 21 beneficiary countries, including 16 women, to share experiences and good practices and identify the types of support they need to play a more active role in the implementation of eT Ready recommendations.³⁰




eTrade Readiness: From Diagnostics to Implementation, Stocktaking Workshop. 27-28 October 2022, Geneva

The following key takeaways were included in the Outcome Document, providing a basis for future ISM work:

- Strong political leadership and commitment remain key to establishing effective governance frameworks for the implementation of eT Ready recommendations. More capacity-building is needed to overcome challenges of coordination and progress monitoring and to streamline the implementation process.
 - Regional cooperation can complement and accelerate the implementation of national initiatives, while experience at the national level prepares countries for participation in cross-border initiatives. The scope and depth of regional integration should focus on challenges that are more effectively addressed at the regional level.
 - Building on the strengthened role of UN Resident Coordinators, there is room for eTrade for all and other development partners to improve in-country coordination and provide e-commerce development assistance more efficiently. This can be done by leveraging eT Ready recommendations and capacities built through the assessment and implementation process.
- As part of the implementation of the E-Commerce Strategy for Botswana finalized in 2021, 119 e-commerce entrepreneurs from Botswana benefited from four UNCTAD-facilitated training courses aimed at enhancing their capacity to build and grow an online business and take it internationally. More than 90% of the course participants rated the training as “very useful”.

³⁰ The meeting was also attended by 21 representatives of Permanent Missions to the UN in Geneva, representing 15 countries and one regional grouping, as well as 38 representatives of development partners, including the ECDE Programme’s four core donors, 9 eTrade for all partners and the UN Resident Coordinator in Mongolia.

eT Readies: 5 years on


32 eT Readies have been completed, including 



2 regional ones (ECOWAS, WAEMU)

- Covering more than half of all LDCs



More than **5,000 responses** have been received to eT Ready surveys 

More than **2,400 stakeholders** have been consulted 


9 different donor organizations 



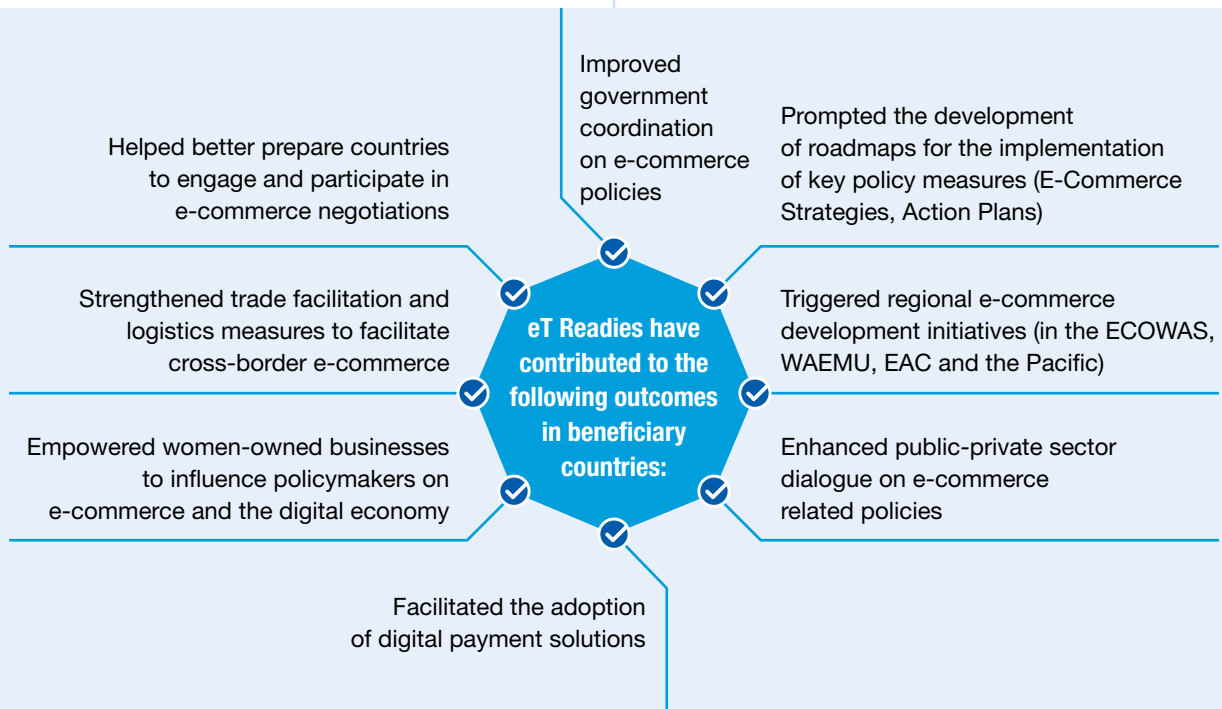
Across **all developing regions** (Africa, Asia and the Pacific, Latin America)

Coordination with **UN RCOs** has taken place in 

17 countries

27 countries have regularly **engaged** in, and **benefited** from, **UNCTAD ISM capacity building activities** 

For **19** out of the **30** countries with an **eT Ready finalized** by the end of 2022 **progress in the implementation of recommendations has been documented**³¹ 



³¹ Not all countries that have recorded progress in the implementation of recommendations participate in formal implementation reviews.

eTrade for Women

ADVOCATES

20²² 23



Birame N. Sock
Founder & CEO of Kweiy



Damilola Olokesusi
Founder & CEO of Shuttlers



Lennise Ng
Founder & CEO of Dropee



Mona Ataya
Founder & CEO of Murizworld



Pierangela Sierra
Founder & CEO of Tipti



eTrade for Women

At the nexus of women's empowerment and digital technologies, eTrade for Women continued bringing the voice of women digital entrepreneurs in developing countries to the forefront of policymaking on e-commerce and the digital economy.

In 2022, the initiative consolidated its work through three action lines: empowerment, community-building and policy dialogue. This was done with the support of the eTrade for Women Advocates, outstanding women digital entrepreneurs nominated by UNCTAD for a one-year tenure renewable once.

To continue leveraging the insights and first-hand knowledge of these trailblazers, eTrade for Women invited them to join its Advisory Board. The Board held its first meeting in January, under the leadership of

UNCTAD's Secretary-General. The meeting witnessed the renewal of the commitment of past and current Advocates to the mission and vision of the eTrade for Women initiative. Board members identified concrete avenues they could pursue in the promotion of a more gender-equal digital economy.

In June, the third cohort of eTrade for Women Advocates assumed its tenure following an induction week in Geneva during which the Advocates engaged in a series of high-caliber meetings with the top management of selected eTrade for all partners such as WTO, ITC, WIPO and ILO (see section on [eTrade for all](#) below).

These interactions laid the foundation for closer collaboration with some eTrade for all partners, which first materialized in the context of the eTrade for Women Masterclasses. For example, the WIPO Academy contributed to the two Masterclasses organized for Francophone and English-speaking Africa, where it delivered training sessions and ad-hoc support on intellectual property (IP) to 46 women digital entrepreneurs from 14 countries.³² With support from the UNDP Innovation Lab and UNESCWA, a first Masterclass was also organized for the Arab Region, gathering 15 women digital entrepreneurs from 7 countries.

The Masterclasses have proven to be a relevant response to the needs of women digital entrepreneurs. Over 86% of the participants in the 3 Masterclasses held in 2022 who responded to the final evaluation surveys rated them as "extremely useful" in relation to their business and leadership needs.



What a truly eye-opening experience and a great opportunity to increase my level of skills, hear inspirational stories, interact with policymakers and network with peers.

– Ms. Safia Mohamed, Founder of Mango Gate, Sudan, and participant in the eTrade for Women Masterclass in Nigeria, 6-9 December 2022

32 See <https://unctad.org/news/unctad-and-wipo-partner-support-women-led-digital-enterprises>



eTrade for Women Advocates meeting with WTO Director-General, Dr. Okonjo-Iweala

eTrade for Women continued to support women digital entrepreneurs in developing countries through its 5 regional Communities, which provide a safe space for members to share experiences, develop their business and leadership skills and discover new business opportunities. 22 community activities were organized at the national and regional level, including hands-on workshops, inspirational talks, networking meetings and interactions with policymakers. At the end of 2022, the network had grown to reach founders of almost 200 women-owned digital businesses in more than 40 countries. The regional approach enables a tailored response to the needs of the members of each Community.

In 2022 the initiative joined efforts with Deutsche Post DHL Group in a pilot project that enabled two members of the eTrade for Women Communities to enter the selective DHL GoTrade GBSN Fellowship Program. The 12-month programme provided Ms. Sofia Chandi, who runs a floral e-commerce business in Ecuador, and Ms. Edith Tialeu, who sells African home decor items and accessories online across Africa and Europe from Cameroon, with training, mentoring as well as new business skills to improve the overall management of their businesses, including by offering them logistical support to reach new markets.



Prof. Adejoke Oyewunmi, from the WIPO Academy, delivers a training session during the eTrade for Women Masterclass in Nigeria, 6-9 December 2022



Participants in the eTrade for Women Masterclass in Nigeria



The project was very interesting, with a lot of useful content for my business and my journey as entrepreneur. I also had the opportunity to meet and exchange best practices with experts based on different continents and with different backgrounds.

— Ms. Edith Tialeu, Founder of Frida-54, Cameroon, and member of the eTrade for Women Communities



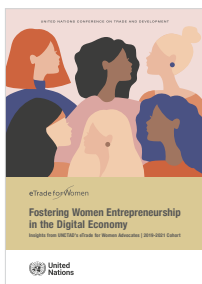
eTrade for Women contributed to 26 advocacy actions in 2022, to raise awareness of the need for more and better targeted support for women digital entrepreneurs and to call for a bold engagement from global leaders across the board to make the digital economy more gender-inclusive, in line with SDGs 5 and 8. High-level engagements included participation in the UNCTAD-SECO joint seminar on e-commerce (March), UPU International Women's Day (March), UNCTAD eCommerce Week 2022 (April; see [section](#) below), and the 8th WTO Aid for Trade Global Review (July), to name a few.

In all eTrade for Women activities in 2022, synergies with other parts of the Programme and beyond were sought. For example, the policy dialogue organized as part of the Masterclass for the Arab region benefited

from the participation of the eT Ready Focal Points in Iraq and Tunisia; Ms. Pierangela Sierra, Advocate for Latin America and the Caribbean, participated in the eT Ready national consultations in Peru; Ms. Zoundi Yao, former eTrade for Women Advocate for Western Africa, advised the Ministry of Commerce and Ministry of ICT of Côte d'Ivoire on issues related to the regulation of data protection and of telecommunications operators and took part in the consultations on the E-Commerce Strategy of the ECOWAS co-hosted by UNCTAD. Members of the eTrade for Women Communities also benefited from the support of eTrade for all partners to participate and contribute to events such as the Arab SMEs Summit organized by UNESCWA and the Mobile World Congress (MWC) Africa, where the eTrade for Women initiative joined efforts with ITC.



Ms. Pierangela Sierra meeting with Mr. Julio José Prado, Minister of Production, Foreign Trade, Investment and Fisheries of Ecuador, to discuss the development of a more business-enabling environment



Building on the experience of the first cohort of eTrade for Women Advocates, a study entitled **Fostering Women Entrepreneurship in the Digital Economy** was published in December. It reviews the main obstacles that women digital entrepreneurs encounter in

developing countries and explores actionable measures that could be put in place to help more women follow in the footsteps of the Advocates to grow successful digital businesses and become influential players in the digital economy. The study calls for a holistic approach to fostering women digital entrepreneurship: from enhanced and affordable connectivity and better digital skills and access to funding, to more favourable regulations and balanced gender norms. It also highlights the need for more female role models in the digital space.

Assistance with measuring the digital economy

Despite the recent growth in the use of digital tools to develop new products, expand into new markets and pay for goods and services, the availability of timely, robust and comparable data on e-commerce and the digital economy remains limited. Many developing countries lack survey-based official statistics on the use

of ICT by businesses, the volume, value and direction of e-commerce, the ICT sector or the contribution of digitally delivered services to the economy. Limited availability of statistics creates a challenge for policymakers who wish to establish benchmarks and monitor progress in their transformation to a digital economy, to guide digital economy policy that works for development.

To help address this challenge, the Programme launched a new online course based on the revised *Manual for the Production of Statistics on the Digital Economy* in collaboration with UNCTAD's TrainforTrade, with the first training activities delivered for the Pacific.³³ A total of 38 participants, including 25 women, from across 14 Pacific countries and territories participated.³⁴

All respondents to the final course evaluation reported increased knowledge as a result of the course, while more than half indicated that their national statistical office would be ready to receive further country-specific technical assistance from UNCTAD on producing e-commerce and digital economy statistics. An official request for such assistance has been received from the Samoa Bureau of Statistics. Six months after the completion of the course, participants reported having applied the knowledge they acquired in various ways, from transferring it to other colleagues to undertaking data collection on digital economy statistics; digital economy statistics have reportedly been compiled and disseminated in one of the countries that benefited from the training.



Going forward the knowledge acquired from this course will be used in the compilation of BOP statistics especially in the services sector as the region turns to digital and e-commerce trade.

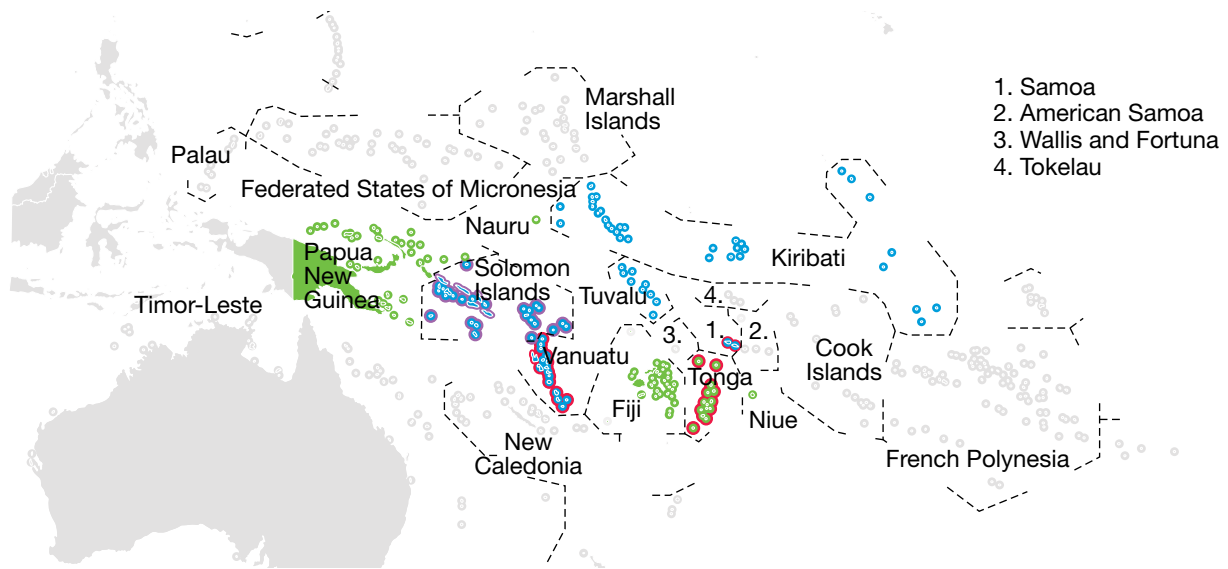
– Mr. Evance Neusia, Analyst, Central Bank of Solomon Islands



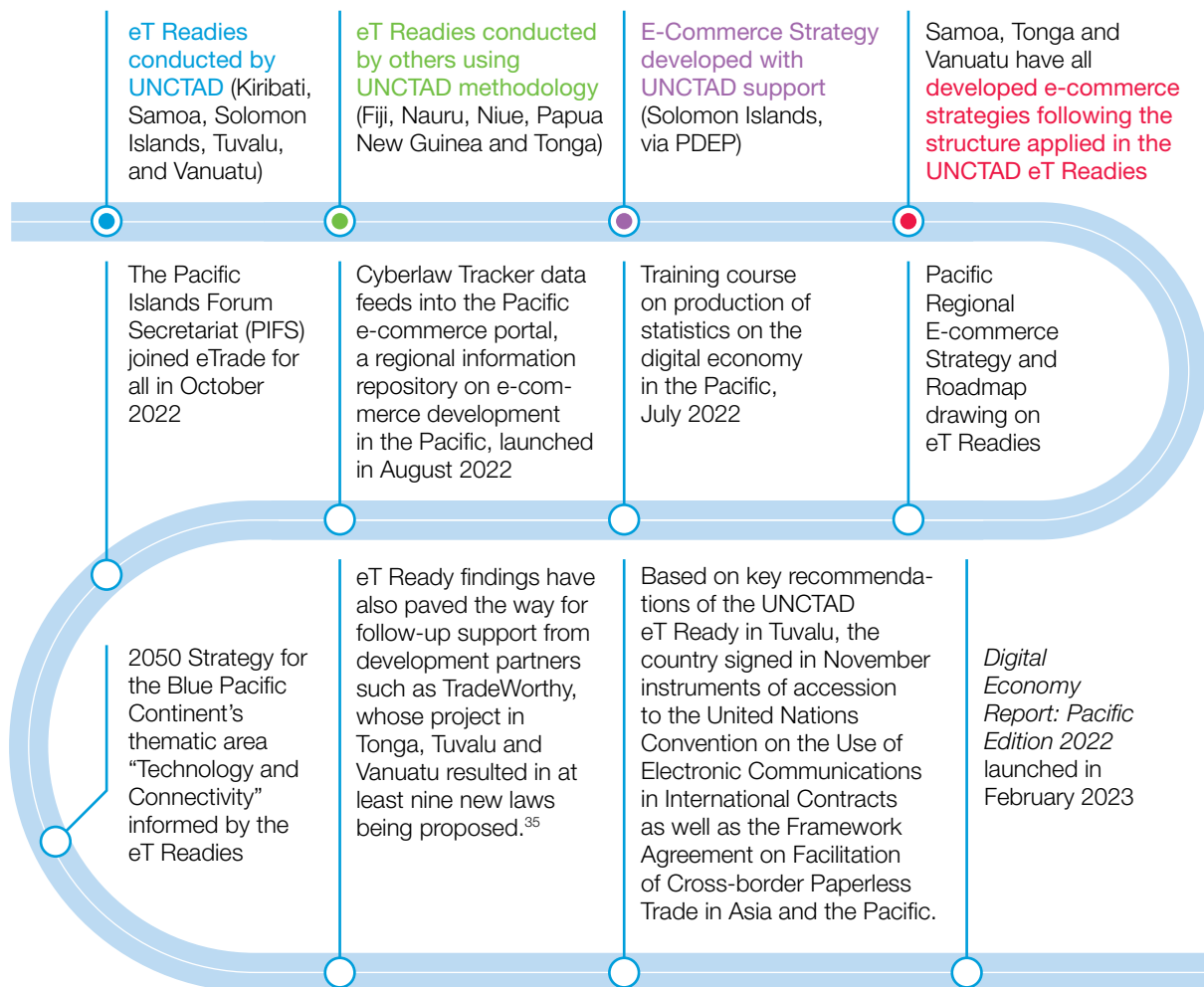
33 Training activities were delivered under Pacific Digital Economy Programme in cooperation with the Pacific Community (PSC) and with financial support from Australia and the core donors.

34 27 participants received certificates of completion.

Map 3: In focus: ECDE impact in the Pacific



The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.



Source: UNCTAD 2023.

35 Project funded by the Australian Government's E-commerce Aid for Trade Fund.

E-commerce and Law Reform

UNCTAD partnered with ITC through the EU-funded Ready4Trade project to assist the Government of Kazakhstan in understanding the implications of the Joint Statement Initiative (JSI) on E-Commerce for reform of its national legislation. Building on the three analytical reports prepared by UNCTAD earlier on, a workshop held in Astana in November enhanced the capacity of 46 Government officials, including 24 women, to define the direction of legislative reform to facilitate e-commerce and align national laws with the JSI consolidated text on e-commerce. The Government now has the relevant elements to make informed decisions in the context of the JSI negotiations on e-commerce and amend existing pieces of legislation with a view to supporting digital trade law reform at the outset of cross-border trade digitalization.

In 2022, UNCTAD commenced work on a study on indirect taxation (VAT) to highlight the significant implications and challenges of e-commerce for taxation authorities in developing countries. Based on various experiences at the global, regional and national level, the study considers possible policy options and presents an overview of the different approaches, strategies and technical instruments being used in various countries in the area of indirect taxation of domestic and cross-border e-commerce.



Capacity building workshop on the Joint Statement Initiative on e-commerce and implications for national legal reform, Astana, Kazakhstan. 22-23 November 2022

2.2. Fostering cooperation in support of developing countries' efforts

2.2.1. Building consensus

UNCTAD's Trade and Development Board

During a discussion on the DER 2021 in the 69th annual session of UNCTAD's Trade and Development Board in June, several delegations commended the report's analysis and insights, which helped to increase understanding on complex issues related to data and data flows and their implications for development and provided useful policy recommendations.

On the basis of the discussion, the Trade and Development Board decided to focus the next session of the Intergovernmental Group of Experts (IGE; see next section) on E-Commerce and the Digital Economy on the topic "How to Make Data Work for the Agenda 2030".

Intergovernmental Group of Experts on E-commerce and the Digital Economy

Analysis in the DER 2021 informed the topic of the 5th session of the IGE on E-Commerce and the Digital Economy – "Recovering from COVID-19 in an increasingly digital economy: Implications for sustainable development" – and served as a basis for the session's principal outcome – a set of agreed policy recommendations.

The session took place in April in a hybrid format that attracted close to 400 participants, including 230+ government representatives from 80 member States, 15 IOs, 26 NGOs as well as several representatives of the private sector and academia. About 45% of all registered participants identified as female. Written contributions were received from 9 countries and 2 civil society organizations. Statements were delivered by Nigeria, Malawi, the European Union and Barbados on behalf of the Group of 77 and China.



5th session of the Intergovernmental Group of Experts on E-commerce and the Digital Economy, 27-29 April 2022

Results from a post-session survey of participants confirmed the relevance of the topic to the policy focus of the IGE and the analytical value of the background note. More than 90% of respondents reported that the session had provided enhanced access to the latest research and analysis as well as an opportunity to share experiences and good practices among participants.

Working Group on Measuring E-commerce and the Digital Economy

The 3rd meeting of the Working Group (WG) on Measuring E-commerce and the Digital Economy took place in November, gathering over 200 registered participants, including 52% women. Written contributions were received from Brazil and Zimbabwe.



The Working Group discussed approaches to defining the digital economy for statistical purposes, non-survey sources of data to measure e-commerce and the digital economy, in particular web scraping and private sector data, and possible avenues to improve the measurement of the gender dimension in e-commerce and digital economy, to support related policymaking and monitor progress towards the sustainable development goal of gender equality.

Participants also discussed current approaches to measuring the value of e-commerce and considered the draft chapters 2 and 3 of the OECD-WTO-IMF-UNCTAD Handbook on Measuring Digital Trade. Proposals for a Task Group composed of volunteer organizations and statistical experts to develop guidelines on e-commerce measurement, as well as for agenda items for future discussion will be included in the Working Group's report to the IGE on E-Commerce and the Digital Economy in May 2023. The next

meeting of the Working Group is slotted for late 2023. In between meetings, methodological work including the finalization of the Handbook on Measuring Digital Trade will be carried out online.

Results from a post-meeting survey confirmed the relevance of the topics to the current state-of-play of measuring e-commerce and the digital economy. All respondents concurred that the meeting had provided useful information on the latest methodological guidance.

2.2.2. Paving the way for more effective multi-stakeholder partnerships

eTrade for all: connecting the dots

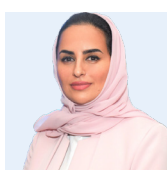


The eTrade for all initiative is a unique partnership that connects the dots between beneficiary countries, partners and donors, for greater impact and enhanced transparency in e-commerce and the digital economy for development.

In 2022 the initiative continued to extend access to information and resources made available by partners through its digital platform (etradeforall.org) in three languages (English, French and Spanish). It continued to foster synergies for joint projects leveraging different

partners' expertise (such as for the [eTrade Readiness Assessments](#) and the [eTrade for Women initiative](#)). It provided a favourable environment for increased multi-stakeholder dialogue (in particular through the [eCommerce Week](#), to which 31 eTrade for all partners actively contributed), and it continued to offer a dedicated space for collaboration on topical issues like the development of a new Core eCommerce Course based on the global and regional studies on the impact of COVID-19 on e-commerce.³⁶

In 2022 the partnership reached a new milestone with the enrolment of the International Chamber of Commerce as its principal private sector counterpart.³⁷ The Pacific Islands Forum Secretariat (PIFS) and the Digital Cooperation Organization (DCO) also joined, raising the initiative's membership to 35 partners.³⁸



The digital economy has grown at an unprecedented rate and has become the backbone of our socioeconomic development and an essential part of achieving inclusive and sustainable prosperity. With the abundance of opportunities also come formidable challenges. By enabling multilateral and multi-stakeholder cooperation, eTrade for all offers a boundless opportunity for all stakeholders to come together and collaborate to spread the benefits of the digital economy to all and bridge the digital divide.

— H.E. Ms. Deemah AlYahya, Secretary-General, Digital Cooperation Organization



36 See <https://unctad.org/webflyer/covid-19-and-e-commerce-global-review>

37 See <https://unctad.org/news/new-partnership-forged-make-digital-economy-work-all>

38 See <https://unctad.org/news/pacific-islands-forum-joins-unctad-led-etrade-all-initiative>

The etradeforall.org online platform maintained its cruising speed of more than 65,000 visitors annually, with 10 out of the top 20 countries with the most visitors being developing countries. The platform facilitated access to 35 Development Solutions – technical assistance factsheets outlining partners’ programmes, 31 of which are also available in French and 26 in Spanish. 22 requests for Development Solutions information or support were channeled through the platform in 2022, creating a direct link between countries seeking assistance and the eTrade for all partner best placed to provide it.

entrepreneurship as well as development cooperation, in powering an inclusive digital economy.

A dedicated high-level session, the Leadership Dialogue, organized in cooperation with eTrade for all partners, provided a unique forum to leaders from partner agencies to reflect upon lessons learned during the first 5 years of the initiative. It also offered a forward-looking reflection on the ability of developing countries to leverage digital solutions to build-back better in the aftermath of the pandemic. 13 think pieces and 11 video addresses were received, each highlighting key areas of attention needed in moving forward.

eCommerce Week 2022



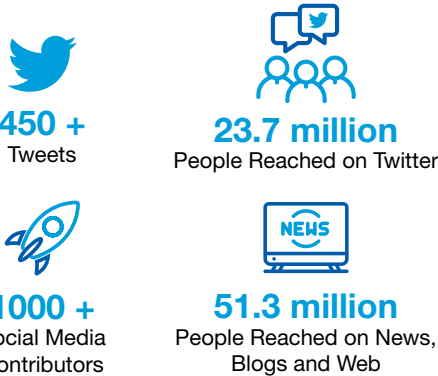
The UNCTAD eCommerce Week is the leading global forum to discuss the development implications of e-commerce and the digital economy. The 2022 edition, which addressed the topic of “Data and Digitalization for Development”, took place in a hybrid format in April. More than 2,600 registered participants from 139 countries, including 30 LDCs, and all stakeholder groups, attended one or more of the 8 high-level and 100+ thematic sessions organized by 550 speakers and moderators, including 31 eTrade for all partners.³⁹



Gender was mainstreamed throughout the eCommerce Week by making a gender-diverse panel a mandatory criterion in the consideration of proposals for thematic sessions. Among the 2,600+ registered participants, 48% identified as female, marking a 4 percentage points increase since 2019.

High-level sessions provided an opportunity to discuss, debate and learn more about the role of digital and data governance, e-commerce strategies and logistics, competition and data protection, women’s digital

In response to the post-event survey of participants, more than 90% of respondents rated the choice of topics, the diversity of speakers and the quality of discussions as excellent or good.



The 2022 eCommerce Week was the best event that I have attended in some time. The planning was excellent, the technical facilities superb, and the program well balanced, with a very appropriate mix of speakers who presented differing viewpoints on important and timely subjects.

– Mr. Richard Hill, former senior staff member at ITU



³⁹ See <https://unctad.org/news/e-commerce-week-un-convenes-global-forum-digital-economy>

Digital cooperation for development

Like every year, UNCTAD was co-organizer and active participant in the WSIS Forum 2022, including as co-facilitator with ITC and the Universal Postal Union (UPU) of the WSIS action line on e-business.

UNCTAD was re-elected to the Steering Committee of the Partnership on Measuring ICT for Development⁴⁰ along with ITU and UNDESA. The Partnership made its biennial report on progress in ICT statistics⁴¹ to the 53rd session of the UN Statistical Commission in March, which included an updated list of Core ICT indicators, including ICT use by businesses and ICT economic sector indicators.⁴² Building on the Commission's endorsement and recommendations, UNCTAD co-organized the Partnership's session at the WSIS Forum in June on exploring the use of innovative data sources for ICT statistics.^{43,44}



In line with its Results Framework, the Programme continued to advocate for increased public and private resource mobilization and improved coordination in support of the implementation of policies on e-commerce and the digital economy for development. To that end, it contributed an expert opinion piece for

the 8th Aid for Trade Global Review⁴⁵ and engaged in discussions with the Joint SDG Fund and other UN organizations for the incubation of a new investment window on digital for development, to support joint programmes at the country level coordinated through UN RCOs. It also contributed to early-stage discussions on the development of a Common Blueprint for Digital Transformation under the leadership of the Secretary-General's Envoy on Technology.

As part of the UN Substantive Group, the Programme supported the substantive preparations for the 67th Session of the Commission on the Status of Women by providing inputs to the Secretary General's Report on the priority theme "Innovation and technological change, and education in the digital age for achieving gender equality and the empowerment of all women and girls" and supporting the development of policy recommendations.

In the frame of the Internet Governance Forum 2022, the Programme contributed to a main session on avoiding internet fragmentation, on the basis of the DER 2021. It also participated in a panel in a conference on digital self-determination organized by the Swiss Federal Department of Foreign Affairs, extending the theme of the DER 2021 into current discourse on people-centered control of data through international norms.

40 See <https://www.itu.int/en/ITU-D/Statistics/Pages/intlcoop/partnership/default.aspx>

41 See <https://unstats.un.org/unsd/statcom/53rd-session/documents/2022-21-ICT-E.pdf>

42 See https://unstats.un.org/unsd/statcom/53rd-session/documents/BG-3q-Core-List-of-Indicators_March2022-E.pdf

43 See <https://unstats.un.org/unsd/statcom/53rd-session/documents/decisions/AnnexIII-Draft-resolution.pdf>

44 See <https://www.itu.int/net4/wsis/forum/2022/Agenda/Session/340>

45 See https://www.wto.org/english/res_e/booksp_e/aid4trade22_e.pdf

3

Goals and objectives for 2023 and beyond



Reflecting the critical and ever-growing importance of the governance of digital platforms and data for e-commerce and a digital economy that work for development, the Programme will continue to work with other parts of the UN, the G20, the BRICS and beyond to explore ways forward towards harnessing data and data flows for sustainable development. More attention will also be given to the interface between digitalization, trade and sustainable development, including in the context of the DER 2024.

The Programme's main goals and objectives in the capacity-building domain include new eTrade Readiness Assessments (e.g., for Algeria, Mauritania, Ghana, Timor-Leste, Trinidad & Tobago and Zimbabwe), the eTrade Readiness Assessment ISM (e.g., finalization of the third implementation review), and E-commerce Strategies (e.g., for Kenya, ECOWAS) and Action Plans (e.g., for Malawi).

A new Core E-commerce Course, jointly developed by the ECDE Programme, UNECLAC and selected partners, will be released in 2023 in Spanish. It will help enhance the understanding of policymakers in Latin America and the Caribbean of ways to strengthen countries' readiness to engage in and benefit from e-commerce. The course is being developed in collaboration with the TrainforTrade programme of UNCTAD.

In the area of measuring the digital economy, the Programme will provide technical assistance for the production of statistics in response to country requests, tentatively planned in Samoa. It will also continue to examine developments and policy implications related to digital trade, including how to better measure this phenomenon.

Following the completion of the inception phase of its first regional sub-programme – PDEP – the Programme will continue to carry out both country-specific and region-wide capacity-building activities in the Pacific, including the development of an E-Commerce Strategy for Timor-Leste and regional training on the legal aspects of e-commerce and digital ID, in collaboration with TrainforTrade.

The Programme also plans to continue its assistance to member States seeking to consolidate their legal frameworks for e-commerce as well as sensitize businesses and consumers in collaboration with relevant partners, including in the framework of PDEP.

The eTrade for Women initiative will continue to pursue its objective of building more gender-inclusive digital economies by organizing three Masterclasses and creating opportunities for its members to engage in policy dialogue on e-commerce, including through the eT Readies and their follow-up in selected countries. It will also develop closer ties with selected eTrade for all partners, such as WTO, ITC, WIPO and ILO, to leverage the voices, networks and potential of eTrade for Women Advocates for joint projects and activities. In response to a request from its beneficiaries, the initiative intends to develop the eTrade for Women Academy, an online repository of self-paced trainings, learning material and curated resources tailored to enhance the business and leadership skills of women digital entrepreneurs.

The sixth session of Intergovernmental Group of Experts on E-commerce and the Digital Economy will be held in May 2023 on the topic "How to make data work for the Agenda 2030".

The year will conclude with the UNCTAD eWeek on 4-8 December 2023 in Geneva, under the theme "Shaping the future of the digital economy".



In 2023 efforts will also be dedicated to developing the Programme's Work Plan and budget for the 2024-2027 period, taking into account the strengthened mandate from UNCTAD's member States, lessons learned from the implementation of the 2019-2023 Work Plan, emerging themes and stakeholder priorities.⁴⁶

The Programme will seek to further leverage synergies with its partners in joint programmes, including in the framework of the new Digital Transformation Window of the Joint SDG Fund. It will work with the Office of the Secretary-General's Envoy on Technology in the implementation of the Roadmap on Digital Cooperation. Finally, it will contribute to the preparations for the UN Summit of the Future in 2024 and lend support for the forging of a Global Digital Compact to foster safe and responsible use of data for development and to strengthen digital cooperation.

46 See https://unctad.org/system/files/official-document/td541add2_en.pdf

4.1. Human resources

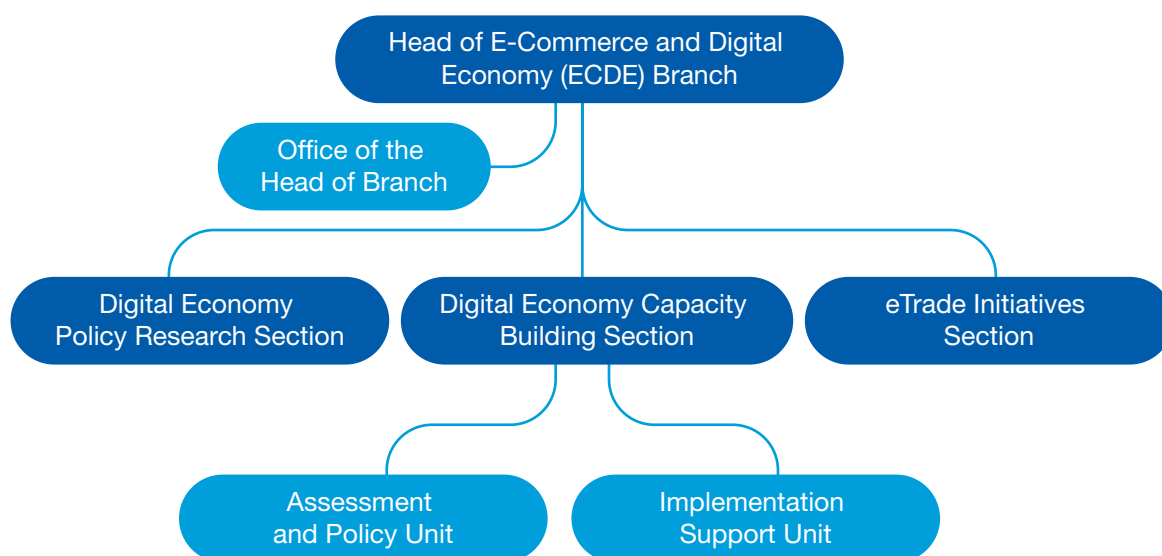
In 2022 the Programme continued to expand, growing its team to a total of 34 staff members originating from 11 developing and 13 developed countries across 5 continents and speaking a total of 15 different languages.⁴⁷ These include 7 staff members funded through UNCTAD's regular budget (RB), 1 staff member on secondment, and 26 staff members funded through extra-budgetary (XB) funding with contracts of various length. Female staff represented two-thirds of all staff.

Reflecting the Bridgetown Covenant's call on UNCTAD to ratchet up its assistance to developing countries to enhance their readiness to engage and integrate

into the digital economy, a decision to allocate two additional RB posts to the Programme was taken by the UN General Assembly Fifth Committee in December. New human resources also include a Junior Professional Officer (JPO) sponsored by the United Kingdom and a United Nations Volunteer based in the Pacific. A JPO sponsored by Japan joined the Programme team in early 2023.

The Programme drew on the specific skills and expertise of 33 consultants and 23 individual contractors, 50% of whom are female, 38% represent developing countries and 86% have more than 10 years' experience in their respective fields.

Figure 2: ECDE Programme team organigram (as of February 2023)



⁴⁷ As of December 2022.

4.2. Financial information

Continuing the trend of growing support from developed economies for UNCTAD's ECDE work, the Programme received a renewed commitment of approximately USD 1 million from Sweden for the 2022-2023 period and welcomed Sweden into its Core Donor Advisory Board (see section on [Core Donor Advisory Board](#) below). New contributions were also received from China and the EBRD.⁴⁸ The European Union joined Australia in the sponsorship of PDEP, committing EUR 8 million for the period 2023–2025.

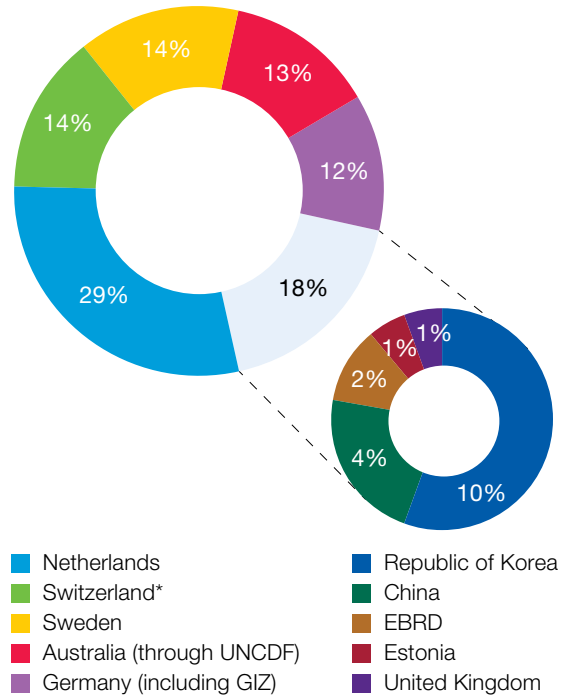
The UN's Regular Programme of Technical Cooperation (RPTC) in 2022 covered an estimated USD 145,000 of staff personnel costs.

In 2022, ECDE Programme interventions were funded by 10 different donors, for a total of more than USD 3.6 million in extra-budgetary funding (Figure 3).⁴⁹ More than two-thirds of the Programme's extra-budgetary resources were provided by 4 core donors – namely Germany (including both BMZ and GIZ), the Netherlands, Sweden and Switzerland. Significant contributions were also received from Australia through UNCDF, the Republic of Korea and four other organizations.

In 2022, the ECDE Programme became the 3rd largest UNCTAD technical cooperation programme in terms of expenditure, after the Automated System for Customs Data (ASYCUDA) and the Debt Management and Financial Analysis System (DMFAS).

The Programme's total extra-budgetary expenditures in 2022 amounted to USD 5,415,633. A breakdown by type as well as by programme component is provided in Figure 4 and Table 1.

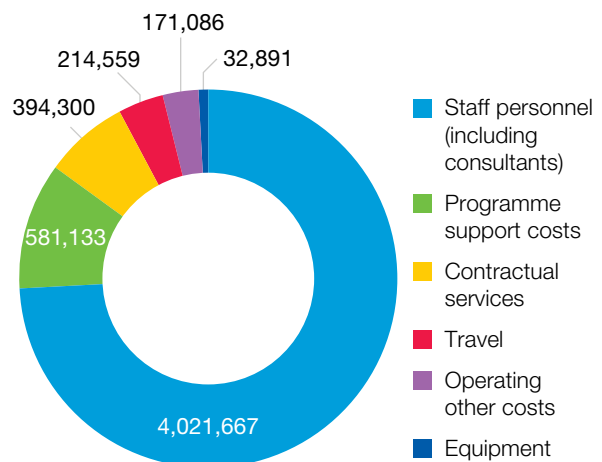
Figure 3: ECDE Programme funding partners, 2022



*Not reflecting Swiss contribution received in 2021 to be spent also in 2022 and 2023.

Source: UNCTAD.

Figure 4: ECDE Programme extra-budgetary expenditures by type, 2022



Source: UNCTAD.

48 UNCTAD's role in fostering international cooperation in the digital economy was also recognized in a report on digital economy development delivered by Minister He Lifeng of the Chinese National Development and Reform Commission (NDRC) before the latest standing committee session of the National People's Congress on October 28.

49 Not reflecting Swiss or Australian contributions received in 2021 to be spent also in 2022 and 2023.

Table 1: ECDE Programme obligated extra-budgetary expenditures by programme component and type, 2022

| | Staff personnel (including consultants) | Contractual services | Travel | Operating other cost | Equipment | Programme support costs | Grand total |
|------------------------------------|---|----------------------|--------------|----------------------|--------------|-------------------------|----------------|
| eTrade Readiness Assessments | 20.49% | 1.50% | 1.94% | 1.77% | | | 25.71% |
| Pacific Digital Economy Programme | 12.88% | 0.98% | 0.60% | 0.27% | | | 14.73% |
| eTrade for Women | 7.27% | 0.38% | 1.55% | 0.38% | 0.57% | | 10.15% |
| eTrade for all | 7.38% | 1.24% | | | 0.05% | | 8.68% |
| Research | 4.27% | 0.88% | 0.72% | | | | 5.87% |
| eWeek | 4.60% | 0.40% | 0.02% | | | | 5.02% |
| Measuring ECDE | 4.39% | 0.43% | 0.15% | | | | 4.97% |
| E-Commerce and Law Reform | 4.34% | 0.01% | 0.15% | | | | 4.50% |
| Management | 4.42% | | 0.04% | | | | 4.45% |
| E-Commerce Strategies | 3.66% | 0.19% | 0.07% | 0.01% | | | 3.92% |
| Monitoring & Evaluation | 0.97% | 0.05% | | | | | 1.01% |
| Intergovernmental Group of Experts | | | 0.02% | | | | 0.02% |
| Programme support costs | | | | | | 10.95% | 10.95% |
| Grand Total | 74.67% | 6.07% | 5.26% | 2.43% | 0.62% | 10.95% | 100.00% |

Source: UNCTAD. ECDE Programme's own analysis.

Based on projected funding requirements for the last year of the Programme's current work plan (i.e., 2023), the anticipated gap of extra-budgetary funding is 50% (i.e., 50% covered).⁵⁰ The Programme continues to

seek additional extra-budgetary funding to diversify its funding base and ensure its financial sustainability. To that end, discussions are ongoing with other potential donors, including philanthropic actors.

⁵⁰ The development of Programme's next multi-year Work Plan, covering the 2024-2027 period, is underway.

4.3. Monitoring and evaluation

The Programme's first independent evaluation was finalized and its report disseminated widely among stakeholders.⁵¹ A management response was also prepared and actions taken to address accepted recommendations, including adopting a more participatory approach to monitoring and exploring ways to better integrate human rights considerations in Programme interventions.

Work is underway to revise and update the Programme's M&E Framework, taking into account the evaluation's recommendations as well as progress in the development of an UNCTAD-wide Results Framework and RBM Strategy in response to a request from member States. The updated M&E Framework will align with the Programme's next Work Plan, covering the 2024-2027 period.

The ECDE Programme's first regional sub-programme, PDEP, also underwent a mid-term review in 2022, which covered its inception stage. The review found PDEP to be highly relevant to the needs and priorities of its beneficiaries and reaffirmed the mutually complementary role of e-commerce and financial inclusion in building inclusive digital economies. Programme interventions were also found to have been delivered efficiently and with due regard for gender differences.

Progress amid a widening digital divide

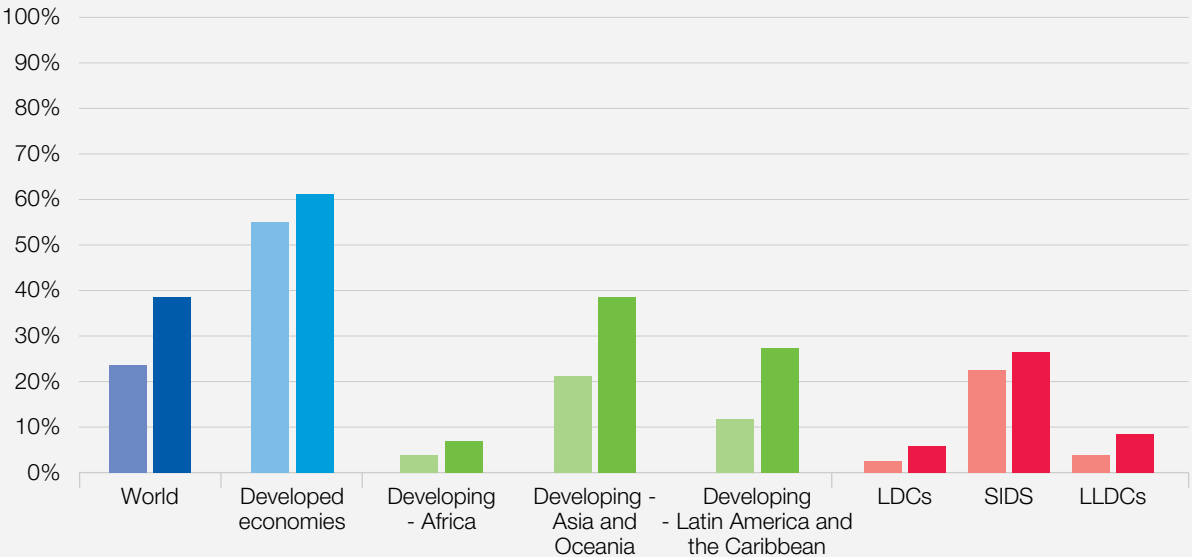
New data released in 2022 allowed for an interim assessment of the Programme's impact in terms of contributing to enhanced gains from e-commerce and the digital economy in developing countries, in particular LDCs. It revealed that while the percentage of people (aged 15+) shopping online increased overall and across all country groups since 2017, LDCs recorded the smallest increase, meaning that gaps between developed countries and LDCs are effectively widening (Figure 5).

Furthermore, as the 8th Aid-for-Trade Global Review showed, the share of resources allocated to the ICT sector is not increasing fast enough, levelling off in 2020 at 2.7 per cent of the total (Figure 6).⁵² In light of the rapid acceleration of digital transformation fueled by the COVID-19 pandemic and widening digital divides, a further increase in the share of Aid-for-Trade resources allocated to ICTs would be required if developing countries are to catch up and integrate into the fast-evolving digital economy.

51 See https://unctad.org/system/files/official-document/osginf2022d5_en.pdf

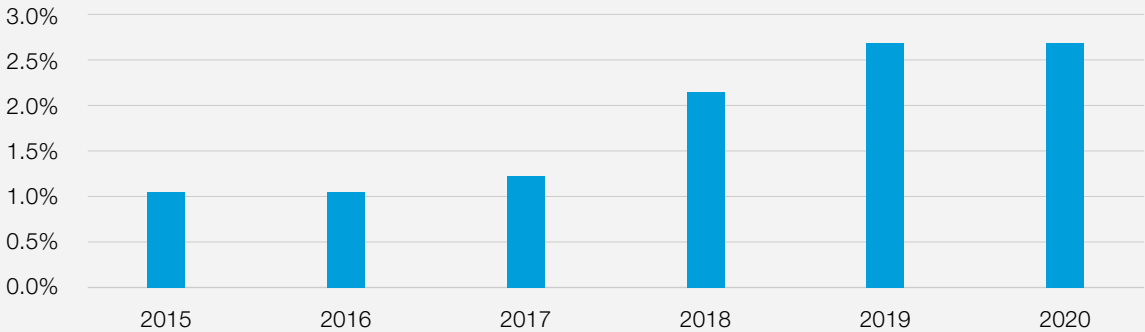
52 However, in absolute terms, the amount of resources allocated to the ICT area increased by US\$ 300 million in 2020.

Figure 5: Share of population (aged 15+) shopping online in 2017 (left) vs. 2021 (right)



Source: UNCTAD, based on World Bank Global Findex 2021 data. Only includes countries with data in both 2017 and 2021 (121 countries). Country groups are based on the UN M49 standard.

Figure 6: Aid-for-Trade resources for the ICT sector, share (%) of total, 2015-2020



Source: UNCTAD, based on ECDE data on Aid-for-Trade commitments to CRS codes 22010, 22020 and 22040.

4.4. Lessons learned

In the area of technical cooperation, a series of internal and external workshops taking stock of successes and challenges in implementation provide a regular learning opportunity for the Programme's staff, consultants, partners and beneficiaries and serve to inform continuous Programme improvement.

The eT Ready Stocktaking workshop in October confirmed that strong political leadership and commitment are key to establishing effective governance frameworks for the implementation of eT Ready recommendations. More capacity-building is needed to overcome challenges of coordination and progress monitoring and to streamline the implementation process. UNCTAD's proposal for the expansion of support provided through the ISM takes that into account.

The need for sustained investment in community management for the eTrade for Women Communities emerged as another key learning that has been taken into account in programming with a view to scaling up and deepening impact in the area of empowering women digital entrepreneurs.

In the area of research and analysis, lessons learned have resulted in broader engagement in brainstorming and peer review from a variety of stakeholders, thus ensuring that research and analysis outputs are grounded in sound inputs and reflect the broadest possible range of expert perspectives that are relevant to the topic.

Starting in 2023, the UNCTAD eWeek will be organized on a biennial rather than an annual basis, to ensure that its high-value substantive contribution is delivered in a cost-effective manner.

4.5. Risk analysis

In 2022 the potential risk to the Programme's ability to raise extra-budgetary resources owing to a protracted COVID-19 pandemic and associated reduction in development funding in donor countries decreased. However, as the war in Ukraine prompts donors of development and humanitarian assistance to reassess their priorities, that risk will continue to be monitored.

Recent political developments in certain countries may pose a risk to the timely implementation of Programme activities in those countries and regions.

The unfolding cost-of-living and humanitarian crisis triggered by the war in Ukraine risks detracting policymakers' attention from the strategic issue of digitalization in favour of more pressing issues such as ensuring humanitarian protection and assistance and reigning in rising food and energy prices. While this risk could to a certain extent be mitigated through more effective advocacy, for e-commerce and digital economy policies to yield benefits in the long term, a stable national, regional and global political and economic environment remains a necessary condition.

4.6. Core Donor Advisory Board

Sweden became the fourth member of the Programme's Core Donor Advisory Board (CDAB), joining the ranks of Germany, the Netherlands and Switzerland in the objective of providing advice on the Programme's resources and priorities with a view to ensuring the predictability and continuity of its interventions and the sustainability of its results.

The second meeting of the CDAB was held in hybrid mode in May and provided an opportunity to discuss the findings of the Programme's first independent evaluation and provide feedback on the final evaluation report. The third CDAB meeting is scheduled to take place in the second quarter of 2023.



**Ministry for Foreign Affairs
Sweden**



**Ministry of Foreign Affairs of the
Netherlands**



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

Global trade and digital transformation open great opportunities for growth, jobs and for speeding up the attainment of the Sustainable Development Goals. Well aware of the existing challenges such as the digital divide between developed and developing countries, Sweden underlines the need for global digital transformation to be inclusive. Development cooperation and Aid for Trade can contribute to bridging the digital divide by increasing developing countries' capacity to benefit from digital transformation and to participate in global trade. Sweden is therefore a proud core donor of UNCTAD's E-Commerce and Digital Economy Programme.

– Mr. Per-Arne Hjelmborn, Director General for Trade, Ministry for Foreign Affairs, Sweden



Annex 1. ECDE Programme Results Framework



Annex 2. ECDE Programme results indicators, 2022⁵³

Table A

| Indicators | Baseline year | Baseline data | Actual data 2022 | Target 2023 |
|--|---------------|---------------|-------------------------|----------------|
| IMPACT - Enhanced inclusive and sustainable development gains from e-commerce and the digital economy for people and businesses in developing countries, particularly LDCs | | | | |
| 0. a) Variation of UNCTAD B2C E-commerce index on a yearly basis (disaggregated by region and development status (developed/developing/LDC), and/or special categories (SIDS/LLDCs)) | | | | |
| World | 2019 | 55 | no update ⁵⁴ | not applicable |
| Developed economies | 2019 | 83 | | not applicable |
| Developing - Africa | 2019 | 31 | | not applicable |
| Developing - Asia and Oceania | 2019 | 54 | | not applicable |
| Developing - Latin America and the Caribbean | 2019 | 48 | | not applicable |
| LDCs | 2019 | 24 | | not applicable |
| SIDS | 2019 | 54 | | not applicable |
| LLDCs | 2019 | 36 | | not applicable |
| 0. b) Proportion of individuals using the Internet for purchasing or ordering goods or services (latest available year, disaggregated by region and development status (developed/developing/LDC), and/or special categories (SIDS/LLDCs))⁵⁵ | | | | |
| World | 2017 | 24% | 39% | not applicable |
| Developed economies | 2017 | 55% | 62% | not applicable |
| Developing - Africa | 2017 | 4% | 7% | not applicable |
| Developing - Asia and Oceania | 2017 | 21% | 38% | not applicable |
| Developing - Latin America and the Caribbean | 2017 | 12% | 27% | not applicable |
| LDCs | 2017 | 2% | 6% | not applicable |
| SIDS | 2017 | 23% | 27% | not applicable |
| LLDCs | 2017 | 4% | 8% | not applicable |

53 The designation of economies used in the Year in Review follows the differentiation between developing and developed regions made in the “Standard Country or Area Codes for Statistical Use (M49)”, known as M49. For the purposes of the Year in Review 2022, the Republic of Korea is counted in the group of Developed economies.

54 The UNCTAD B2C E-commerce index has been discontinued. The Programme is exploring possible alternatives for the revised M&E Framework to accompany the next Work Plan (2024-2027).

55 Based on the World Bank’s Global Findex Database, 2021 release. For comparability purposes, the calculation of the values by country group (i.e., developed/developing and special country categories) only includes countries for which data were available both in both 2017 and 2021. In the SIDS group in particular, results are only based on 3 countries for which data were available in both years; results are therefore only indicative of the situation in that group.

| Indicators | Baseline year | Baseline data | Actual data 2022 | Target 2023 |
|--|----------------------|-------------------|-------------------|-------------|
| 0. c) Share of enterprises in developing countries that receive orders online | Varies ⁵⁶ | See Table B below | See Table B below | |

INTERMEDIATE OUTCOME 1: Improved policy formulation at the national, regional and global level on e-commerce and digital economy for development, in a gender sensitive manner

1. a) Share (%) of countries that have adopted laws and regulations related to e-commerce (disaggregated by law area, region and development status (developed/developing/LDC), and/or special categories (SIDS/LLDCs))

| Developing economies | | | | |
|--------------------------------|------|-----|-------------------|-----|
| e-transaction | 2018 | 73% | 76% | 80% |
| Protection of consumers online | 2018 | 43% | 52% | 57% |
| Privacy and data protection | 2018 | 43% | 61% | 65% |
| Cybercrime | 2018 | 63% | 76% | 81% |
| LDCs | | | | |
| e-transaction | 2018 | 51% | 63% ⁵⁷ | 69% |
| Protection of consumers online | 2018 | 30% | 41% | 45% |
| Privacy and data protection | 2018 | 34% | 48% | 48% |
| Cybercrime | 2018 | 38% | 70% | 73% |
| World | | | | |
| e-transaction | 2018 | 78% | 81% | |
| Protection of consumers online | 2018 | 52% | 59% | |
| Privacy and data protection | 2018 | 58% | 71% | |
| Cybercrime | 2018 | 72% | 80% | |

1. b) Number of countries having reported progress in implementing recommendations of eTrade Readiness Assessments and/or e-commerce strategies (disaggregated by developing/LDC), and/or special categories (SIDS/LLDCs))

| | | | | |
|----------------------|------|--------------|--------------|---------------------------|
| Developing economies | 2020 | 13 | 19 | |
| LDCs | 2020 | 12 | 17 | |
| SIDS | 2020 | 2 | 4 | |
| LLDCs | 2020 | 5 | 7 | |
| Total | 2020 | 13 out of 18 | 19 out of 30 | 23 out of 30 (cumulative) |

⁵⁶ Data are only available for a handful of developing countries. Based on UNCTAD's Survey to National Statistical Offices, 2018 and 2021. If a country reported data in both data collection rounds, only the latest available data are shown. Reference years vary and so does coverage; data are therefore not directly comparable. Only data not older than 5 years (according to the reference year) are shown.

⁵⁷ This figure reflects the graduation of Vanuatu from LDC status in December 2020.

| Indicators | Baseline year | Baseline data | Actual data 2022 | Target 2023 |
|--|---------------|---------------|------------------|-----------------|
| 1. c) Number of developing countries and LDCs with a strategy on e-commerce and/or digital economy, disaggregated by UNCTAD-supported vs non UNCTAD-supported strategies, and by strategies that address gender vs. that do not | | | | |
| UNCTAD supported countries | 2020 | 2 | 8 | |
| Strategies that address gender | 2020 | 1 | 5 | |
| Strategies that do not explicitly address gender | 2020 | 1 | 3 | |
| non-UNCTAD supported countries | 2020 | 9 | 20 | |
| Strategies that address gender | 2020 | 1 | 5 | |
| Strategies that do not explicitly address gender | 2020 | 8 | 15 ⁵⁸ | |
| Total | 2020 | 11 | 28 (cumulative) | 20 (cumulative) |
| 1. d) Number and % of countries that supply UNCTAD with data related to e-commerce and the digital economy for inclusion within UNCTAD's statistical database (disaggregated by developed/developing/LDC), and/or special categories (SIDS/LLDCs))⁵⁹ | | | | |
| Developed economies | 2017 | 32 (74%) | 40 (78%) | |
| Developing economies | 2017 | 9 (6.7%) | 20 (14%) | 25 |
| LDCs | 2017 | 0 (0%) | 1 (2%) | |
| SIDS | 2017 | 0 (0%) | 2 (5%) | |
| LLDC | 2017 | 0 (0%) | 4 (13%) | |
| 1. e) Number of countries measuring international trade in ICT-enabled services (developed/developing/LDC), and/or special categories (SIDS/LLDCs)) | | | | |
| Developed economies | 2020 | 0 | 0 | |
| Developing economies | 2020 | 2 | 2 | 4 |
| LDCs | 2020 | 0 | 0 | |
| SIDS | 2020 | 0 | 0 | |
| LLDCs | 2020 | 0 | 0 | |
| Total | 2020 | 2 | 2 (cumulative) | 4 (cumulative) |
| 1. f) Number of specific actions taken by developing countries to enhance gender inclusivity in relation to e-commerce and the digital economy with UNCTAD support | 2020 | 7 | 19 (cumulative) | 20 (cumulative) |

58 Due to the fact that not all strategy documents are publicly available, it was not always possible to ascertain whether a particular strategy addressed gender issues or not.

59 Countries include both those that responded to UNCTAD's Survey to National Statistical Offices and those for which data are provided by Eurostat. Countries providing data older than 5 years (according to the reference year) are excluded.

| Indicators | Baseline year | Baseline data | Actual data 2022 | Target 2023 |
|---|---------------|---|---|--|
| 1. g) Number of specific actions taken by countries to implement programmes aimed at enhancing country readiness regarding e-commerce and digital economy, with the assistance of UNCTAD | 2021 | | 16 (cumulative) | 20 (cumulative) |
| IMMEDIATE OUTCOME 1.1: Enhanced understanding of policy makers about policy options to benefit from e-commerce and the digital economy | | | | |
| 1.1 a) Number of media mentions of UNCTAD's research work on e-commerce and the digital economy per year | 2021 | | Numerous ⁶⁰ | |
| 1.1 b) Number and reach of news items on UNCTAD's work on e-commerce and the digital economy per year | 2020 | 27 news items for a total of 96,138 unique page views | 74 news items for a total of 660,271 unique page views (cumulative) | 117 news items for a total of 800,000 unique page views (cumulative) |
| 1.1 c) Number of publication downloads per year (disaggregated by publication category) | | | | |
| Digital Economy Report 2019, 2021 | 2019 | 160,859 | 871k (cumulative) | |
| Technical notes in ICT for development (2017-2022) | 2019 | 52,793 | 221k (cumulative) | |
| Policy Briefs (2017-2022) | 2019 | 6,849 | 23k (cumulative) | |
| ICT Policy Reviews & E-commerce strategies (2017-2022) | 2019 | 3,964 | 23k (cumulative) | |
| eTrade Readiness Assessments (2017-2022) | 2019 | 35,290 | 153k (cumulative) | 150k (cumulative) |
| Other | 2020 | 27,100 | 146k (cumulative) | |
| 1.1 d) Number of stakeholders attending launch events/presentation of UNCTAD research work (disaggregated by activity, sex) | | | | |
| Digital Economy Report 2021: launch and presentations | 2021 | 1,199 | 1,247 (cumulative) | |
| Of whom female | 2021 | 423 | 442 (cumulative) | |
| eTrade Readiness Assessments | 2021 | 390 | 556 (cumulative) | |
| E-commerce Strategies and Action Plans | 2021 | 185 | 250 (cumulative) | |
| eTrade for all: COVID-19 research presentations | 2021 | 1,094 | 1,094 | |

60 The Programme has favored not reporting on this indicator quantitatively. Examples of media covering the Programme's research work in 2022 include Business Daily Africa, China Daily, the Economist Impact and Forbes Magazine, to name a few.

| Indicators | Baseline year | Baseline data | Actual data 2022 | Target 2023 |
|--|---------------|---------------|------------------|-------------|
| IMMEDIATE OUTCOME 1.2: Improved capacity of policy makers to integrate e-commerce and the digital economy in the national and regional development agenda in dialogue with other stakeholders | | | | |

1.2 a) Number and type of technical assistance requests formally received by UNCTAD related to e-commerce and the digital economy (disaggregated by developing / LDC / SIDS / LLDCs, ECDE sub-component)

| | | | | |
|--|------|----|-----------------|-----------------|
| Developing economies | 2019 | 13 | 38 | |
| LDCs | 2019 | 5 | 13 | |
| SIDS | 2019 | 4 | 9 | |
| LLDCs | 2019 | 2 | 10 | |
| eTrade Readiness Assessments | 2019 | 6 | 16 | |
| E-commerce Strategies and Action Plans | 2019 | 6 | 15 | |
| Law Reform | 2019 | 0 | 2 | |
| Measuring e-commerce and the digital economy | 2019 | 1 | 5 | |
| Total | 2019 | 13 | 38 (cumulative) | 30 (cumulative) |

1.2 b) Number of countries that benefitted from capacity-building activities by ECDE and its sub-components (disaggregated by region and development status (developed/developing/LDC), and/or special categories (SIDS/LLDCs))

| | | | | |
|--|------|----|------------------|-----------------|
| Developed | 2021 | 1 | 1 | |
| Developing - Africa | 2020 | 9 | 21 | |
| Developing - Asia and Oceania | 2020 | 3 | 35 | |
| Developing - Latin America and the Caribbean | 2020 | 1 | 29 ⁶¹ | |
| LDCs | 2020 | 6 | 25 | |
| SIDS | 2020 | 0 | 18 | |
| LLDCs | 2020 | 1 | 23 | |
| Total | 2020 | 13 | 86 (cumulative) | 50 (cumulative) |

1.2 c) Share (%) of project beneficiaries rating UNCTAD's technical assistance and other activities as "useful" or "very useful" (disaggregated by UNCTAD activity)

| | | | | |
|--|------|------|-----|-----|
| eTrade for Women Masterclasses | 2020 | 90% | 96% | 90% |
| E-commerce and Law Reform | 2021 | 100% | 88% | 90% |
| Measuring e-commerce and the digital economy | 2021 | 96% | 96% | 90% |
| eTrade Readiness Assessments | 2021 | 88% | 90% | 90% |

61 Includes countries that benefitted from the webinar on measurement of the digital economy and trade, in collaboration with UN ECLAC and the IMF. Does not include British and Dutch overseas territories that participated in the webinar.

| Indicators | Baseline year | Baseline data | Actual data 2022 | Target 2023 |
|--|---------------|---------------|--------------------|-----------------|
| eTrade Readiness Assessments- implementation support | 2021 | 91% | 94% | 90% |
| E-commerce Strategies | 2021 | 96% | not yet available | 90% |
| 1.2 d) Number of empowerment and skill-building activities engaging the eTrade for Women network (Masterclasses, workshops, and other training sessions) | 2019 | 1 | 19 (cumulative) | 19 (cumulative) |
| 1.2 e) Number of communities established in the region (hubs, associations) to foster women digital entrepreneurship resulting from eTrade for Women empowerment activities | 2020 | 3 | 6 (cumulative) | 6 (cumulative) |
| 1.2 f) Number of partnerships / actions created / collaborations aimed at increasing business opportunities for the eTrade for Women network | 2020 | 4 | 21 (cumulative) | 30 (cumulative) |
| INTERMEDIATE OUTCOME 2: Improved coordination of governments, together with development partners, civil society and the private sector, to implement policies on e-commerce and the digital economy that work for development, in a gender sensitive manner | | | | |
| 2. a) Number of development partners / donors that incorporate e-commerce and digital economy in their development assistance plans | 2018 | 21 | 25 (cumulative) | 30 (cumulative) |
| 2. b) Share (%) of resources to support Aid for Trade per year dedicated to ICT or e-commerce and the digital economy (disaggregated by developing/LDC), and/or special categories (SIDS/LLDCs) | | | | |
| Bilateral commitments | 2017 | 1.2% | 2.8% | |
| Developing economies | 2017 | 1.2% | 2.8% | |
| LDCs | 2017 | 2.2% | 3.4% | |
| SIDS | 2017 | 4.9% | 11.5% | |
| LLDCs | 2017 | 2.8% | 3.5% | |
| Regional commitments | 2017 | 1.7% | 2.7% | |
| Unallocated commitments | 2017 | 0.8% | 1.5% | |
| Total (bilateral, regional, unallocated) | 2017 | 1.2% | 2.7% ⁶² | 3.5% |
| 2. c) Number of partnerships / actions created / implemented with the support of eTrade for all partners to enhance e-trade readiness of developing and LDC countries | 2020 | 10 | 17 (cumulative) | 18 (cumulative) |

62 2022 data (covering 2021) not yet available. 2021 data reported here covers 2020; 2023 target is for 2022 data, given the natural time lag in data collection, processing and reporting.

| Indicators | Baseline year | Baseline data | Actual data 2022 | Target 2023 |
|---|---------------|---------------|---|-----------------------|
| 2. d) Number of advocacy actions (participation in high-level events, policy dialogues) undertaken by women digital entrepreneurs from the eTrade for Women network, to change perceptions and raise awareness of gender equality in the digital economy at the global level | 2020 | 9 | 53 (cumulative) | 40 (cumulative) |
| IMMEDIATE OUTCOME 2.1: Increased dialogue and exchange of good practices among policy makers as well as research institutions, academic centres, public and private entities at the national, subregional, regional and international levels in the areas of e-commerce and the digital economy, and agreed conclusions as appropriate | | | | |
| 2.1 a) Number and satisfaction of participants in UNCTAD eCommerce Week(s) (disaggregated by region and development status (developed/developing/LDC), sex) | 2020 | 2,034 | 2,600 in 2022; 4,634 cumulative | 6,000 (cumulative) |
| Total number of participants | | | | |
| Female | 2020 | 44% | 48% | |
| Male | 2020 | 56% | 52% | |
| Developed economies | 2020 | 46% | 36% | |
| Developing - Africa | 2020 | 31% | 27% | |
| Developing - Asia and Oceania | 2020 | 19% | 27% | |
| Developing - Latin America and the Caribbean | 2020 | 5% | 10% | |
| LDCs | 2020 | 14% | 14% | |
| SIDS | 2020 | 3% | 5% | |
| LLDCs | 2020 | 11% | 10% | |
| Average satisfaction rate (%) | 2020 | 94% | 94% | 90% |
| 2.1 b) Number of Development Solutions per policy area promoted on the platform by eTrade for all partners in three languages (En, Fr, Es) | 2019 | 24 | 35 in EN 31 in FR 26 in ES (cumulative) | 40 in EN (cumulative) |
| 2.1 c) Number of requests for information or support channeled through eTrade for all | 2019 | 82 | 236 (cumulative) | 400 (cumulative) |
| 2.1 d) Number of visitors on the eTrade for all platform per year (disaggregated by returning/new) | 2017 | 11,964 | 68,213 | 100,000 |
| Returning | 2017 | 1,670 (14%) | 8,065 (12%) | |
| New | 2017 | 10,294 (86%) | 60,148 (88%) | |
| 2.1 e) Number of subscribers to the eTrade for all newsletter | 2017 | 326 | 3,550 (cumulative) | 5,000 (cumulative) |

Table B. Share of enterprises in developing countries that receive orders online, for countries where data are available

| Country | Data collection Year | Reference Year | Share of enterprises that receive orders online (%) |
|----------------------------|----------------------|----------------|---|
| Azerbaijan | 2018 | 2017 | 1.75 |
| Bolivia | 2021 | 2016 | 15.67 |
| Chile | 2021 | 2018 | 9.46 |
| Colombia | 2021 | 2019 | 76.16 |
| Dominican Republic | 2021 | 2020 | 25.84 |
| Ecuador | 2021 | 2019 | 28.37 |
| India | 2021 | 2018 | 47.37 |
| Iran (Islamic Republic of) | 2018 | 2017 | 0.31 |
| Mauritius | 2021 | 2020 | 52.11 |
| Mongolia | 2018 | 2016 | 12.74 |
| Peru | 2021 | 2018 | 8.84 |
| Philippines | 2018 | 2017 | 5.47 |
| Qatar | 2018 | 2018 | 33.3 |
| Saudi Arabia | 2018 | 2016 | 11.07 |
| Thailand | 2021 | 2018 | 5.89 |
| Tunisia | 2021 | 2019 | 46.43 |
| Türkiye | 2021 | 2021 | 10.67 |

Annex 3. List of outstanding requests for assistance, February 2023

| Country or organization | Title | Request Date | Requesting Institution |
|------------------------------------|---|--------------|---|
| Barbados | eTrade Readiness Assessment and a national E-commerce Strategy | 21/02/2018 | Ministry of Industry, International Business, Commerce & Small Business Development of Barbados |
| Congo (Democratic Republic of the) | eTrade Readiness Assessment | 28/05/2018 | Ministry of Foreign Trade |
| Belarus | Analysis of electronic trade regulatory procedures, including electronic transactions & documents exchange, cyber security, customer rights protection in the Net, etc. | 27/08/2018 | Ministry of Communications and Informatization of the Republic of Belarus |
| Guinea | eTrade Readiness Assessment | 28/12/2018 | Ministry of Commerce |
| Comoros | eTrade Readiness Assessment | 07/02/2019 | Ministry of Economy, Investments, in charge of Economic Integration |
| Djibouti | eTrade Readiness Assessment | 07/02/2019 | Ministère de l'Economie et des Finances, en charge de l'Industrie, Djibouti |
| Mongolia | E-commerce Strategy | 08/04/2019 | Ministry of Foreign Affairs |
| Sierra Leone | eTrade Readiness Assessment | 12/04/2019 | Ministry of Trade & Industry |
| Paraguay | E-commerce Strategy | 05/07/2019 | Ministry of Industry & Commerce, through the Permanent Mission of Paraguay |
| Jamaica | eTrade Readiness Assessment and a national E-commerce Strategy | 23/08/2019 | Permanent Secretary of the Ministry of Foreign Affairs & Foreign Trade of Jamaica |
| Kenya | Measuring e-commerce & ICT Satellite Account | 29/06/2021 | Ministry of Foreign Affairs, through the Permanent Mission |
| South Sudan | eTrade Readiness Assessment | 24/09/2021 | Ministry of Trade and Industry |
| Panama | Development of the project "Use of ICTs and measuring of electronic commerce as an element of economic statistics" | 07/02/2022 | Ministry of Commerce and Industry, through the Permanent Mission |
| Cambodia | Production of sets of data and statistics on digital economy and e-commerce | 10/02/2022 | Ministry of Commerce through the Permanent Mission |
| SACU | Regional E-commerce Framework | 20/09/2022 | Executive Secretary, SACU |
| Samoa | Technical assistance for the production of digital economy statistics | 27/10/2022 | Samoa Bureau of Statistics |
| Kyrgyzstan | Collection of e-commerce statistics | 16/02/2023 | National Statistical Committee of the Kyrgyz Republic |
| Mauritania | E-commerce Strategy and implementation support | 28/02/2023 | Ministry of Digital Transformation, Innovation and Modernization of Administration |

Annex 4. List of ECDE Programme key contacts

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