



28 September 2021, 4:00 pm to 6:30 pm (CEST)

Workshop: Our work makes a difference



Key issues

UNCTAD is committed to mainstream the cross-cutting issue of gender equality and the empowerment of women and girls across its capacity building, analytical and policy advocacy work. Notable achievements have been made in this field by several UNCTAD's work programmes - from analyzing the impacts of trade on women and advancing gender-responsive policymaking, to supporting women entrepreneurs and their role in the digital economy, to promoting gender mainstreaming in trade facilitation, and advocating for better data for gender inclusive trade policy.

Objectives

The workshop will showcase the impacts of hands-on activities conducted by UNCTAD to advance gender equality and women's empowerment in the fields of trade and gender, trade facilitation, data and statistics, e-commerce and entrepreneurship. It will also provide concrete pathways for UNCTAD's future role in contributing to the goal of empowering women and creating equal opportunities for all in the current economic and social environment.

Structure of the Event and Programme

The event will present the features and results of activities conducted by UNCTAD. It will also provide an opportunity to listen to the testimonials of direct beneficiaries and representatives of the donor community. The workshop will be organized by several UNCTAD teams:

- Trade, Gender and Development Programme, Division on International Trade and Commodities;
- Trade Facilitation Section, Trade Logistics Branch, Division on Technology and Logistics;
- Development Statistics and Information Branch, Division on Globalization and Development Strategies;
- Enterprise Branch, Division on Investment and Enterprise;
- eTrade for Women programme, Division on Technology and Logistics.

Languages

Interpretation will be available in English, French and Spanish



Moderator: **Ms. Francesca Scott**, Journalist and Head of Diversity, Equity and Inclusion, European Broadcast Union

4:00 – 4:10 **Welcome and opening remarks**

Moderator Francesca Scott will open and moderate the event. She will introduce and facilitate each session.

4:10 – 4:35 **Session I - UNCTAD's capacity building initiative on trade and gender**

The Trade, Gender and Development Programme will present a demo session of its online course on trade and gender. To date, this capacity-building initiative has trained about 1,400 stakeholders from nearly 130 countries. The session will also provide an opportunity to listen to the testimonials of former course participants and how they have applied the knowledge acquired through the course in their work. The session will also briefly present the perspectives of a donor representative and an external evaluator. The session will be followed by Q&A.

4:35 – 5:00 **Session II – Gender perspectives in trade facilitation reforms**

UNCTAD recently launched an online course on Gender Perspectives in Trade Facilitation reforms, with support from the United Kingdom. The course content, exchanges and reflections with participants throughout the course have shaken not only the trade facilitation practitioners that joined the course but also the UNCTAD team and promoted several initiatives for change that will be presented during the session. The session will also provide some testimonials of former course participants and how they plan to apply the knowledge acquired through the course in their work. The session will be followed by Q&A.

5:00 – 5:25 **Session III – Better data for gender inclusive trade policy**

The session will highlight the importance of gender-in-trade statistics for women's economic empowerment. The session will discuss data needs for trade policymakers at the national level and showcase methods to produce better data using official statistics that could shed light on gender inequalities in trade. UNCTAD will present ongoing initiatives in this area, including two gender-in-trade statistics projects and the early results in pilot countries.



5:25 – 5:50

Session IV – eTrade for Women

The eTrade for Women initiative of UNCTAD will present its key action lines to help women digital entrepreneurs in developing and transition economies to make a lasting impact in their local ecosystems. The presentation will feature a video message from the six inspiring women who have been nominated by UNCTAD as eTrade for Women Advocates. A few members of the eTrade for Women communities will share their views on what it means to be a woman digital entrepreneur, and will tell us about a key moment in their journey with eTrade for Women.

5:50 – 6:15

Session V – Women entrepreneurship

UNCTAD's Empretec programme promotes a methodology of behavioural change that helps entrepreneurs put their ideas into action and aids fledgling businesses to grow. UNCTAD created the Empretec Women in Business Award (E-WBA) as an acknowledgment of the great achievements of women entrepreneurs trained by the Empretec programme. An E-WBA finalist will talk about her own experience with Empretec and share compelling stories of other Empretec graduates she had a chance to interview.

6:15 – 6:30

Wrap-up session

The moderator will close the workshop with a wrap-up session.