

Building capacities for measuring e-commerce and the digital economy

Scarlett Fondeur

Economic Affairs Officer, E-commerce and Digital Economy Branch, UNCTAD

Scarlett.fondeur.gil@unctad.org

Session objective

- Showcase efforts by countries to develop capacities to measure e-commerce and the digital economy
 - Palestine, Cameroon
 - Others please take the floor
- Discuss technical assistance and capacity-building support offered by UNCTAD and others
- Discuss capacity-building priorities for countries
- Reflected in the Chair's summary, which is reported to the Intergovernmental Group of Experts on E-commerce and the Digital Economy

Issues raised in previous WG

- Need more capacity-building support from international organizations
- Need more sharing of good practices among countries
- Need more knowledge resources in various languages
- Need guidance on:
 - Gender-disaggregated data related to the digital economy
 - Use of innovative methodologies (non-survey based) and data sources (big data, administrative records)
 - Measuring the value of e-commerce (*being addressed by TGeCOM*)
 - Measuring digital trade (*being addressed with Handbook workshops*)

The capacity building arsenal

- Training courses
 - On data collection methodology
 - Online, in-person, hybrid
- Workshops
- Knowledge sharing
 - Including through online platforms, meetings
- Direct technical assistance
 - Accompanying data collection exercises
- International, regional, and national levels

Current UNCTAD offer

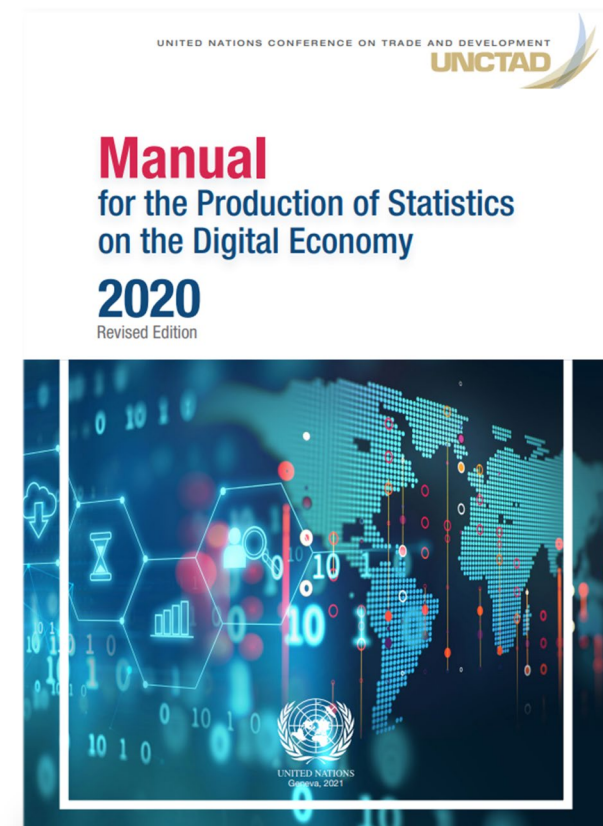
- In-person and online training course material based on the Manual in **English**
- The Manual is also available in:
 - French
 - Spanish
 - Portuguese
 - **Arabic (new for 2023!)**

<https://unctad.org/publication/manual-production-statistics-digital-economy-2020>

- Pilot delivery of online training course in the Pacific
- Regional, language-based approach
- Focus on core indicators of ICT use by businesses and the ICT sector

Pending:

- In-person delivery of training course based on new Manual
- Translation of training material into other languages

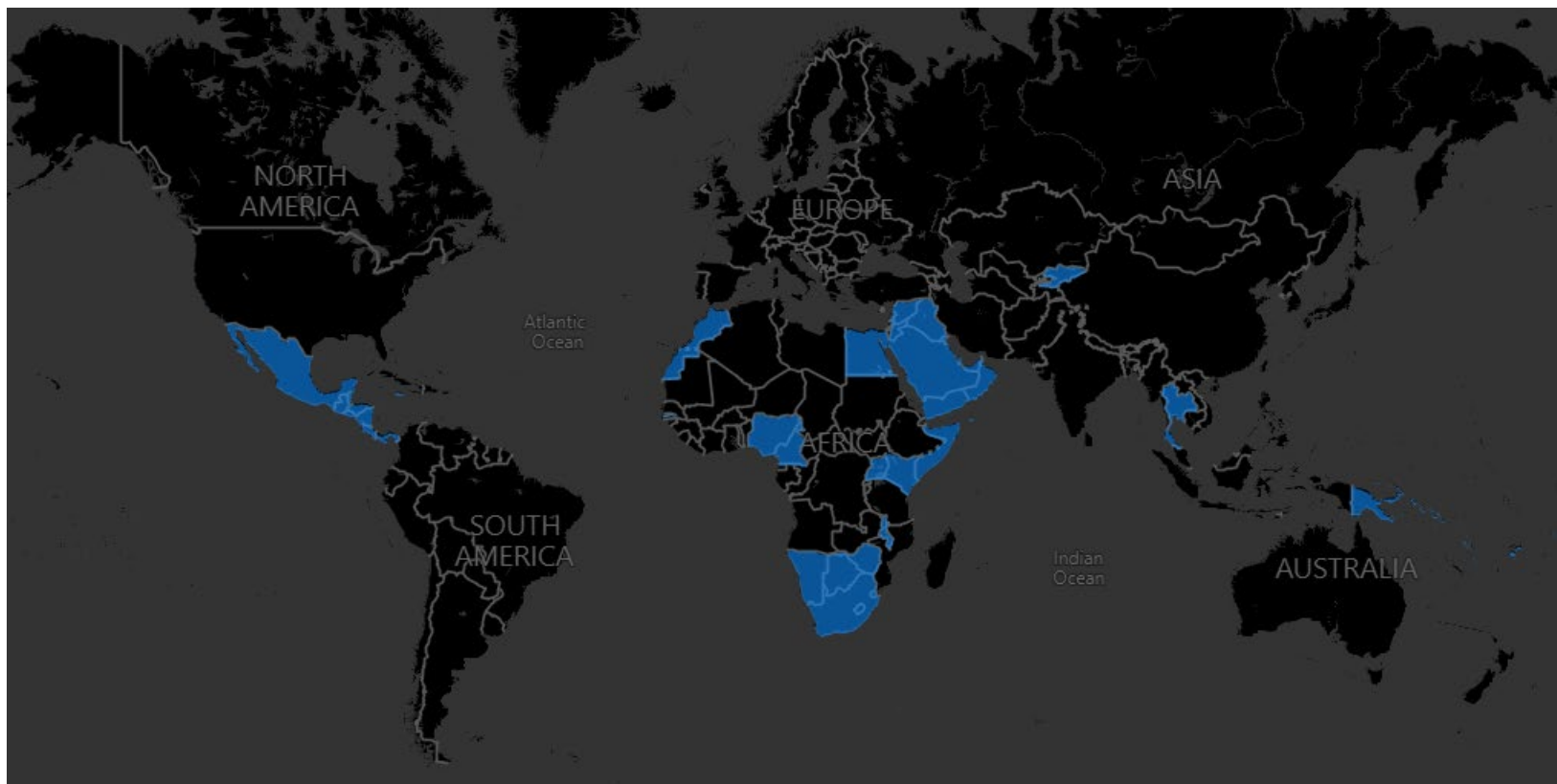


Current UNCTAD offer

- Technical assistance in the form of advisory services
 - Advice in survey planning, questionnaire design, analysis of results
 - On request, formal and informal
- Guidance in the form of technical notes
 - Available on the UNCTAD website
- Contribution to national, regional, and international workshops
 - In collaboration with partners (for ex. co-authors of Handbook, Partnership on Measuring ICT for Development)
 - Upon invitation from organizations

UNCTAD support to measure e-commerce and the digital economy

Countries impacted by UNCTAD capacity building / technical assistance on measuring ECDE, 2022-23



- Workshop on measuring digital trade for Arab countries
 - Abu Dhabi, UAE
 - November 2023
 - IMF+OECD+UNCTAD+WTO+AMF+ others
- Workshop on digital economy measurement
 - Gaborone, Botswana
 - June 2023
 - IMF+UNCTAD
- E-learning on measuring the digital economy
 - Pacific region, 2022
- Sessions on measuring e-commerce and digital trade
 - For LAC and SACU countries
 - Contribution to workshops organised by UNSD
- Demand-led. Contact:
emeasurement@unctad.org

In the future

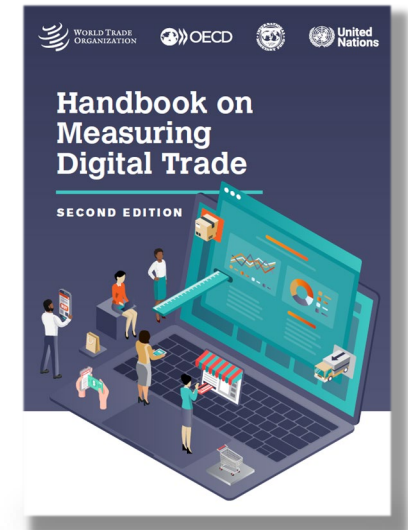


- The Task Group on measuring e-commerce value (TG e-COM) aims to
 - Develop international guidelines
 - Aligned with the Handbook on Measuring Digital Trade
- Progress shared at this WG
- Based on work of TG-eCOM UNCTAD plans to
 - Integrate the guidelines into existing training courses or build a stand-alone module
 - Deliver statistical capacity-building activities and training
 - In collaboration with other international organizations
 - At regional and national levels

<https://unctad.org/publication/measuring-value-e-commerce>

- In collaboration with IMF, OECD and WTO:
 - Continue raising awareness and dissemination
 - Develop capacity-building products and tools
 - Deliver technical assistance

<https://unctad.org/publication/handbook-measuring-digital-trade>



It's a team effort

- Partnership on Measuring ICT for Development
 - 14 international organizations working on ICT statistics, both from the supply and demand sides
- Partners in the eTrade for All initiative
 - Policy areas of e-commerce assessments, ICT infrastructure and services, skills development
- Scope for bilateral cooperation between countries – UNCTAD can help facilitate
- The Working Group annual meetings are an opportunity to advance capacity building by:
 - Guiding substantive priorities
 - Giving visibility to statistical capacity-building needs in developing countries
 - Requesting financial support from the donor community
 - Connecting experts, connecting the dots
 - Linking the development of statistics to the policy discussions at the Intergovernmental Group of Experts on E-commerce and the Digital Economy

Guiding questions for discussion

- **International organizations:** What capacity building on ECDE statistics do you offer?
- **Countries:**
 - What are your priorities in capacity building in the short term? In the medium term?
 - For which aspects of ECDE statistics have you been able to engage in capacity building?
 - What form of capacity building do you need (courses, direct technical assistance, knowledge resources)?
 - Are there other areas that also need to be addressed to build ECDE statistics (for ex. statistical infrastructure, regulatory framework, policy linkages)

Thank You!

emeasurement@unctad.org

