Building capacities for measuring e-commerce and the digital economy

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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!)


• 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

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!
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