

Module 2: ICTs for WED

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**ILO/UNCTAD National Assessment for Women's Entrepreneurship
Development (WED) Framework Conditions Assessor Training
Workshop and ICT Consultation**

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(1)



Module Outline

- ❑ Why ICTs for WED?
- ❑ How can ICTs be leveraged for WED?
- ❑ Different entrepreneurs, different needs
- ❑ Which ICT tools are the most suitable for WED?
- ❑ WED Framework Conditions where ICTs are the most relevant
- ❑ Examples of ICTs for WED



ICTs (Information and Communication Technologies)

A term describing the hardware, software, and resources used to create, store or transmit information.

ICTs include the mass media (radio, television, film) and digital technologies such as computers, the Internet, and mobile phones.



Why ICTs for WED?

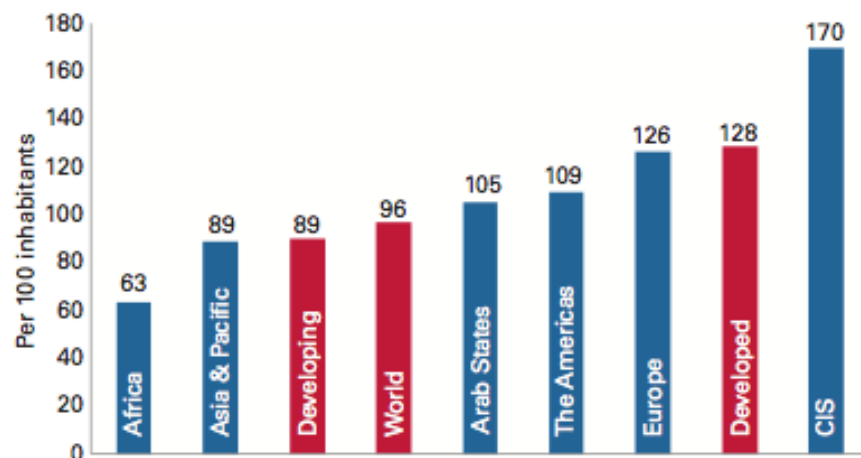
1. ICT could be a key factor in entrepreneurship development

- ❑ Reduce costs & barriers to entry
- ❑ Increase productivity & efficiency
- ❑ Create new business opportunities: new products, new business models, new markets
- ❑ Improve communications along the supply chain and with the government

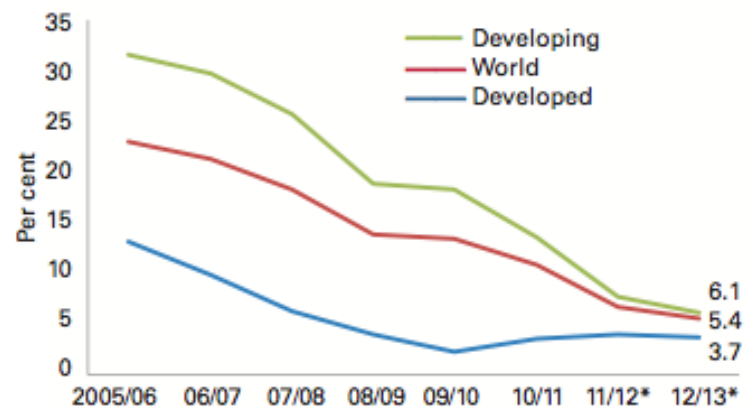
2. Increased ICT accessibility, affordability & innovation

- ❑ Wide diffusion of mobile telephony: 86 per 100 inh. worldwide (2012) with mobile phone subscription
- ❑ ICT services price drop 30% globally between 2008-2011
- ❑ Mobile-based apps and service (e.g. mobile money) grow fast esp. in Africa
 - ❑ LDCs have now more mobile phone subscriptions (368 per 1,000 inhabitants) than bank accounts (171 per 1,000 inhabitants)

Mobile-cellular penetration, 2013*, and mobile-cellular subscription growth rates, 2005-2013*



Source: ITU World Telecommunication / ICT Indicators database
 Note: * Estimate

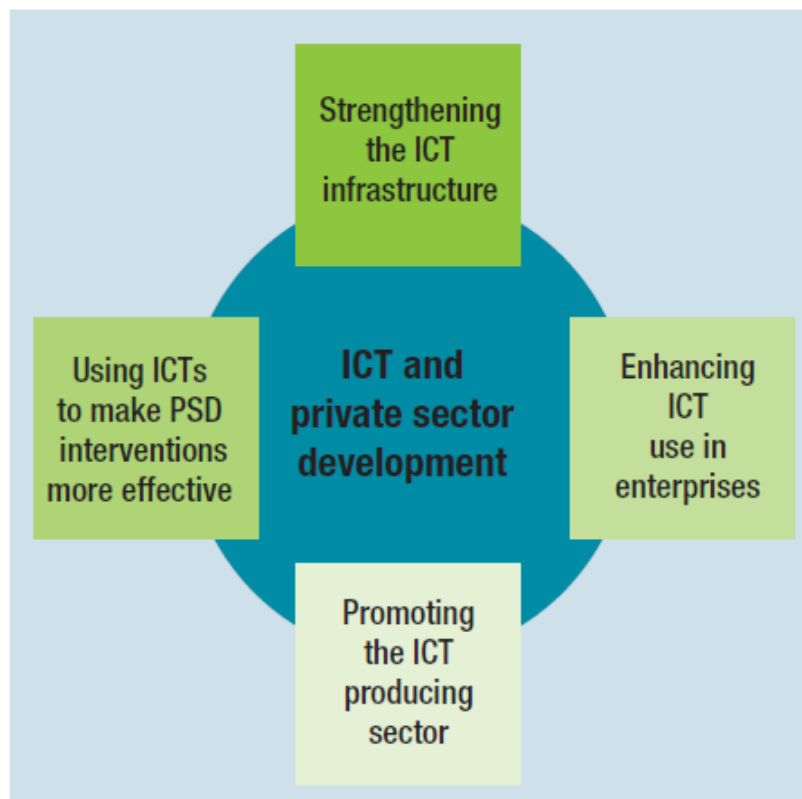


Why ICTs for WED?

3. ICT tools are well-suited to address barriers to women's entrepreneurship

- Time constraints
- Limited mobility
- Limited access to finance
- Limited skills and training

How can ICTs be leveraged for WED?



Source: UNCTAD (2011) *The Information Economy Report 2011*

Different entrepreneurs, different needs

Effective ICTs for WED starts with understanding the diverse needs of WEs:

- Rural vs urban
- Sizes of business
- Stages of business
- Types of business
- Skill levels of owners

Focus on the needs, not the technology

- ICTs = enablers
- Speak the WEs' language



Which ICT tools are the most suitable for WED?

- TVs
- Radios
- Mobile phones
- Computers
- Internet



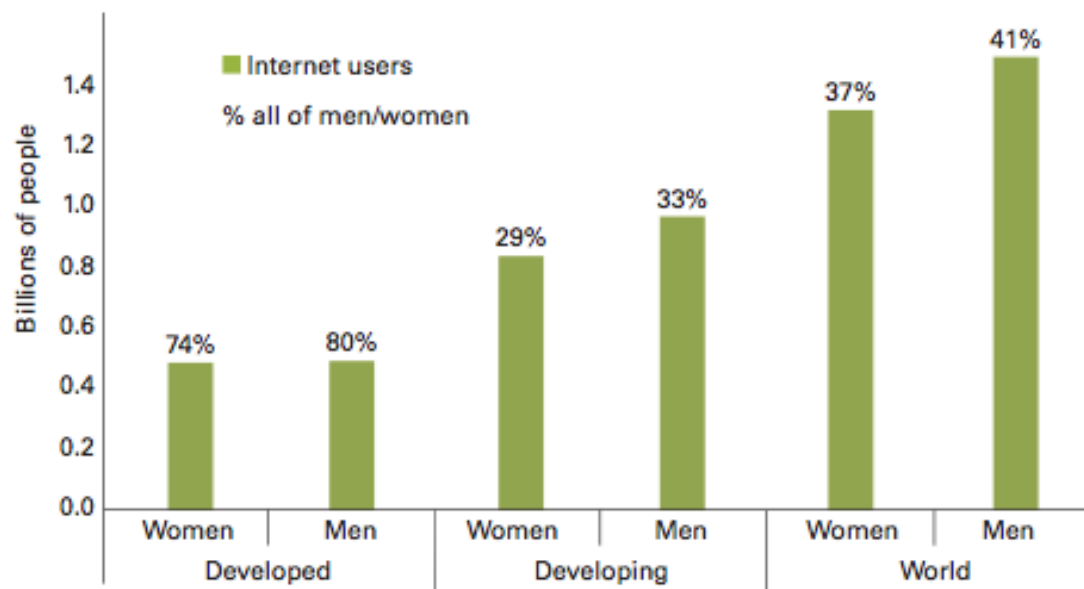
Public access to ICTs

- ❑ Telecentres, internet cafes, internet kiosks
- ❑ Faster connections, better equipment, access to help
- ❑ The stereotypical user profile: male, educated, playing game
- ❑ Factors: societal norms, venue policies, hours of operation, staffing, or physical design



The gender digital divide

The gender gap: men and women online, totals and penetration rates, 2013*



Source: ITU World Telecommunication ICT Indicators database
Note: * Estimate

Which ICT applications can be useful for WED?

- Online social networks (e.g. facebook)
- Online marketplaces (e.g. elance.com, etsy.com, airbnb.com)
- Cloud-based services (e.g. Skype, dropbox)
- Mobile-based applications (e.g. for market access, for advices)



WED Framework Conditions where ICTs are the most relevant

- WED Framework Condition 5. Access to Markets and Technology (pages 56-61)
 - A. Export promotion for women entrepreneurs
 - B. Government procurement programmes actively targeting women-owned enterprises
 - C. Supply chains and linkages that integrate women-led businesses
 - D. ICT and technology access of women entrepreneurs



WED Framework Conditions where ICTs are the most relevant

- ❑ WED Framework Condition 4. Access to Gender-Sensitive Business Development Support (BDS) (pages 51-56)
 - A. Women's access to mainstream BDS
 - B. Mainstream BDS services responding to the needs of women entrepreneurs
 - C. Women-focused BDS services

- ❑ WED Framework Condition 3. Access to Gender-Sensitive Financial Services (pages 45-51)
 - A. Women entrepreneurs' participation in generic financing programmes
 - B. Financing programmes specifically targeted to women-led MSMEs



ICTs for WED examples

❑ Samasource

- ✓ “Connects women and youth living in poverty to dignified work over the Internet”
- ✓ Impact to date: 14,370 workers & dependents, \$2,966,571 paid in wages;

❑ Women for Prosperity

- ✓ Empowers rural women in Cambodia;
- ✓ Uses Pink mobile phones

❑ Women of Uganda Network (WOUGNET)

- ✓ Formed by women organisations in Uganda in 2000;
- ✓ Leveraged a variety of ICT tools for collective information sharing & addressing issues



Module Summary

- ❑ ICTs could be leveraged effectively for WED
- ❑ There are a wide range of options
- ❑ Selecting suitable ICT tools and applications are important
- ❑ Effective ICT for WED starts with understanding needs
- ❑ 3 WED Framework Conditions where ICTs are the most relevant
- ❑ Examples of ICTs for WED

