GOING DIGITAL TOOLKIT

BRIEF OVERVIEW

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Explore the Toolkit

The Going Digital Toolkit includes indicators, policy guidance and related publications to help countries realise the promises of digital transformation.

www.oecd.org-going-digital-toolkit

#GoingDigital
Three entry points

Discover and explore the Going Digital Toolkit in three ways

Policy dimensions

Countries

Themes
Policy Dimensions

Seven policy dimensions bring together interrelated areas to ensure a holistic approach balancing the opportunities and risks of digital transformation, all with the aim of delivering growth and well-being.
Explore by Themes

Digital transformation cuts across many aspects of the economy and society. Explore transversal themes and related OECD analysis and indicators.

- Data and data flows
- Development
- Digital government
- Digital technologies
- Gender
- Productivity
- Skills
- SMEs
Brazil

Understanding a country's digital development requires monitoring and analysis of key indicators and trends.
Measures of e-commerce...

- Share of Internet users who have purchased online in the last 12 months
- Share of small businesses making e-commerce sales in the last 12 months
- Share of businesses making e-commerce sales that sell across borders
- Percentage of individuals not buying online due to payment security concerns
- Percentage of individuals not buying online due to concerns about returning products
...and the Digital Economy

- Share of businesses with a web presence
- Share of businesses with broadband contracted speed of 30 Mbps or more
- ICT task-intensive jobs as a percentage of total employment
- Digital-intensive sectors’ share in total employment
- ICT investment as a percentage of GDP
- Digital-intensive sectors’ contribution to value added growth
- Labour productivity of information industries relative to other non-agriculture business sector activities
...incl. ICT/Digital Trade

- Share of digitally-deliverable services in commercial services trade
- ICT goods and services as a share of international trade
- Digital-intensive services value added embodied in manufacturing exports, as a percentage of manufacturing export value

Year 2019
Costa Rica 0.04
Services Trade Restrictiveness Index

Year 2019
Sample average 0.15
Linked to the UN SDGs

- Fixed broadband subscriptions per 100 inhabitants
- Share of the population covered by at least a 4G mobile network
- Internet users as a share of individuals
- Top-performing 15-16 year old students in science, mathematics and reading
- Women as a share of all 16-24 year-olds who can program
- E-waste generated, kilograms per inhabitant
- Air pollution from digital-intensive sectors, kg per million USD of value added

SDG 4
Ensure inclusive and equitable quality education and promote life-long learning opportunities for all.
This indicator relates to SDG indicator 4.6.1. (Proportion of population in a given age group achieving at least a fixed level of proficiency in functional (a) literacy and (b) numeracy skills, by sex.)

Year 2017
OECD 15.7%
Dig deeper
Click through to find detailed interactive charts and explore the data in detail

Source: OECD Going Digital Toolkit, based on UNCTAD core indicators on ICT use by business and the OECD ICT Access and Usage by Businesses Database. [http://oe.cd/bys]

Show notes and disclaimers
Going Digital Measurement Roadmap: actions

1. Make the digital economy visible in Economic Statistics
2. Understand the economic impacts of digital transformation
3. Encourage measurement of digital transformation’s impacts on social goals and people’s well-being
4. Design new and interdisciplinary approaches to data collection
5. Monitor technologies underpinning the digital transformation, notably IoT, AI, Blockchain
6. Improve the measurement of data and data flows
7. Define and measure skills needs for digital transformation
8. Measure trust in online environments
9. Establish an impact assessment framework for digital governments

Going Digital Measurement Roadmap: working on it!
Toolkit notes cover a range of policy and measurement challenges in the digital age. They identify key aspects to consider and provide innovative approaches to addressing challenges.

The role of online marketplaces in enhancing consumer protection
7  13/04/2021  Thyme Burdon

Measuring well-being in the digital age
6  12/03/2021  Louise Hatem and Daniel Ker

Consumer data and competition: A new balancing act for online markets?
5  08/03/2021  Anna Barker

Regulating app-based mobility services
4  03/03/2021  Rex Deighton-Smith

Making online markets more competitive: The benefits and challenges of conglomerate merger review
3  01/03/2021  James Mancini

The role of sandboxes in promoting flexibility and innovation in the digital age
2  12/06/2020  Angela Attrey, Molly Lesher, and Christopher Lornax

Regulating platform work in the digital age
1  09/06/2020  Marguerita Lane
Get your own country page on the Going Digital Toolkit

*The OECD is collaborating with partner countries to join the Toolkit*

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Going Digital Toolkit:

http://www.oecd.org/goiing-digital-toolkit