

# GOING DIGITAL TOOLKIT

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## 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](http://www.oecd.org/going-digital-toolkit)

 #GoingDigital



# Three entry points

Discover and explore the Going Digital Toolkit in three ways

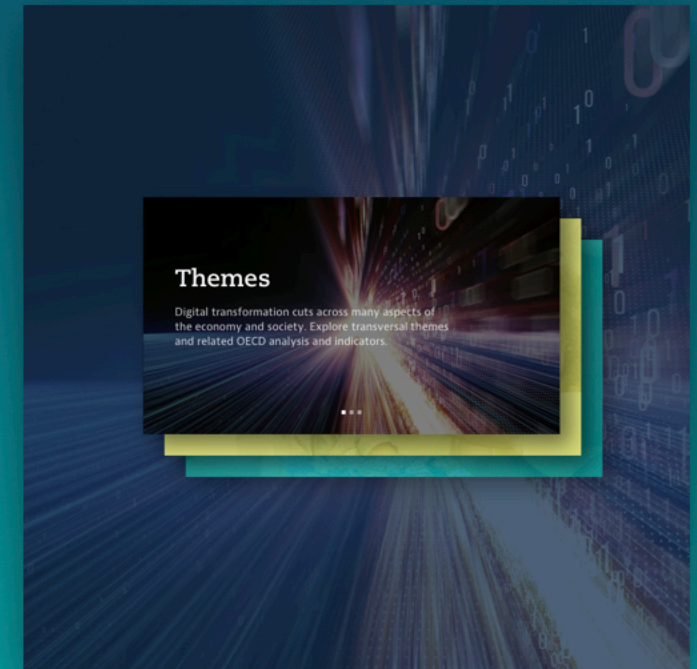
Policy dimensions



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.

Access



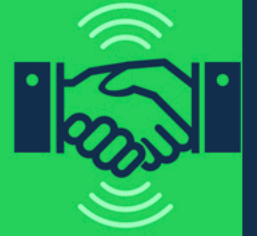
Use



Society



Trust



Innovation



Jobs



Market Openness

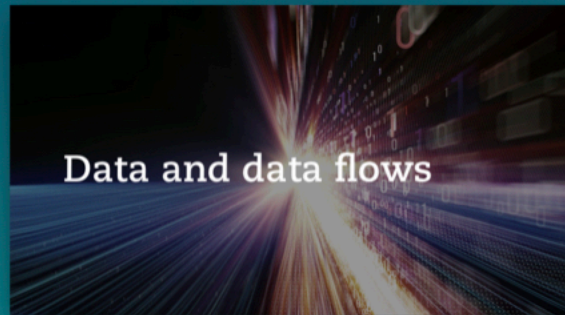


Growth & Well-being



# Explore by Themes

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



# Brazil



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

## Indicator overview



- Access
- Use
- Innovation
- Jobs
- Society
- Trust
- Market openness

## Progress over time



## Leading indicators

0.55

Internet gender divide  
Percentage points

## Lagging indicators

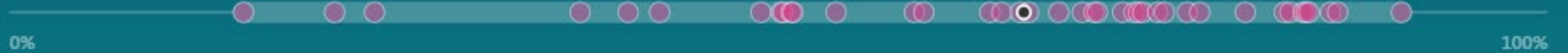
2.48

Top-performing students in science, maths and reading  
% of students aged 15-16

# 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

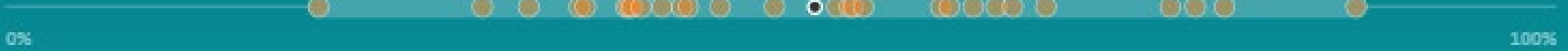


# ...and the Digital Economy

● 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



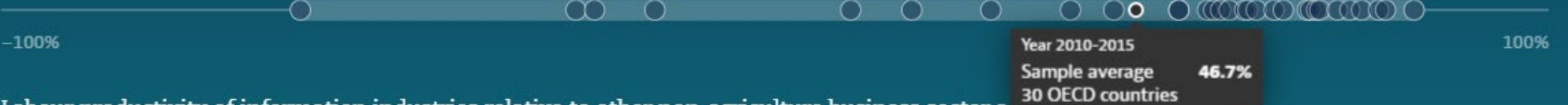
● Digital-intensive sectors' share in total employment



● 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 average



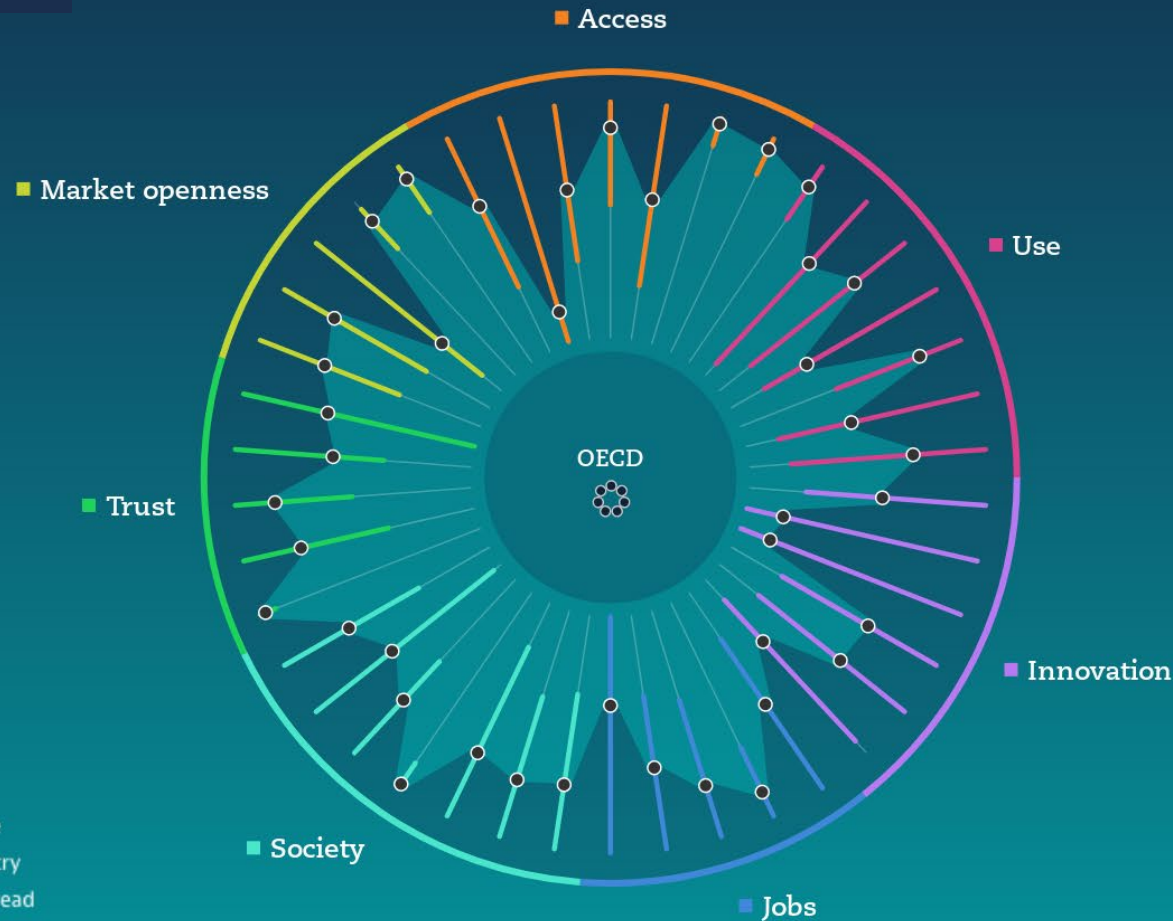


# ...incl. ICT/Digital Trade



# ...and more!

Indicator labels are ordered clockwise



## Access

- Fixed broadband penetration
- Mobile broadband penetration
- M2M penetration
- Household broadband access
- Businesses with broadband speed of 30+ mbps
- 4G broadband coverage
- Urban-rural broadband divide

## Use

- Internet users
- Small firms selling online
- People buying online
- Uptake of digital government services
- Adults proficient in problem-solving with technology
- Businesses buying cloud services
- Businesses with web presence

## Innovation

- ICT investment intensity
- R&D in information industries
- Top-cited computer science documents
- ICT patents
- Start-up firms
- ICT venture capital investment

## Jobs

- ICT task-intensive jobs
- Jobs in digital-intensive sectors
- Public spending on active labour market policies
- New STEM graduates
- Workers receiving training

## Society

- Internet users aged 55-74
- Low-income Internet users
- Top-performing students in science, maths and reading
- Young female coders
- Regular teleworking from home
- Internet gender divide
- Digital Government Index

## Trust

- Intra-firm ICT security and data protection skills
- Internet users experiencing privacy violations
- Payment security concerns prevent individuals from buying online
- Product return concerns prevent individuals from buying online
- Health data sharing

## Market openness

- Digitally-deliverable services trade
- Cross-border e-commerce
- Digital Services Trade Restrictiveness
- FDI Regulatory Restrictiveness
- ICT goods and services trade



Source: OECD Going Digital Toolkit, <http://www.oecd.org/going-digital-toolkit>

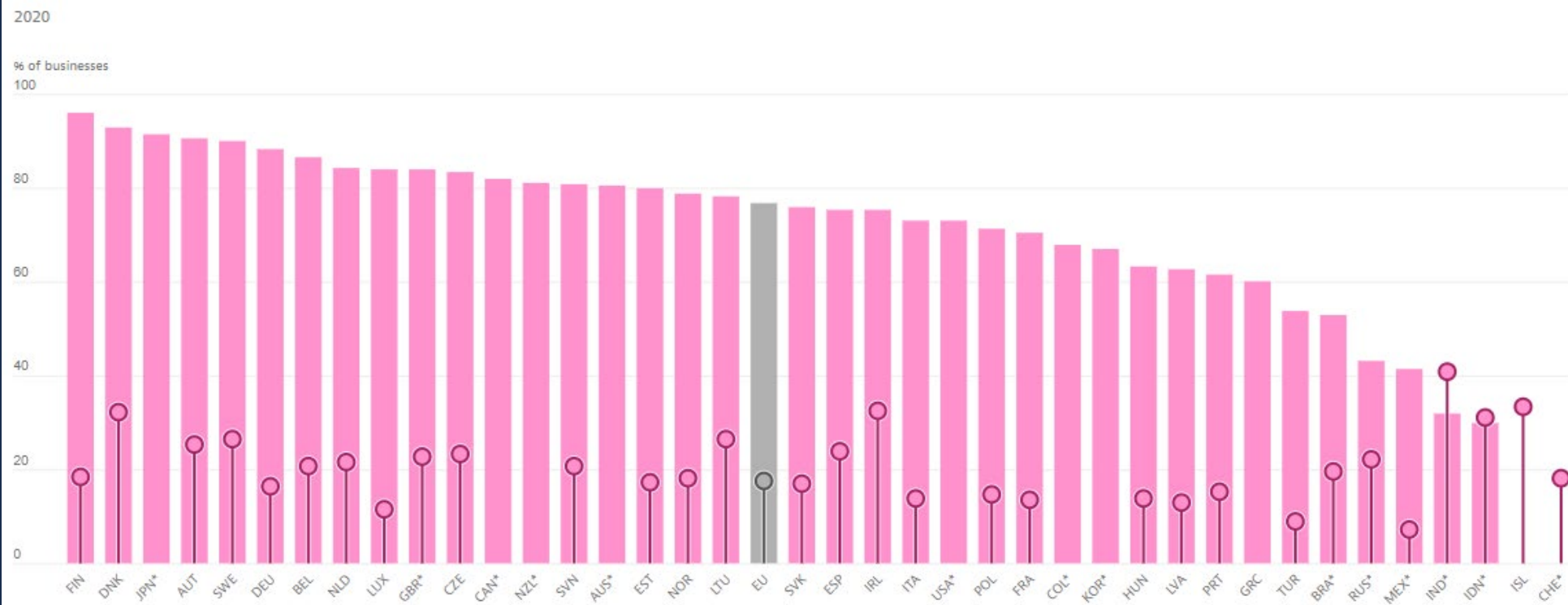
The statistical data for Israel are supplied by and under the responsibility of the relevant Israeli authorities. The use of such data by the OECD is without prejudice to the status of the Golan Heights, East Jerusalem and Israeli settlements in the West Bank under the terms of

# Linked to the UN SDGs



# Dig deeper

Click through to find detailed interactive charts and explore the data in detail



■ Businesses with a website or home page (%)

● Businesses receiving orders through the Internet (%)

\* Relates to a less-recent year.

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/bus>.

[Show notes and disclaimers](#)

## Perspectives

Indicator

Businesses receiving orders through the...

Breakdown

All businesses (10 persons employed or ...

All businesses (10 persons employed or more)

Large (250 employees and more)

Medium (50 to 249 employees)

Small (10 to 49 employees)

Micro (0 to 9 employees)

## Countries

Highlights

Select a country

Show selected countries only

## Time

Latest data available

2005 – 2020

# Going Digital Measurement Roadmap: actions



**Measuring the  
Digital Transformation**  
A ROADMAP FOR THE FUTURE

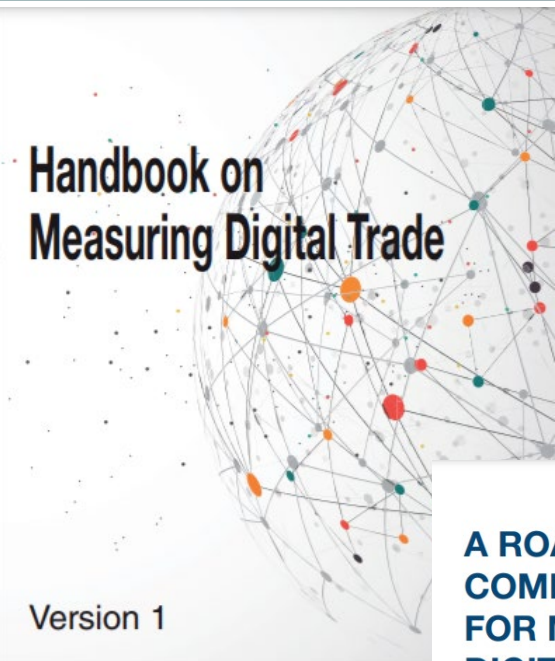
EXCERPT



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

<https://www.oecd.org/going-digital/measurement-roadmap.pdf>

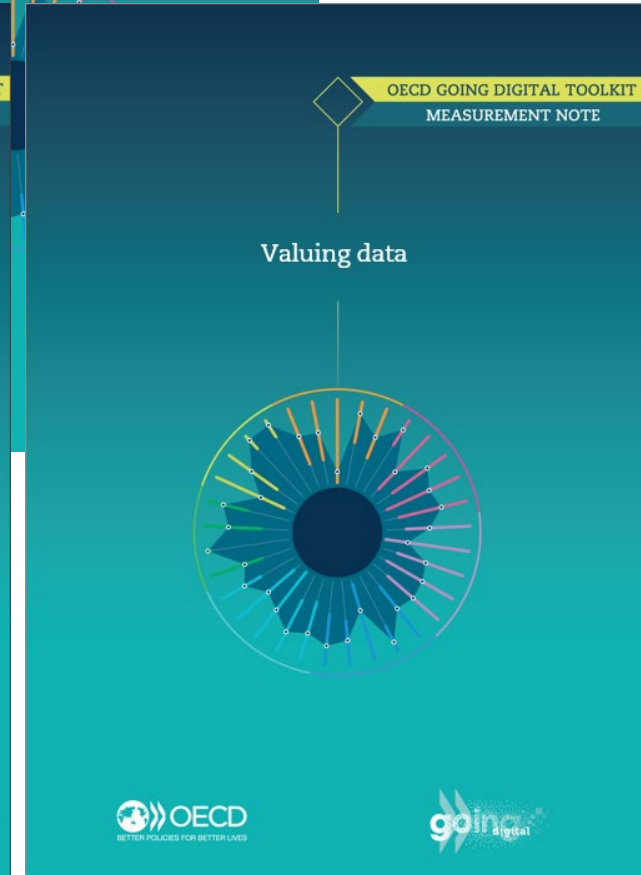
# Going Digital Measurement Roadmap: working on it!



## A ROADMAP TOWARD A COMMON FRAMEWORK FOR MEASURING THE DIGITAL ECONOMY

Report for the G20 Digital  
Economy Task Force

SAUDI ARABIA, 2020



# Toolkit notes

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

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## Measuring well-being in the digital age

6 12/03/2021 Louise Hatem and Daniel Ker

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## Consumer data and competition: A new balancing act for online markets?

5 08/03/2021 Anna Barker

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## Regulating app-based mobility services

4 03/03/2021 Rex Deighton-Smith

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## Making online markets more competitive: The benefits and challenges of conglomerate merger review

3 01/03/2021 James Mancini

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## The role of sandboxes in promoting flexibility and innovation in the digital age

2 12/06/2020 Angela Attrey, Molly Leshner, and Christopher Lomax

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## Regulating platform work in the digital age

1 09/06/2020 Marguerita Lane

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**Get your own country page on the Going Digital Toolkit**  
*The OECD is collaborating with partner countries to join the Toolkit*

**Contact:**

[goingdigitaltoolkit@oecd.org](mailto:goingdigitaltoolkit@oecd.org)

**Going Digital Toolkit:**

<http://www.oecd.org/going-digital-toolkit>