Working Group on Measuring
E-Commerce and the Digital Economy

UNCTAD Manual 2020 on Measurement of the Digital Economy:
a statistical capacity building tool

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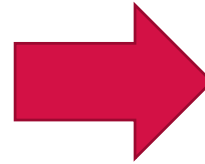DevStat
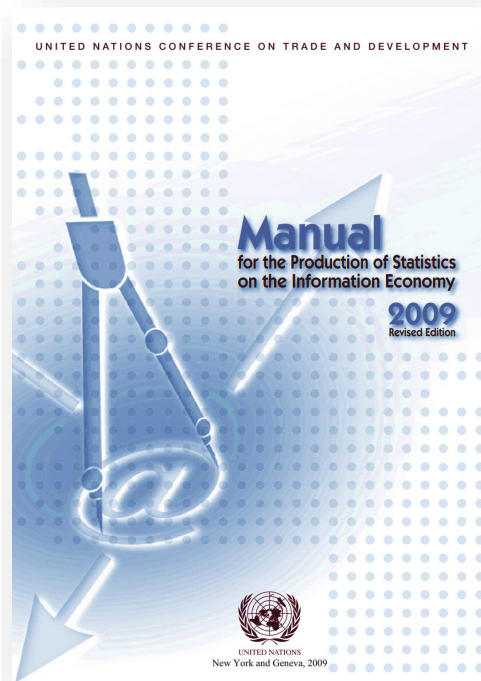Consultants to UNCTAD

Presentation

1. Main changes in the 2020 version of the Manual

2. Use for capacity building

3. Status of the preparation of the training materials

1. Main changes in the 2020 version of the Manual

UNCTAD Manual on Measurement of the **Information** Economy (2009)

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UNCTAD manual on Measurement of the **Digital** Economy (2020)

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

Manual
for the Production of Statistics on the Information Economy
2009
Revised Edition

UNITED NATIONS
New York and Geneva, 2009

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT UNCTAD

Manual
for the Production of Statistics on the Digital Economy
2020
Revised Edition

UNITED NATIONS
Geneva, 2021

UNITED NATIONS
UNCTAD

1. Main changes in the 2020 version of the Manual

From Information Economy to Digital Economy

- "Traditional" topics: the ICT sector, ICT trade in goods, use of ICT by businesses
- Measuring e-commerce, including cross-border
- Additional topics: cybersecurity, ICT investment and gender issues

Focus on ICT services and ICT – enabled services

- Trade in ICT services

- ICT – enabled services: definition and new model questionnaire

Additional data sources and collection methods

- Additional sources on cross-border trade (e.g. BoP)
- Big data and experimental data

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2. A tool for statistical capacity building

Manual
for the Production of Statistics
on the Digital Economy
2020
Revised Edition
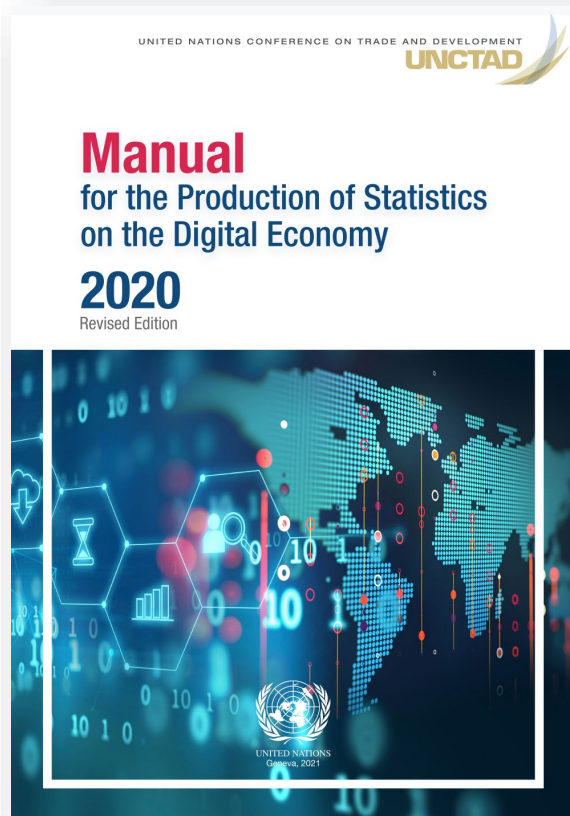
- Contributes to the compilation of the **core list of ICT indicators**
- Can be used across the **national ICT statistics system** (NSOs, other agencies, as well as users)
- Can be used for **self-assessment of the completeness and comparability of ICT statistics**
- Serves as checklist to designed harmonised statistical operations to measure the digital economy
- Is the basis for **training materials**

Training producers and users of ICT statistics

The training materials can be used to train

- NSO staff responsible for **ICT statistics**
- NSO staff responsible for **business statistics, trade statistics, industrial statistics, services statistics...**
- NSO staff responsible for **survey design and implementation**
- Staff from **other agencies** (regulators, ministries) so that data collection from other institutions has an increased coherence and comparability with NSO statistics
- **Training-for-trainers** (using Train-for-Trade methodology)
- **Users** (academic researchers)

3. Status of preparation of training materials

UNCTAD Manual has been transformed in a series of training materials to facilitate capacity building.
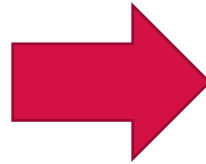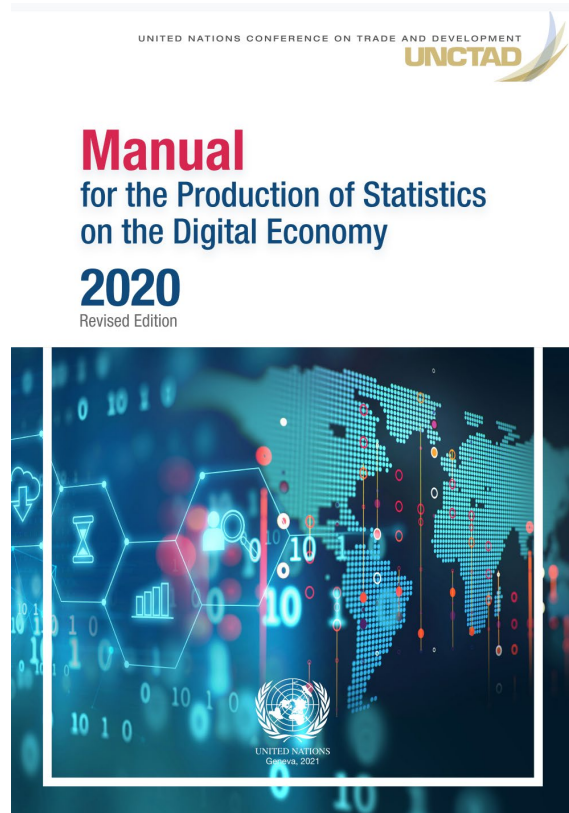
- Training activity in face-to-face and online versions.
- Course includes 9 modules, each one covering a chapter of the Manual.

Face-to-face training materials

1. **Slide presentation** of the contents of each chapter in a user-friendly and didactical way.

- Making explicit the **learning objective** of the Module
- With **references** to the sections of the Manual where each content is developed in detail.
- Based on the **long-time experience in delivering face-to-face training**s, but with updated format and contents

2. **Practical exercises** in Excel for selected modules to be completed by the participants.

3. **Assessment tool** consisting in a series of quizzes (single and multiple-choice items) revising the key concepts of the module.

Online training materials

1. A series of **brief video recording** presenting the main concepts of each module.
   - Supported by a downloadable slide presentation with references to the sections of the Manual where each content is developed in detail.

2. **Practical exercises** in Excel for selected modules to be completed by the participants.
   - The solution is provided to the participants for self-correction.

3. **Self-assessment tool** consisting in a series of quizzes (single and multiple-choice items) revising the key concepts of the module.
   - The participant can check if her answers are right before moving to the next video recording.

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3. Status of the preparation of the training materials

Face-to-face material are currently under UNCTAD's revision

Brief video sessions to be recorded

Translation to other languages

Español
Français
Русский
العربية

Thank you

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