



ETRADE FOR WOMEN eMASTERCLASS

‘Making women thrive in the digital economy:
Operating a more resilient business in times of Crisis’.

8 to 10 July 2020

*Organized by UNCTAD,
with the participation of Ms. Clarisse Iribagiza, eTrade for Women Advocate for English-speaking Africa,
based in Rwanda*

AIDE-MEMOIRE

eTrade for Women

I. Introduction

The United Nations Conference on Trade and Development (UNCTAD), with the support of the Government of the Netherlands, has launched the eTrade for Women initiative, aimed at making digital women entrepreneurs a force for wealth creation in developing countries.

In collaboration with the eTrade for Women Advocate for English-speaking Africa, and CEO and co-founder of HeHe Limited, Ms. Clarisse Iribagiza, UNCTAD and its partners are organizing the second African eTrade for Women Masterclass, after a successful Masterclass held in early 2020 in Côte d'Ivoire. The eMasterclass, scheduled for 8-10 July 2020, under the theme 'Making Women Thrive in the Digital Economy – Operating a More Resilient Business in Times of Crisis', will be open to candidates from selected English-speaking Eastern African countries.

This eMasterclass will inspire and build the capacity of women digital entrepreneurs in the region and help ensure that women have a seat and a voice in decision-making bodies, to help promote a more inclusive digital economy. It will put emphasis on the ongoing COVID-19 pandemic and its impact on digital businesses. Participants will share experiences on how to leverage some of the digital solutions within their reach to adapt and continue growing their businesses under difficult circumstances.

II. Objectives of the eMasterclass

In order to help women digital entrepreneurs to develop and contribute to building a more gender inclusive economy, this eMasterclass will aim at:

- Reinforcing the skills of digital entrepreneurs through a programme of interventions adapted to their specific development needs,
- Contributing to the emergence of a community of women entrepreneurs in the digital ecosystem in Eastern African countries, under the leadership of Ms. Clarisse Iribagiza, eTrade for Women Advocate for the region, and through the creation of a regional eTrade For Women community,
- Fostering a public-private dialogue for a gender-inclusive digital economy, through opportunities for women entrepreneurs and local policy makers to engage and exchange.

The challenges and opportunities brought about by the COVID-19 pandemic for digital businesses will receive particular attention.

III. Dates, Format, and Language

This eMasterclass for women digital entrepreneurs will be held virtually from 8 to 10 July 2020. The working language will be English.

The eMasterclass will include activities running for up to a maximum of three to four hours per day, to allow for participants to take full advantage of the eMasterclass, while carrying out their professional and personal activities.

The programme will combine different types of sessions:

- Plenary sessions, where participants will have an opportunity to hear inspirational talks by experienced business leaders and digital economy experts,
- Capacity-building sessions, focused on growing critical skills to successfully operate a digital business,
- Virtual break-out sessions to interact and network with other participants, share about common challenges and opportunities, and be part of a community of like-minded women digital entrepreneurs,
- A high-level policy session with government representatives, aimed at facilitating a dialogue between public and private actors, in view of creating a business environment that is more conducive to women digital entrepreneurship. This session will be open to the public.

Participants who will attend and actively contribute to all sessions during the eMasterclass will be granted a Certificate of Attendance.

All sessions will be held online by using the Cisco Webex platform. Participants will receive the necessary information to connect virtually and join the sessions ahead of time. In order to be able to take part in the eMasterclass, participants will need to have access to a computer or mobile device with speakers, a microphone and an Internet connection.

IV. Participants and Application Process

Candidate women digital entrepreneurs from the following countries are invited to apply for the eMasterclass:

- Eritrea,
- Ethiopia,
- Kenya,
- Malawi,
- Rwanda,
- Somalia,
- Sudan,
- South Sudan,
- Tanzania,
- Uganda.

In order to be considered for this eMasterclass, candidates must be the founder/co-founder or CEO of an MSME/SME active in e-commerce or of a digital business.

In addition, they must meet the following conditions:

- Have completed at least 2 years of operations;
- Manage a company based in one of the countries listed above and operating in the e-commerce sector or in the digital economy;
- Have an official online presence for their company (active website);
- Commit to attend all the sessions of the eMasterclass;
- Commit to participate in the establishment of a virtual community of digital women entrepreneurs in the region.

Applications should be submitted online by filling the form available at: <https://forms.gle/WWXdrt2gSezdHCS89> no later than 25 June 2020. UNCTAD and its partners will review the applications and inform the selected participants no later than 30 June 2020.

VI. Provisional Agenda

The draft agenda attached may evolve to better reflect the needs of the selected participants.

PROVISIONAL AGENDA

eTrade for Women eMasterclass: 'Making women thrive in the digital economy – Operating a more resilient business in times of Crisis'

Day 1: Wednesday 8 July

CES TIME	DURATION (MIN)	SESSION	PARTNERS	FORMAT
10.30 – 11.00	30	Practice session on Webex		
11.00 – 11.15	15	Introduction (eTrade for Women video + mission)	UNCTAD	
11.15 – 12.15	60	Inspiration: Virtual fire-side chat with Ms. Clarisse Iribagiza, eTrade for Women Advocate, Founder & CEO He He Labs		<i>Open to the public</i>
12.15 – 12.30	15	Masterclass Objectives	UNCTAD	Private
12.30 – 13.00	30	Connecting the dots : - Virtual networking groups	UNCTAD	Private
13.00 – 14.00	60	Learning session Using the Value proposition Canvas and Design Thinking to develop digital services that customers want (1/2) OR Using Lean Business Model Canvas to develop a more resilient digital strategy (1/2)	Afrilabs (TBC)	Private
14.00 – 14.10	10	End of day 1		

Day 2: Thursday 9 July

CES TIME	DURATION (MIN)	SESSION	PARTNERS	FORMAT
11.00 – 12.30	90	<p>Learning session Using the Value proposition Canvas and Design Thinking to develop digital services that customers want (2/2)</p> <p>OR</p> <p>Using Lean Business Model Canvas to develop a more resilient digital strategy (2/2)</p>	Afrilabs (TBC)	Private
12.30 – 12.45	15	Break		
12.45 – 14.15	90	<p>Learning session Funding readiness and tools to sustain your business beyond the COVID-crisis</p>	Development bank Investment fund TLcom Capital (TBC)	Private
14.15 – 14.30	15	End of day 2		

Day 3: Friday 10 July

CES TIME	DURATION (MIN)	SESSION	PARTNERS	FORMAT
11.00 – 12.30	90	Learning session How to fuel growth for scale after COVID-19?	ITC	<i>Open to the public</i>
12.30 – 12.45	15	Break		
12.45 – 14.00	75	High-level Policy Dialogue: <i>Creating a vibrant digital economy in times of Covid-19: Best Practices from selected East-African countries</i>		<i>Open to the public</i>
14.00 – 14.40	40	Next steps Building of an eTrade for Women community in English speaking Sub-Saharan African countries	UNCTAD	
14.40 – 14.55	15	End of the Masterclass		