

Peer learning sessions of the 2021 Regional Forum on Sustainable Development for the UNECE Region

Presentation of policy practices as a basis for the peer learning discussion

Session 4.2. Digital Transformation for SDG implementation

Title of intervention, country and name of presenter	Cooperating with UNIDO for the development of an online training course on digital technologies for women entrepreneurs and managers Russian Federation Oxana Kukharchuk
Brief description	In 2020-2021, within the framework of the project “UNIDO as a platform to promote women’s economic empowerment and entrepreneurship”, UNIDO has been developing an online training course “Digital Business Innovations for Women Entrepreneurs and Mangers” in English and Russian. The project team finalized the first three pilot modules on basics of digital technologies, digital marketing and digital project management and is currently completing the development of three additional modules on e-commerce, social media marketing (SMM) and customer relationship management – all in close cooperation with the team of Russian experts under the leadership of Ms. Kukharchuk.
Policy goal(s) or challenge(s) to be	Ensuring the participation of girls and women in digital sector and its dynamics, and the women’s participation in the digital world; with a special focus on the repercussion of COVID-19 for women and girls in digital space (as per the agenda)
Instruments and proposals	<ul style="list-style-type: none"> • Development of innovative educational tools that would be available and accessible to girls and women free of charge • Promotion of women’s entrepreneurship as an opportunity to gain economic independence and strengthen resilience – especially in the face of a COVID-19 crisis • Expansion of women’s capacities to address current digital transformation challenges in industry, enter new markets and promote their products and services online through user-friendly capacity-building tools
Constraints and difficulties	<ul style="list-style-type: none"> • Accessibility of personal computers and high-speed internet connection • Promotional tools for a wide-spread application of such training courses • Development gaps that complicate the creation of a “universal” support tool
Lessons	<ul style="list-style-type: none"> • Attracting diverse expertise and ensuring that provided training materials are applicable to different regions and backgrounds • Carrying out a full-fledged research and baseline analysis for the identification of concrete gaps and needs, as well as the most feasible tools and mechanisms for possible solutions
Links to additional materials	https://www.unido.org/unido-platform-promote-womens-economic-empowerment-entrepreneurship-and-leadership