

Innovative Strategies for Andean Women's Participation in Digital Economy

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SOOKMYUNG
WOMEN'S UNIVERSITY



Agenda

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II. PROJECT OUTLINE

III. PROJECT PROGRESS (2012~2014)

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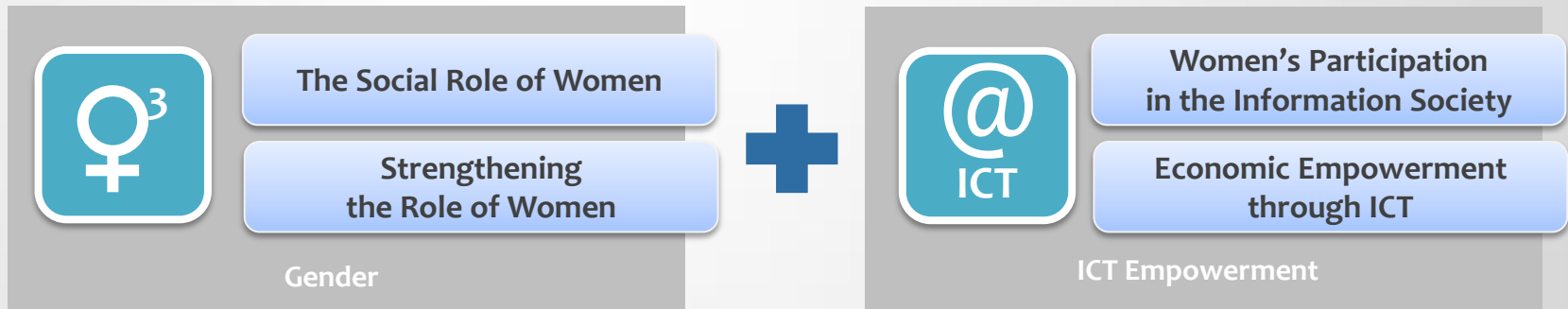
VI. DIFFICULTIES & SOLUTIONS

APWINC

Organization > About APWINC



- Established in 1996
- Mission: to promote women's socioeconomic empowerment through Information and Communication Technology(ICT) education and to enhance gender equality
- Selected as an institution for UNESCO Chair in Communication Technology for Women in 1998
- Having conducted various domestic and global women empowerment projects



※ MDG No.3 : PROMOTE GENDER EQUALITY AND EMPOWER WOMEN



Solution Development through
Research



Planning & Managing Customized
Training Program

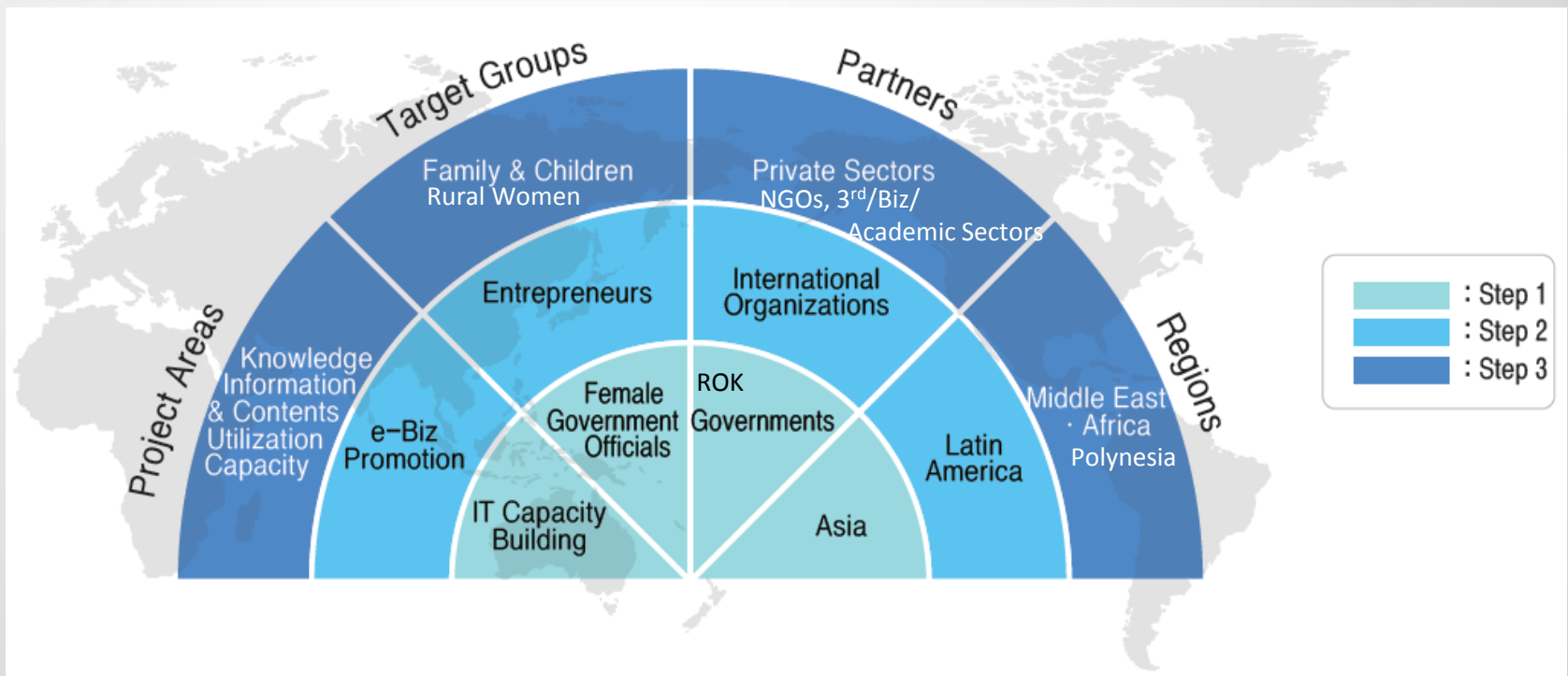


Exchanging & Providing Feedbacks
through SNS, Web Site

APWINC

Expansion of the scope of projects and regions

Establishment of gender-equality knowledge information and contents-based global society

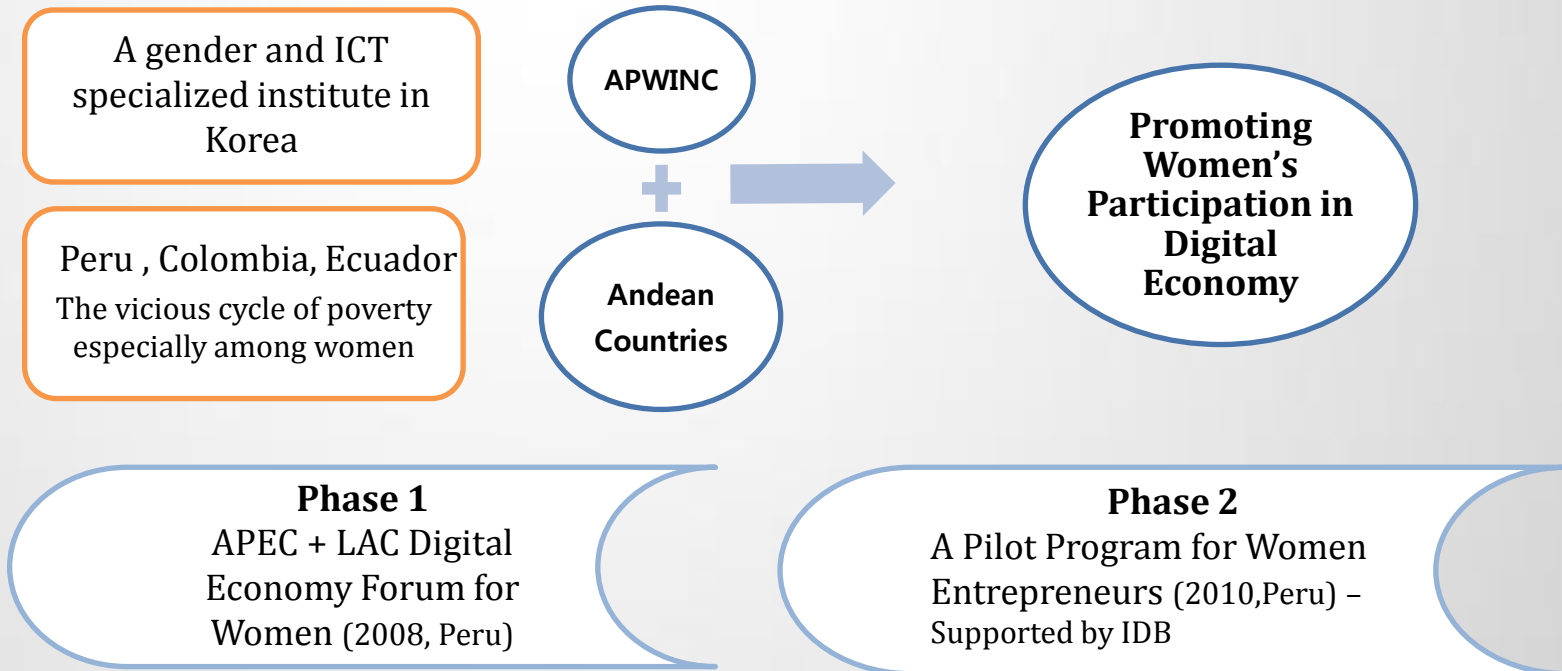


Project Outline - Background

DEVELOPMENT CHALLENGES

Women in Andean countries continue to face socioeconomic marginalization and vicious cycle of poverty.

Major Challenges: Lack of access to financing / Few opportunities / Culture
(2011 survey by the United Nations)



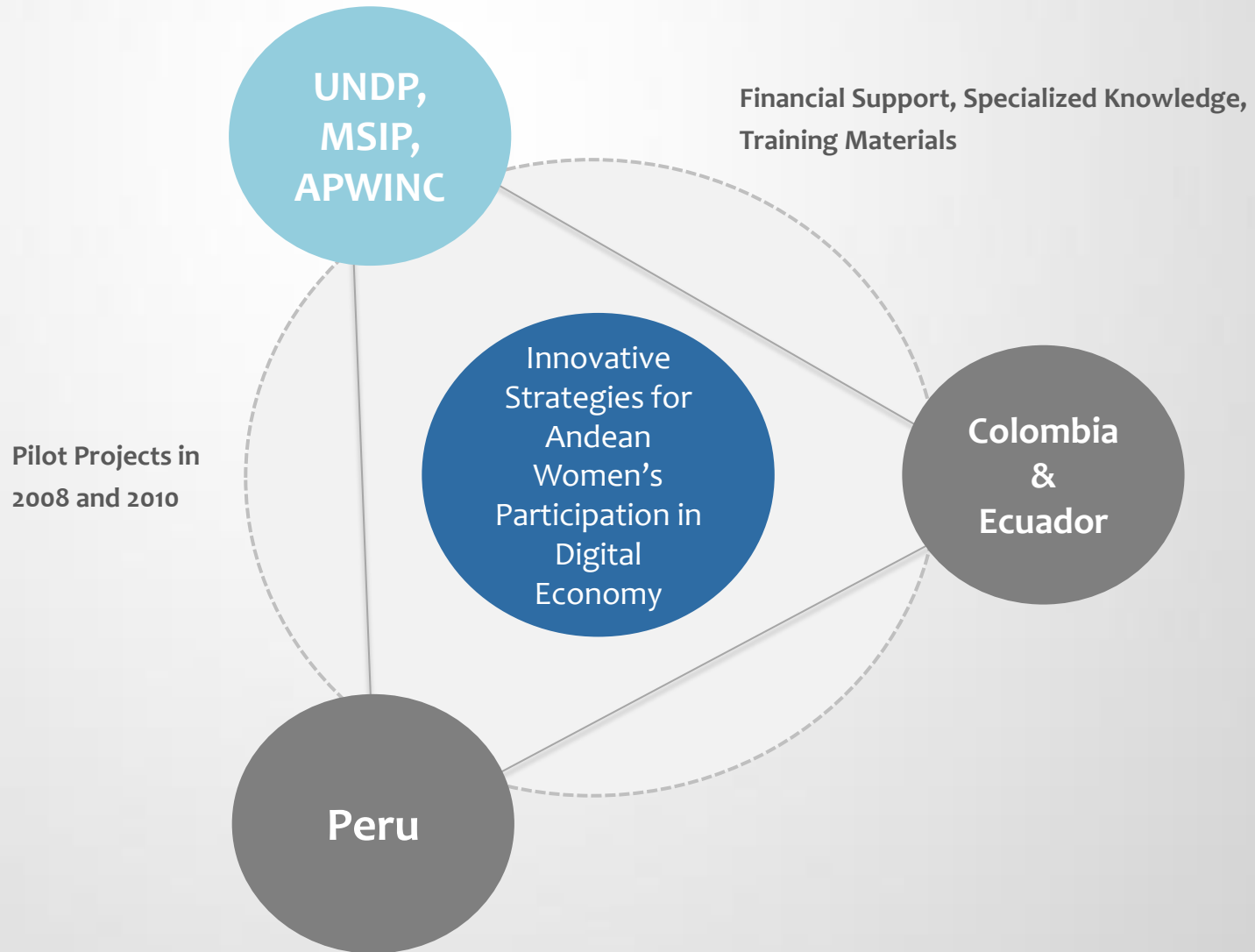
**Innovative Strategies for Peruvian Women's Participation in Digital Economy:
A Pilot Program for Women Entrepreneurs**

Project Outline

| | |
|--------------------------|--|
| Project Title | Innovative Strategies for Andean Women's Participation in Digital Economy |
| Project Objective | <p>Enhance entrepreneurial capacity of young, women entrepreneurs in 3 countries of Andean region while taking full advantages of ICTs and digital opportunities.</p> <p>*MDG 1- Poverty Reduction, 3 - Gender Empowerment, 8 - Global Partnership</p> |
| Project Targets | <ul style="list-style-type: none"> • Countries: Peru, Colombia, Ecuador • Institutions: UNIFE, MIMP / Eafit social, Makaia, MINTIC / MINTEL, FLACSO, Infodesarrollo, • Individuals: Local trainers, Women entrepreneurs |
| Project Process | <p>The project process is a sequence of five stages:</p> <ol style="list-style-type: none"> Research, Workshop for key personnel from partners (Korea (2012)) Developing educational curriculum and material (Andean Countries (2013)) Local e-business training of trainers (TOT) (Andean Countries (2013)) Local replicas by the TOT participants (Andean Countries (2014)) Evaluation and monitoring (M&E) (Andean Countries (2014)) |

Triangular Cooperation Diagram

Project > South-South Cooperation Diagram



Project Progress (2012) - Research & Workshop

| | |
|--------------------------|---|
| Research | Women's Socioeconomic Empowerment through ICT in Latin America: Peru, Colombia, Ecuador |
| Mission & Staff Exchange | <ul style="list-style-type: none">- Field Study in Peru (Interviews)- Partnership Building (Peru) |
| Content Development | <ul style="list-style-type: none">- Module 1. Women's Socioeconomic Participation- Module 2. Introduction to Economics- Module 3. Information Retrieval & Management- Module 4. Promotion and Marketing- Module 5. Using Social Networks- Module 6. ICT Safety and Security * Dr. Revi Sterling (University of Colorado at Boulder, Gender and ICT expert) |
| Workshop | Workshop for e-Business Training Content Development (8 participants from the three countries) |
| Monitoring & Evaluation | <ul style="list-style-type: none">- Discussion on current and future implementation- Checking details of TOT and training replica in 2013- Partnership Building (Peru, Colombia, Ecuador)- Meeting with women entrepreneurs and UNDP Peru office |

Project Progress (2012) – Content Development

| Module 1 | Women's Socioeconomic Participation |
|--------------------|--|
| Concept | Finding how women's work in both formal and informal sectors affects their families and communities |
| Application | Discussion on traditional ways and potentially more lucrative ways of economic participation |
| Exercise | Group work to brainstorm socioeconomic strategies that would better serve them and their families, while candidly exploring the challenges that they will likely face as they make changes to the status quo. Role playing will likely occur |

Project Progress (2012) – Content Development

| Module 2 | Introduction to Economics |
|--------------------|---|
| Concept | Introduction of basic economic concepts including supply and demand, credit and microcredit, savings and banking, etc. Ten key principles of economics are included as a subsection. The importance of book-keeping will be introduced, as well as templates that make record-keeping simple and easy to track. |
| Application | Creating ledgers or spreadsheets that track their current economic activity at the household level. |
| Exercise | Women will find a bookkeeping template online and fill it out with realistic data to understand how better to track and forecast earnings and expenditures. |

Project Progress (2012) – Content Development

| Module 3 | Information Retrieval and Management |
|--------------------|--|
| Concept | Introduction of the basics of Internet searching, including useful sites for livelihood concerns as well as key words and methods for finding and vetting information. |
| Application | Providing ample time at computers to experiment with the content as taught, in order to reduce fear of using the computer and to firsthand understand the vast variety of information sources as well as how to find them. |
| Exercise | See above |

Project Progress (2012) – Content Development

| Module 4 | Promotion & Marketing |
|--------------------|---|
| Concept | Learning how to better position their products and services in order to be more financially self-sustaining. Basic marketing techniques will be introduced, including the rudiments of market research, pricing, branding and customer service. Women will also be introduced to technologies that can help support marketing and sales opportunities online for greater reach. |
| Application | Introducing a variety of communications methods, including mail, radio, newspapers, word of mouth, signage, the Internet, and other forms of media. Discussion which methods of promotion would work best in their community, and then brainstorm ways to create additional market opportunities. |
| Exercise | Coming up with a simulated product line, slogan, and a pen-and-paper design of a website for their product (including website functionality) and open their campaigns to the larger group for constructive critique. |

Project Progress (2012) – Content Development

| Module 5 | Using Social Network |
|--------------------|--|
| Concept | Introduction of the concept of social networks where they can find people of similar interests, diaspora communities, and potential customers. Searching for online communities with the help of the trainer, who will direct women to the different types of social networking sites that exist and why certain information is targeted to certain sites. |
| Application | Social networking sites and technologies can be difficult to both conceptualize and explain. In this module, trainers should pick 3 to 5 common social networking applications, such as Facebook, Twitter, blogs, and photo/video sharing sites. |
| Exercise | Creating an account on the social networking sites featured in the module in order to access the sites in more depth. Posting a few of them to show the ease of which individuals can contribute online content. |

Project Progress (2012) – Content Development

| Module 6 | ICT Safety and Security |
|--------------------|--|
| Concept | Understanding both positive and negative impact of ICT; while ICT enables people with good intentions to be rewarded with good content and positive experiences, it also enables those with malicious agendas. Not discouraging use, but encouraging SMART use of ICT. |
| Application | The basics of what to share and what not to share on the Internet or in social network settings. Spam, Phishing and fraud should be covered, as should the importance of keeping computers up to date with anti-virus software. |
| Exercise | Learning firsthand to erase tracking data from their computers and phones, as well as envision scenarios where ICT could put them and their livelihoods at risk. |

Project Progress (2012) – Content Development

| Module 6 | ICT Safety and Security |
|--------------------|--|
| Concept | Understanding both positive and negative impact of ICT; while ICT enables people with good intentions to be rewarded with good content and positive experiences, it also enables those with malicious agendas. Not discouraging use, but encouraging SMART use of ICT. |
| Application | The basics of what to share and what not to share on the Internet or in social network settings. Spam, Phishing and fraud should be covered, as should the importance of keeping computers up to date with anti-virus software. |
| Exercise | Participants should experiment clearing browser history and cache, as well as erasing content from their phones. |

Project Progress (2013) - TOT

| | Peru | Colombia | Ecuador |
|--------------|--|--|---|
| TOT Duration | May 2~3, September, November, December | April 29~30 | April 24~26 |
| Organizers | [Univ.] UNIFE (Universidad Femenina del Sagrado Corazon) [Govt.] Ministry of Women and Vulnerable Population (MIMP) | [Univ.] Universidad Eafit Social [Govt.] Ministry of Information Technology and Communications (MINTIC) [NGO] Cooperacion Makaia | [Univ.] FLACSO (Latin American School of Social Sciences) [Govt.] Ministry of Telecommunication and Information Society (MINTEL) [NGO] Infodesarrollo |
| TOT Venue | UNIFE, In Lima, Tacna, Junin | EAFIT, Medellin | FLACSO, Quito |
| Trainers | 9 (professor, govt. official) | 6 (govt. official, Eafit social coordinator, staffs from NGO) | 2 (researcher, staff from NGO) |
| Trainees | 39 (women entrepreneurs, professors) | 16 (a hearing-impaired person, disabled person, minorities, public library librarian, women entrepreneurs, telecentre staffs) | 17 (telecentre staffs, women entrepreneurs) |
| Budget | USD 8,500 + USD 2,058.7 | USD 8,500 | USD 8,500 |

Project Progress (2014, Training Replica)

| Training Replica | Peru | Colombia | Ecuador |
|------------------|--|--|--|
| Replica Duration | February~March, July~September | May~July, September | August 26~28 |
| Organizers | [Univ.] UNIFE (Universidad Femenina del Sagrado Corazon) [Govt.] Ministry of Women and Vulnerable Population (MIMP) | [Univ.] Universidad Eafit Social [NGO] Corporacion Makaia | [Govt.] Ministry of Telecommunication and Information Society (MINTEL) |
| Replica Venue | UNIFE in Lima, Tacna, Huancayo | EAFIT, Medellin | Infocentros, Quito |
| Trainers | 10 (professors, govt. officials, TOT participants) | 10 (TOT participants) | 5 (TOT participants, freelancer) |
| Trainees | 110 (local women, women entrepreneurs, rural women) | 200 (local women, women entrepreneurs, hearing-impaired women) | 120 (local women, women entrepreneurs) |
| Budget | USD 10,000 | USD 10,000 | USD 8,000 |

Project Progress (2014) ECUADOR

- [Ecuador - ToT](#)

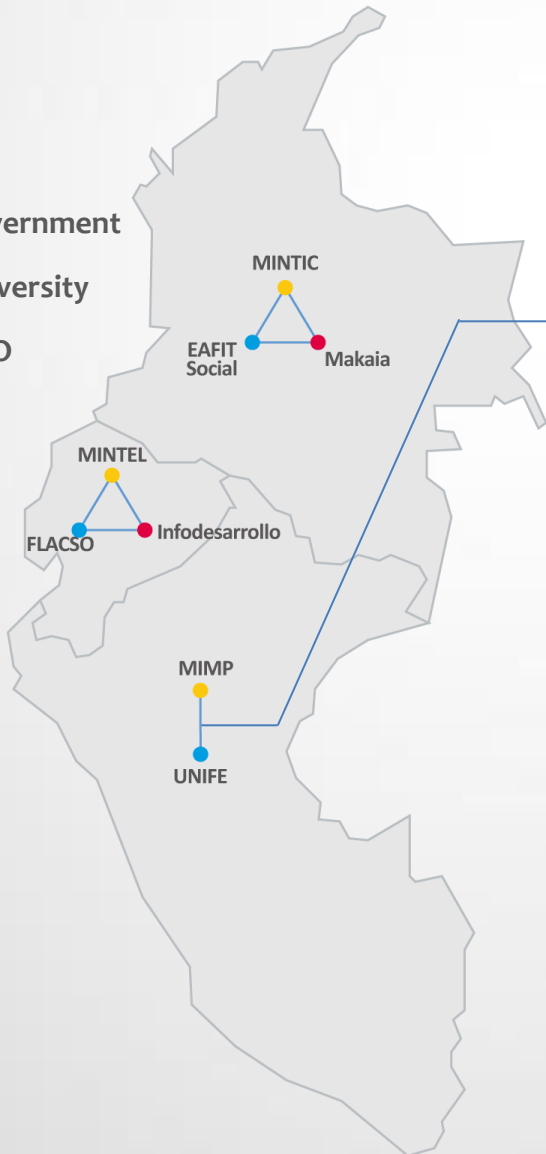
Project Progress (2014) – Final M&E Meeting

| | |
|------------------------------------|--|
| Date | November 13~14, 2014 |
| Venue | Universidad Femenina del Sagrado Corazon (UNIFE), Peru |
| Participating Organizations | <ul style="list-style-type: none">- Korea: APWINC- Peru: UNIFE MIMP (Ministry of Women and Vulnerable Population)- Colombia: EAFIT Social |
| Activities | <ul style="list-style-type: none">- Project evaluation- Shared project experiences by each participating countries- Discussed possible strategies for the project sustainability |

Project Features

Project > Features > Peru

- Government
- University
- NGO



PERU

- Developed “Module 0” and Workbook (UNIFE)
- Participation of the Ministry of Women and Vulnerable Population (MIMP)
- Trained a Group of Socially Disadvantaged Women (Ethnic Minorities)

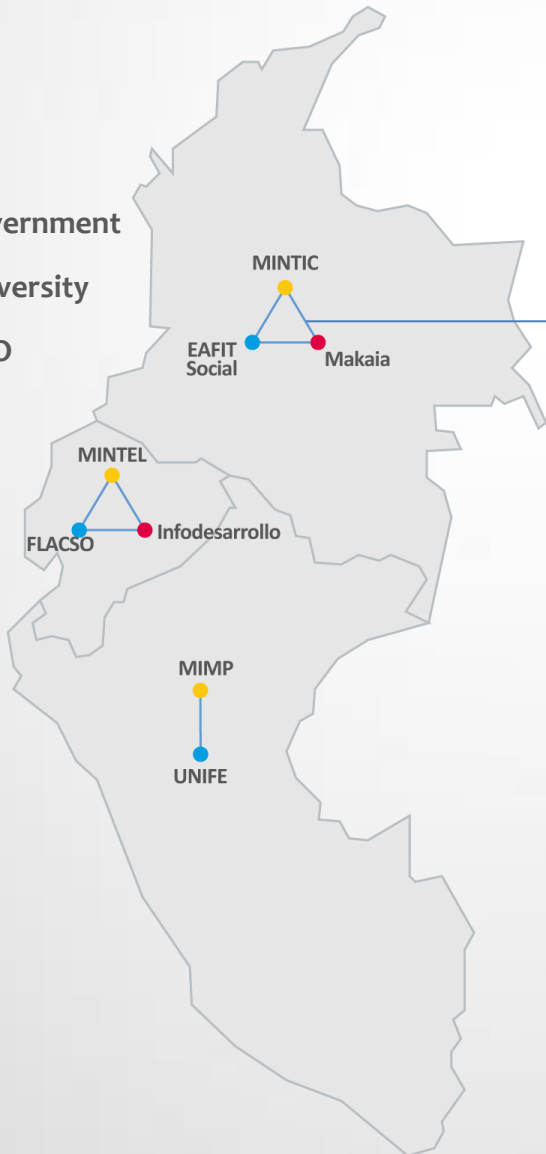


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Project Features

Project > Features > Colombia

- Government
- University
- NGO



COLOMBIA

- Developed and Maintained Strong Alliances with Various Organizations (EAFIT Social, MAKAIJA, Sistema de Bibliotecas, Red de Bibliotecas, Amigos con calor humano, Red de Telecentros, Alcaldia – Secretaria de la Mujer)
- Used Library System and Library Network in Medellin
- Trained a Group of Physically Disadvantaged Women (Hearing Disabilities)



Project Features

Project > Features > Ecuador

- Government
- University
- NGO



ECUADOR

- Became Government-led Project
- Used Nation-Wide Facility (Infocentros)
- Cooperated with State Institutions to Develop Customized Training Contents



Project Outcome

Project > Outcome



2012

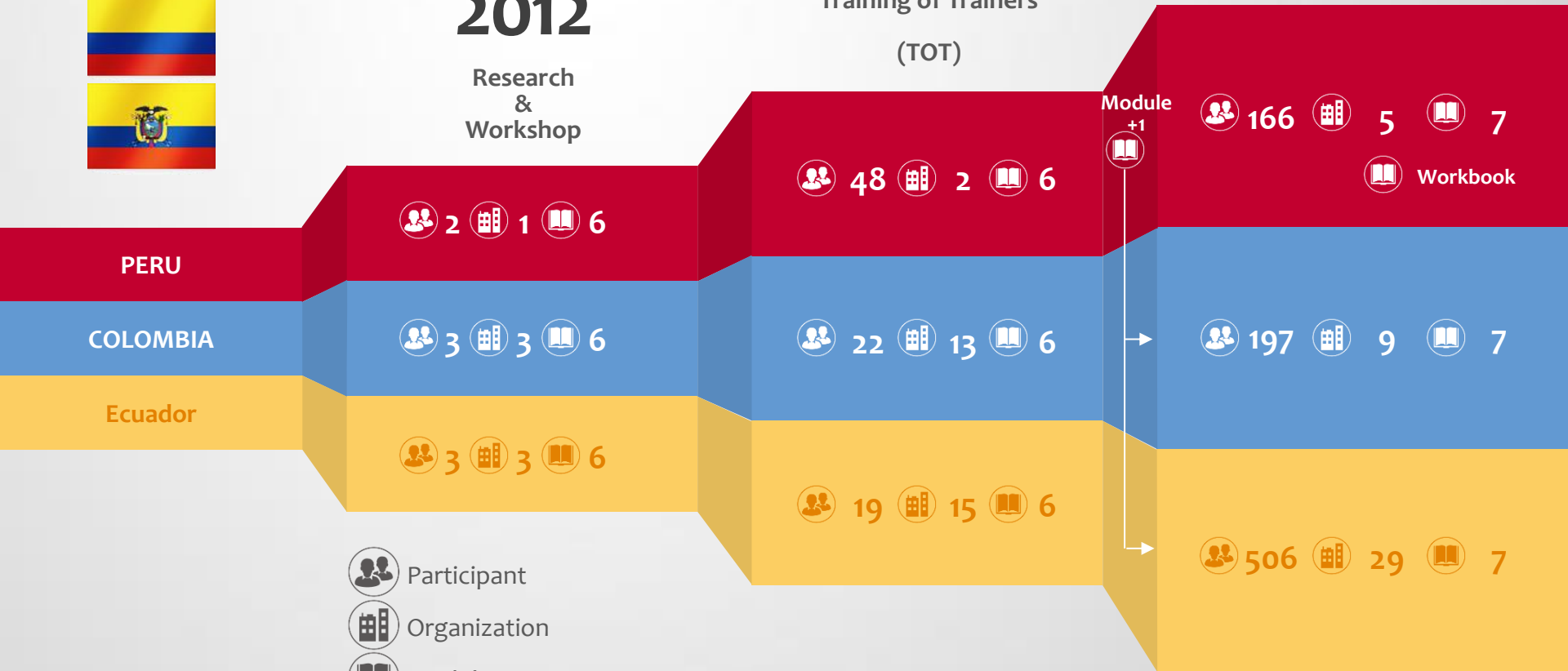
Research & Workshop

2013

Training of Trainers (TOT)

2014

Training of Trainers (TOT) & Training Replica



- Participant
- Organization
- Module

Project Outcome

Project > Outcome

Developed Six Training Modules and Training Curriculum



6+1

Modules



1

Workbook

Fostered Trainer Groups in Each Country



89

Trainers



57

Organizations

Provided Opportunity to the Local Women to Become Small and Medium Entrepreneurs (SMEs) in the Future



869

Trainees

Benefits

- **Acquiring knowledge and skills of ICT entrepreneurship**
- **Business start-Up**
- **Providing opportunities for disadvantaged Women**
- **Networking**
- **Stabilization of operating the training program**
- **Creating job opportunity for women**

Difficulties & Solutions

Difficulties Experienced

- Difficulties in communication among the organizations
- Lacking of training Hours
- Difficulties in recruiting participants

Solutions Taken

- > In-depth meeting with the organizers
- > Development of workbook (Peru); Creating virtual classroom
- > Using existing networks

THANK YOU

Asia Pacific Women's Information Network Center (www.women.or.kr)
Sookmyung Women's University, Seoul, Korea