Virtual Training of Trainers on Women ICT Frontier Initiative in Armenia  
28 - 31 March 2022

BACKGROUND

Women’s entrepreneurship is a force for positive social transformation. The success of women entrepreneurs generates ripple effects such as increased household savings, investment in children’s health and education, job creation and significant increases in national GDP. While the Asia-Pacific region has closed some of the gender gaps in health and education, women tend to still be more excluded than men from economic opportunities, whether by restricted entry into the labor force, lower wages, the burden of unpaid domestic labor, vulnerability in dangerous occupations, or lower access to finance and credit. Women entrepreneurs also continue to face disadvantages resulting from their lack of access and capacity to use information and communication technologies.

Information and communications technology (ICT) is an enabler for socio-economic development, participation and empowerment. The 2030 Agenda for Sustainable Development recognizes ICT as valuable tools for facilitating the efforts towards achieving the Sustainable Development Goals (SDGs) and their targets. SDG 5 (Achieve gender equality and empower all women and girls) has targets that address drivers of gender inequality and violence against women, and ensures their full and effective participation in society. It also has a specific target to “enhance the use of enabling technology, in
particular information and communications technology, to promote the empowerment of women” (SDG 5, target 5.b).

It is in this context that the Asian and Pacific Training Centre for ICT for Development (APCICT), a regional institute of the Economic and Social Commission for Asia and the Pacific (ESCAP), embarked on the programme called “Women ICT Frontier Initiative” (WIFI). The WIFI programme aims to promote women’s entrepreneurship in Asia and the Pacific through ICT capacity development. It will support women to become economically productive, through entrepreneurship that is enabled by ICT.

Following the National Launch of the WIFI programme and subsequent Training of Trainers in Armenia (2017), and in a continuous to strengthen the capacities of women entrepreneurs in the country, the Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP), in partnership with the Public Administration Academy of the Republic of Armenia (PAARA), is organizing a Virtual Training of Trainers on Women ICT Frontier Initiative in Armenia on 28-31 March 2022.

**OBJECTIVES**

The Training of Trainers aims to:

- Introduce the WIFI programme and the importance of ICT capacity development for women entrepreneurs to key stakeholders including government officials, training institutions, civil society groups, women entrepreneur associations;
- Enhance understanding of the importance of women entrepreneurship and ICT capacity development;
- Increase stakeholder buy-in, strengthen engagement and ownership of WIFI national focal partners;
- Expand the pool of national resource persons who can deliver the WIFI modules; and
- Deliver the training content at national level to potential/current women entrepreneurs.
FACILITATORS

- Dr. Faheem Hussain, Clinical Associate Professor, School for the Future of Innovation in Society, College of Global Futures, Arizona State University
- Ms. Maria Juanita Macapagal, Fellow, Ideacorp, Philippines

PARTICIPANTS

The training will be attended by potential trainers from training institutions and civil society organizations.

DATE AND VENUE

The training will take place from 28-31 March 2022 virtually. The training will be delivered in English.

CONTACTS

Ms. Nuankae Wongthawatchai, Programme Officer, APCICT/ESCAP, wongthawatchai@un.org

Ms. Sara Bennouna, Team Assistant, APCICT/ESCAP, sara.bennouna@un.org
ABOUT THE WIFI TRAINING PROGRAMME

WIFI includes a comprehensive and integrated ICT for women entrepreneurship training programme in two tracks: women entrepreneurs and policymakers. It consists of modules that are applicable to both groups and specialized modules for each. These training modules include:

Core Modules

- **Women’s Empowerment, SDGs and ICT.** This module introduces the key concepts of women’s empowerment, the related sustainable development goals, and its barriers and enablers. The module presents the opportunities and challenges to using ICTs for supporting women’s empowerment.

- **Enabling Role of ICT for Women Entrepreneurs.** The key concepts of entrepreneurship and how it contributes to women’s empowerment are discussed in this module. It describes the global status of women entrepreneurs, and explores the barriers and enablers faced by women entrepreneurs, and the role of ICT in supporting women’s entrepreneurship.

Modules for Women Entrepreneurs

- **Planning a Business Using ICT.** The purpose of this module is to introduce women entrepreneurs and potential entrepreneurs to the fundamentals of business planning and how ICTs can help in the process. It also provides practical exercises for women to start applying ICT and other tools to planning their business activities.

- **Managing a Business Using ICT.** This is a follow-up module to “Planning a Business Using ICT” that introduces women entrepreneurs and potential entrepreneurs to the start-up and management of a business, and how ICTs help in the process. Case examples and suggested activities are provided to help the audience start applying ICT and other tools for managing a business.

WIFI modules can be accessed in [English](#).
# PROGRAMME AGENDA

<table>
<thead>
<tr>
<th>Date/time* (AMT)</th>
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| **Day 1**  
9:00-9:20 (20 minutes) | Opening Session  
- Welcome Remarks by PAARA representative (TBD)  
- Welcome Remarks and Presentation on APCICT by Mr. Kiyoung Ko, Director, APCICT/ESCAP |
| **Day 1**  
9:20-12:00 | Session 1: Women’s Empowerment, ICT and SDGs  
*Resource Person: Dr. Faheem Hussain* |
| **Day 2**  
9:00-12:00 | Session 2: Enabling Role of ICT for Women Entrepreneurs  
*Resource Person: Dr. Faheem Hussain* |
| **Day 3**  
9:00-12:00 | Session 3: Planning and Managing a Business using ICT, Part I  
*Resource Person: Ms. Maria Juanita Macapagal* |
| **Day 4**  
9:00-11:45 | Session 4: Planning and Managing a Business using ICT, Part II  
*Resource Person: Ms. Maria Juanita Macapagal* |
| **Day 4**  
11:45-12:00 | Closing Session  
- Evaluation  
- Closing Remarks |