ITU Regional Development Forum for Americas (RDF-AMS)

Accelerating the digital development in the Americas

organized by the International Telecommunication Union with the support of the
the Government of El Salvador

16-18 August 2023
San Salvador, El Salvador

Please note that submitted information will be presented during the RDF-AMS P2C Roundtables and it will also be reflected on the pledging platform of the Partner 2 Connect Digital Coalition.

Once completed send to AMSDir@itu.int

CONTRIBUTION FORM

ORGANIZATION: Haiti

FOCAL POINT: Mr. Madsen GACHETTE, EIF National Coordinator at the Ministry of Trade and Industry of Haiti

TITLE: Tech as a driver of women's economic opportunities

DESCRIPTION OF ACTION:

As part of the collaboration of The International Telecommunication Union (ITU), the Enhanced Integrated Framework[1] (EIF) and EQUALS Global Partnership to Close the Gender Digital Divide[2], the project "Enhancing the Digital Ecosystem and Digital Skills for the Economic Empowerment of Women in Less Developed Countries (LDCs)" aims to use technology as a means to create economic opportunities for women in three least developed countries, including Haiti[3]. Activities under the project have benefitted over 400 Haitians.

The project is implemented at two levels: policy and communities.

At the policy level:

In Haiti, the project has successfully increased awareness and comprehension among policy makers, private sector entities, and other stakeholders regarding the situation of women in the technology sector in the project countries. The project produced a comprehensive Country Report on Gender Mainstreaming in the Digital Economy, which presented an overview of the current situation and offered policy conclusions and recommendations for policy makers. The reports' findings served to develop global guidelines of gender equality in the digital economy for policy makers[4] with a specific section for policy makers in LDCs. Moreover, a successful validation workshop for the Country Report was conducted, bringing attention to crucial steps needed to determine the gender responsiveness of policies and to foster a more inclusive digital policy environment.

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[1] https://enhancedif.org/en

[2] EQUALS is a global partnership of governments and organizations dedicated to promoting gender balance in the technology sector by championing equality of access, skills and leadership for women and men alike.

[3] The project is also being implemented in Burundi and Ethiopia.

[4] In collaboration with ITU's Digital Inclusion team

At the community level:

In Haiti, the project has been helping women to benefit from information and communication technologies (ICTs) by enhancing their digital literacy skills, making them more competitive in the digital landscape, and fostering their entrepreneurial abilities.

The project has closely collaborated with national partners, including selected civil society organizations such as CITE and the University of Haiti. Moreover, other organizations at the global level, particularly from the EQUALS Global Partnership, such as Women's World Wide Web, GSMA, and Verizon, among others, have supported activities under this project.

Several women have received training on e-commerce, covering various topics, including the use of the Shopify app, online safety, online product advertising, customer targeting and marketing refinement, digital marketing, and key elements of design marketing. These capacity building activities have also encompassed understanding concepts and tools related to web development, including the use of design, personalization and data analysis tools like Google Site and Google Analytics.

Other efforts have also focused on enhancing the capacity of local organizations to deliver improved ICT services and tools specifically aimed at empowering women of working age.

COUNTRIES in FOCUS:

Haiti

YEARS of IMPLEMENTATION:

☑ **2023**

☐ 2024

☐ 2025

RELEVANT ITU REGIONAL INITIATIVE:

☐ AMS1: Infrastructure deployment (DEPLOYMENT OF MODERN, RESILIENT, SECURE AND SUSTAINABLE TELECOMMUNICATION/INFORMATION AND COMMUNICATION TECHNOLOGY INFRASTRUCTURE)

☑ **AMS2: Digital Inclusion and skills development** (ENHANCEMENT AND EXPANSION OF DIGITAL-LITERACY, DIGITAL-SKILLS AND DIGITAL-INCLUSION PROGRAMMES, ESPECIALLY AMONG VULNERABLE POPULATIONS

☐ AMS3: Digital transformation and innovation ecosystems (EFFECTIVE SUPPORT FOR DIGITAL TRANSFORMATION AND INNOVATION ECOSYSTEMS THROUGH SCALABLE, FUNDED AND SUSTAINABLE CONNECTIVITY PROJECTS

☐ AMS4: Enabling Policy and Regulatory environments (DEVELOPMENT OF ENABLING POLICY AND REGULATORY ENVIRONMENTS TO CONNECT THE UNCONNECTED THROUGH ACCESSIBLE AND AFFORDABLE TELECOMMUNICATIONS/INFORMATION AND COMMUNICATION TECHNOLOGIES

Please find more information on the ITU Regional Initiatives 2023-2025, as defined by WTDC-22,

https://www.itu.int/en/ITU-D/Regional-Presence/Americas/Pages/RI-projects-2023-2025.aspx

RELATED ITU-D PRIORITIES AS DEFINED BY THE ITU WORLD TELECOMMUNICATION DEVELOPMENT CONFERENCE 2022

☐ Affordable connectivity

☐ Digital Transformation

☐ Enabling policy and regulatory environment

☐ Resource mobilization and international cooperation

☐ **Inclusive and secure telecommunications/ICTs for sustainable development**

Please find more information on the ITU-D Priorities, as defined by WTDC-22, here.

RELATED ITU PRIORITIES AS DEFINED BY ITU PLENIPOTENTIARY CONFERENCE 2022

☐ Spectrum use for space and terrestrial services

☐ International telecommunication numbering resources

☐ **Inclusive and secure telecommunication/ICT infrastructure and services**

☐ Digital applications

☐ Enabling environment

Please find more information on the ITU Priorities, as defined by PP-22, here

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