



# WSIS FORUM | 19-23 MARCH 2018

Geneva | Switzerland

## **WSIS Forum 2018 OUTCOME DOCUMENT**

### **Template for Submission of Executive Summaries for**

### **Thematic/Country Workshop/ Action Line Facilitation Meetings/ Interactive Sessions/ High Level Dialogues/Publication Releases/Briefings**

**Deadline: Thursday 22 March, 2018**

**Exception: For sessions on Friday 23 March, please send at the latest 2 hours after the session**

*Please note that the WSIS Forum 2018 Outcome Document will be released on the **23<sup>rd</sup> of March** (the last day of the Forum)*

**1) Title of your session:**

E-Trade for Impact: Turbo-charge the SDGs with digital

**2) Name of Organization/s organizing the session:**

International Trade Centre

**3) Relevance with the WSIS Action Lines – please specify the Action lines C1 to C11**

C3, C4, C6, C11

**4) Key achievements, announcements, launches, agreements, and commitments (these will be reflected in the press release and Outcomes Document of the WSIS Forum 2018)**

Presentation of the ITC “e-Trade for Impact” strategy, which aims to accelerate the Sustainable Development Goals with digital technologies scaling the impact of the organisation’s interventions. The strategy focuses on three areas:

- Sharing access to information, strategies, learning and platforms (“e Networks”),
- Empowering small businesses in online marketplaces (“e-Commerce”),
- Growing entrepreneurial ability to capture the potential of digital business models (“e-entrepreneurship”).

**5) Main outcomes highlighting the following:**

**I. Debated Issues**

- E-Networks such as Shetrades are needed to enable shared access to information, strategies, learning, platforms and partners. Smart partnerships are essential to achieving success. The ITC and eBay join forces to connect women-entrepreneurs in developing countries to digital markets.



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- Within the area of e-Entrepreneurship, the ITC works with tech startups and incubators in developing and least developed countries such as Concree Senegal to enable entrepreneurs to capture the potential of digital business. Digital platforms, like the ITC e-learning platform “SME Trade Academy” and third-party players help to leverage the reach and effectiveness in pursuing achievement of the 2030 Sustainable Development Goals
- E-commerce is the entry door for micro, small and medium-sized enterprises to global markets, to retaining ownership and earning higher margins by serving consumer markets directly, without the need to pass through costly intermediaries. Small businesses in developing and least developed countries are largely excluded from e-commerce as they have limited access to online payment solutions, reliable and cost-effective logistics services and technologies. The ITC helps these small businesses to overcome the barriers through training, advisory and partnerships.

## II. Quotes

- *“Digital innovation is accelerating. Online platforms and social media offer new routes to market. Emerging technologies such as blockchain, artificial intelligence, the internet of things, and additive manufacturing are challenging the organization of global value chains. Disruption brings new opportunities for developing countries, if followed by new capabilities and the implementation of appropriate strategies. Without these, disruption threatens to promote further disparities between countries who master the new digital-driven value chains and those who do not”* Anders Aeroe, Director, Division of Enterprises and Institutions, ITC
- *“If you compare today’s world with the world 50 years ago, where you did not have internet, the customer was much further away (...). Today you can put your product out and get it seen by the world’s shoppers. This is the opportunity we have (..) and that is what we work on in the context of Shetrades to give women access to our platform, allow them to receive payments, allow them to have reasonable shipping rates and get them to sell.”* Fabian Staechelin, Business Development Manager, eBay.

## III. Overall outcomes of the session highlighting

- Digital technologies offer the potential to accelerate our reach and effectiveness in pursuing achievement of the 2030 Sustainable Development Goals. By making better use of digital platforms, tools and leveraging partnerships we can



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reach further, quicker and ensure that our initiatives are inclusive and increasingly cost effective.

#### IV. Main linkages with the Sustainable Development Goals

- Access to e-trade is expected to contribute significantly to SDG 17.11 “Increase significantly the exports of developing countries...” and in particular for poor communities (SDG 1.4 “By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources...”) and women (the means to implementing SDG 5 refers to “Enhance the use of enabling technologies, in particular ICT, to promote women’s empowerment...”).

#### V. Emerging Trends related to WSIS Action Lines identified during the meeting:

- Access to information and knowledge
- Capacity building
- Enabling environment
- International and regional cooperation

#### VI. Suggestions for Thematic Aspects that might be included in the WSIS Forum 2019

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