



**MASHAV – Israeli Agency for International Development Cooperation**

**MCTC – MASHAV Carmel Training Center**

**Online course in Russian**

# **Use of ICTs for the Promotion and Implementation of Gender Equality in Small Business Development**

In cooperation with United Nations Economic commission for Europe

**Four online meetings between**

*June 22 – July 2 (2 meetings per week)*

**MCTC – MASHAV Carmel Training Center**

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## **Course Description**

Addressing gender equality and women's empowerment is one of the 17 international goals of the 2030 Agenda for Sustainable Development and is recognized as a critical aspect of global development. Information Communication Technologies (ICTs), in turn, are a factor in narrowing the gender gap and can transform existing gender inequalities into opportunities and resources, making a significant contribution to the economic, political and social development of women. A gender approach to the use of modern technologies will expand possibilities for women's participation in economic processes and promote the advancement of women entrepreneurs in the framework of small and medium-sized business development programs.

This course will consist of 4 sessions; each of which will focus on specific tools and digital apps that can be utilized by small business management and development. It will also emphasize the need to focus on gender aspects and implement gender mainstreaming while using ICTs for business development.

The purpose of these meetings will be to enhance knowledge and skills, as well as to create and strengthen the connections among participants.

### **Aims**

- Expand knowledge and provide tools for development and business management
- Create networks and opportunities for the future cooperation of participants
- Get acquainted with the Israeli experience in the field of small business development

### **Methodology**

The course will use the Zoom platform for meetings and group work enabling participants to interact with each other with the aim of creating an effective network of like-minded business trainers and promoters. Additionally, the Google Class tool will be utilized for providing participants with course materials as well as homework and follow up activities after each session.

Participants will explore and practice different tools and digital apps that could be used both for business development and for training of business trainers. Group members will discuss gender related challenges and the possibility of ICTs to assist in solutions of narrowing the gender gap.

### **Applicant's Profile**

The course is designed for women and men alike, business consultants, trainers and mentors representing governmental institutions, agencies and NGOs involved in the development and support of small businesses. Candidates must have at least five years of experience in related disciplines. Full command of the Russian language is required.

Participants will need access to all the technology needed for a webinar (computer, video, microphone, speakers, and a stable internet connection) as well as have 3 free hours a week ( two sessions of 1.5 hours each) to participate, as the course is very interactive and participants will be expected to participate fully in every task. A convenient, quiet and adequate working environment is highly important.

**Completed application forms should be sent to the relevant Israeli mission in the respective country no later than June 12, 2020.**

