



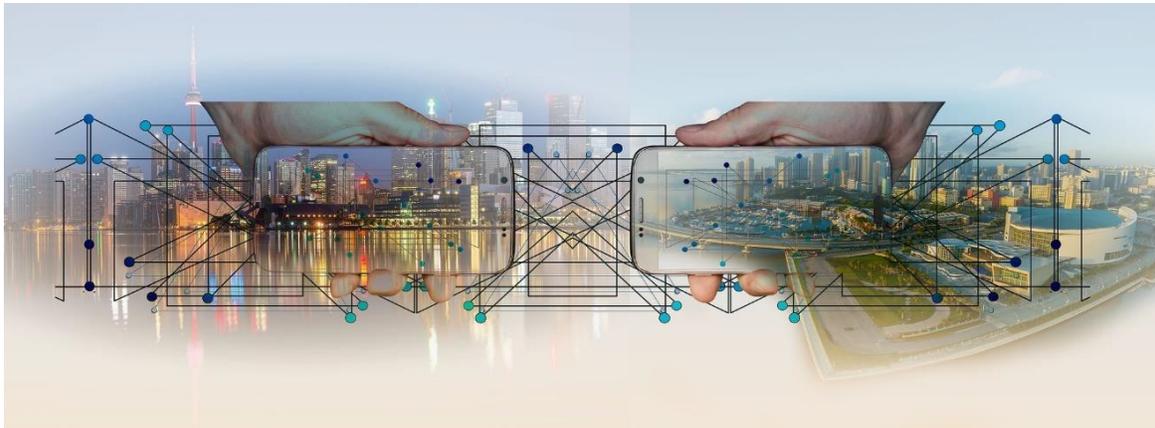
MASHAV – Israeli Agency for International Development Cooperation

MCTC – MASHAV Carmel Training Center

Online Course

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

In cooperation with the United Nations Economic Commission for Europe



Four online meetings

November 2-12 , 2020 (2 meetings per week)

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.

Objectives

- 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 English 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 October 12, 2020.

About MASHAV

MASHAV – Israel’s Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel’s experience in development and planning, and focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives.

MASHAV’s approach is to ensure social, economic, and environmental sustainable development, and to take an active part in the international community’s process of shaping the 2030 Agenda of Sustainable Development.

MASHAV’s activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health; empowerment of women; and education. Professional programs are based on a “train the trainers” approach to institutional and human capacity building, and are conducted both in Israel and abroad.

About MCTC

The Golda Meir MASHAV "Carmel" International Training Center (MCTC) was founded by Golda Meir in Haifa in 1961. MCTC was the first of its kind in the domain of women’s empowerment, and since its inception has had a profound influence on both individuals and policymaking. MCTC endeavors to provide professional women and men from developing countries and transitional societies with the necessary tools for women’s empowerment. It aims to enable women to contribute to the socio-economic development processes of their communities and consequently advance their status. To this end, MCTC conducts training activities, both in Israel and overseas, to advance women’s participation in public life.

To date, more than 25,000 women and men from over 150 countries have benefited from hundreds of training activities. Many of them now hold key positions at the local or national level, or within United Nations development agencies.

About UNECE - The United Nations Economic Commission for Europe

UNECE is one of the five regional commissions of the United Nations. Its major aims are to promote sustainable development and regional cooperation and integration through policy dialogue, normative work and technical cooperation. UNECE provides a neutral platform for regional policy dialogue on economic, social and environmental issues among its 56 member countries, which are located in the European Union, non-EU Western and Eastern Europe, South-East Europe, the Caucasus and Central Asia and North America. Its work also includes negotiation of international legal instruments; development of regulations and norms; exchange of best practices and economic and technical expertise and technical cooperation for the countries with economies in transition, as well as through monitoring international commitments in a wide array of areas. These range from trade and economic cooperation, energy, environment, housing and land management, to gender issues, population, statistics, timber, and transport. UNECE provides policy-oriented analysis, advice and capacity building to Member States and cooperates with partner agencies, civil society and key actors from the private sector. It promotes

technical cooperation with economies in transition, which brings about closer integration of these economies to the world economy and the achievement of sustainable development in the region.

UNECE is committed to the goal of gender equality and assists its Member States in implementing equal rights and opportunities for women and men. In line with its mandate to focus on gender equality in the economic realm, UNECE works on women's economic empowerment using dual approach. Mainstreaming gender across UNECE areas of work promotes gender perspective in specific activities, such as intergovernmental and expert group meetings to discuss gender sensitive policies for innovation, policies for competitive and knowledge-based economies, for environmental policy, etc. Major area of work is women's entrepreneurship development as an important pillar for women's economic empowerment. To this end, special attention is paid to the needs of the countries in South-East Europe, Caucasus and Central Asia to facilitate the creation of a strong private sector where women and men work as equal partners.

Website: www.unece.org/gender

Proposed Schedule** - Israeli time

Monday, November 2

- 9.30 **Opening Ceremony**
Greetings by MASHAV Representative
- 10.00 – 10.45 **The Power of Networking**
Ms. Katerina Rudenko, MCTC Staff
- 11:00 – 12:00 **The UNECE Approach to Supporting the Implementation of the 2030 Agenda with a Gender Lens for Small Business Development**
Dr. Malinka Koparanova, Senior Social Affairs Officer and Gender Focal Point, Sustainable Development and Gender Unit, United Nations Economic Commission for Europe - UNECE

Thursday, November 5

- 10.00 – 10.45 **Workshop on Online Tools for Business Development**
Dr. Iliya Stechkin, Digital Marketing Expert
- 11:00 – 11:45 Continued

Monday, November 9

- 10.00 – 10.45 **Workshop on Digital Tools for Marketing**
Dr. Iliya Stechkin, Digital Marketing Expert
- 10.45 – 11.30 **Round Table/Open Discussion on the Use of ICTS to Promote Gender Equality in Business Development**
Dr. Malinka Koparanova, UNECE

Thursday, November 12

- 10.00 – 10:45 **Client Oriented Marketing**
Mr. Danny Abramovich, Marketing Consultant and Lecturer
- 11:00 - 11:45 Continued
- 12:00 – 12.30 **Closing Ceremony**
Greetings by MASHAV Representative , MCTC Director and Course Staff

****Program is subject to change**