

*Foundation for Women's  
Rights Promotion  
and Development*

財團法人婦女權益促進發展基金會



# Innovation for Women and Economic Development with ICTs

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Foundation for Women's Rights Promotion and Development

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# OUTLINE

- Initial Ideas
- About the Project
  - Overview
  - Work Plan
  - Achievements/Key Findings
- Our next step
- Partnership with Thunder Sensing



GGCA  
Global Gender and Climate Alliance

UNDP  
Empowered lives.  
Resilient nations.

**Overview of linkages  
between gender  
and climate change**

*"Recent studies reveal that not only is women's participation important but also how they participate—and how much. And because women often show more concern for the environment, support pro-environmental policies and vote for pro-environmental leaders, their greater involvement in politics and in nongovernmental organizations could result in environmental gains, with multiplier effects across all the Millennium Development Goals."*

Source: UNDP Asia-Pacific  
Human Development Report 2011

**Background**

The degree to which people are affected by climate change impacts is partly a function of their social status, gender, poverty, power and access to and control over resources. Despite the international community's increasing acknowledgement of the differential experiences and skills women and men bring to development and environmental sustainability efforts, women still have lesser economic, political and legal clout and are hence less able to cope with—and are more exposed to—the adverse effects of the changing climate. Drawing on women's experiences, knowledge and skills and supporting their empowerment will make climate change responses more effective. However, the impacts of gender inequalities and women's recurrent socio-economic disadvantages continue to be ignored and remain a critical challenge to adaptation efforts. As the world continues to grapple with what a post-Kyoto climate regime should look like, it is crucial that mitigation and adaptation efforts integrate gender issues at all levels. This will minimize risks to women and children and ensure greater success of efforts to address climate change.

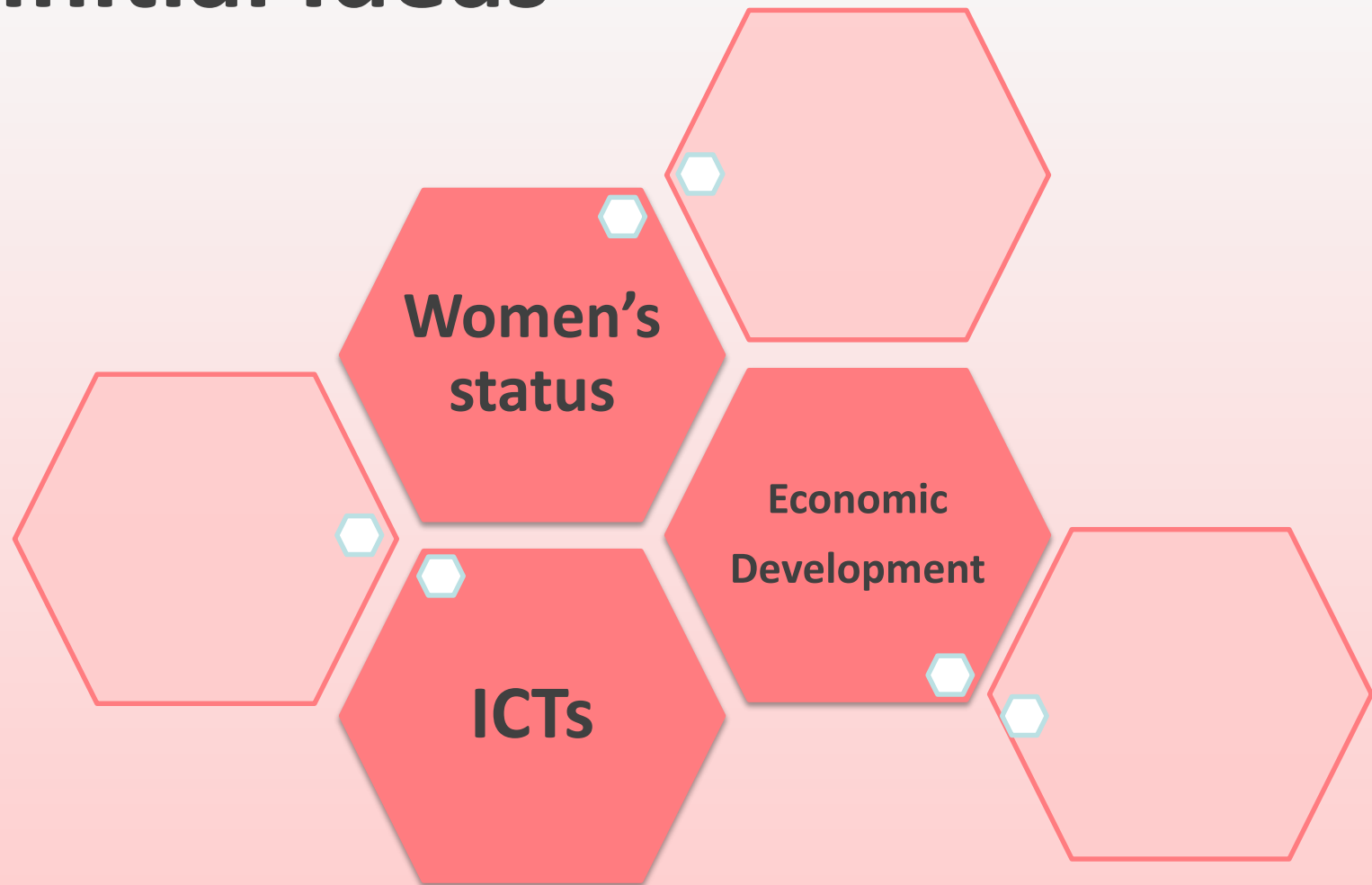
GENDER AND CLIMATE CHANGE ASIA AND THE PACIFIC Policy brief 1

“The degree to which people are affected by climate change impacts is partly a function of their **social status, gender, poverty, power** and **access to and control over resources.**”

Picture source: UNDP

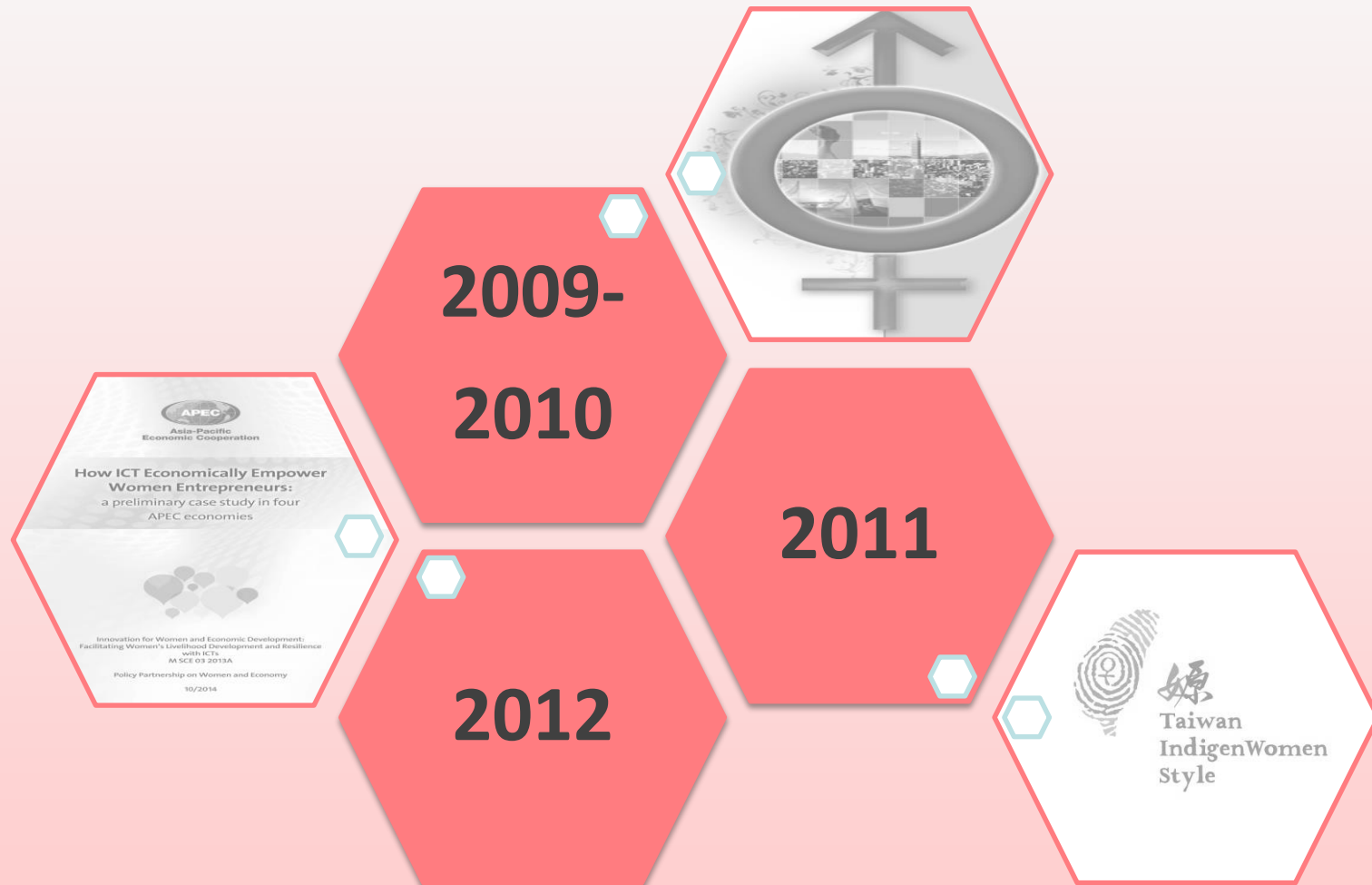


- Initial Ideas





# • Initial Ideas



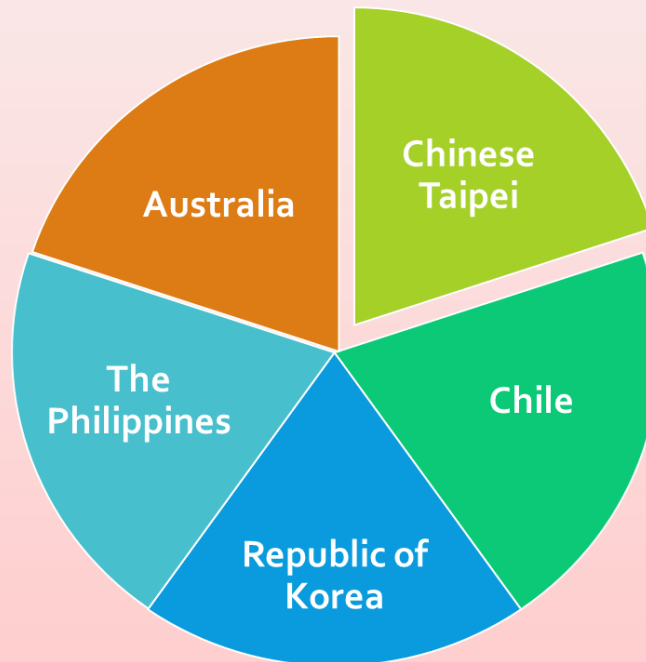


# About the Project - overview

## ✓ Title

**Innovation for Women and Economic Development: Facilitating Women's Livelihood Development and Resilience with ICTs**

## ✓ Partners





# • About the Project - overview

- ✓ Proposed by **PPWE Chinese Taipei**, Co-sponsored by **14 APEC economies**, **SMEWG** and **ABAC Women Forum**.
- ✓ First phase (2013-2014) → Second phase (2015) → Third phase (2016)
  - 2013 APEC Conference: Innovation and ICTs for Women Business
  - A study report “How ICT economically Empower Women Entrepreneurs”
  - 2014 APEC Conference: Utilizing ICTs to Empower Women Entrepreneurs
  - An online learning research, a toolkit to implement gender program and a women-friendly ICT application
  - “2015 APEC Seminar of Empowering Women through ICT for Inclusive Growth” is coming up!
- ✓ Echo to PPWE 5 Pillars and SMEWG Strategic Plan



# • About the Project - Work Plan

1. Inventory
2. Case study
3. Report
4. Newsletter

1. Online Learning Study
2. Toolkit
3. Mobile APP

1. Mobile APP
2. Sustainability
3. Evaluation

2013-2014

2015

2016

2013. 6/28-6/29

2014. 10/28-10/29

2015. 9/16



Innovation for  
Women and Economic  
Development  
Facilitating Women's Livelihood  
Development and Resilience  
with ICTs



Global Gender

Foundation for Women's Rights Promotion and Development

About us

Program

Gender  
Mainstreaming

Women  
Status in Taiwan

Projects for women's entrepreneurship and ICTs



Seminar of Empowering Women  
through ICT for Inclusive Growth

16 September, 2015  
PICC, Manila, the Philippines



# • About the Project - Work Plan

2016

**Phase 3 - Let's use game-based mobile learning for women start-up!**  
**No limit on infrastructure, learning environment, and self confidence**

2015

**Phase 2 - Do online learning and crowdfunding can be the solution?**  
**Time flexibility, Skills level-up, App business, and Right contact**

2013-2014

**Phase 1 - How ICT tools empower women entrepreneurs?**  
**Power of Knowledge, Opportunity to new market, Leadership and Capital support**



# • About the Project – Achievements

## in PHASE 1 (2013-2014)

### Access to Capital

- Introduce the innovative ICT solutions like e-learning and crowdfunding for women entrepreneurs to solve the problem of financial literacy and family consent.

### Access to Market

- Provide e-commerce platform and cost-effective package to help women entrepreneurs' micro-business and perishable products break the market boundary.

### Skills and Capacity Building

- To better increase women entrepreneurs' confidence, ICT specialization courses and women-centric topics, with gender-sensitive trained mentors, should be adopted.

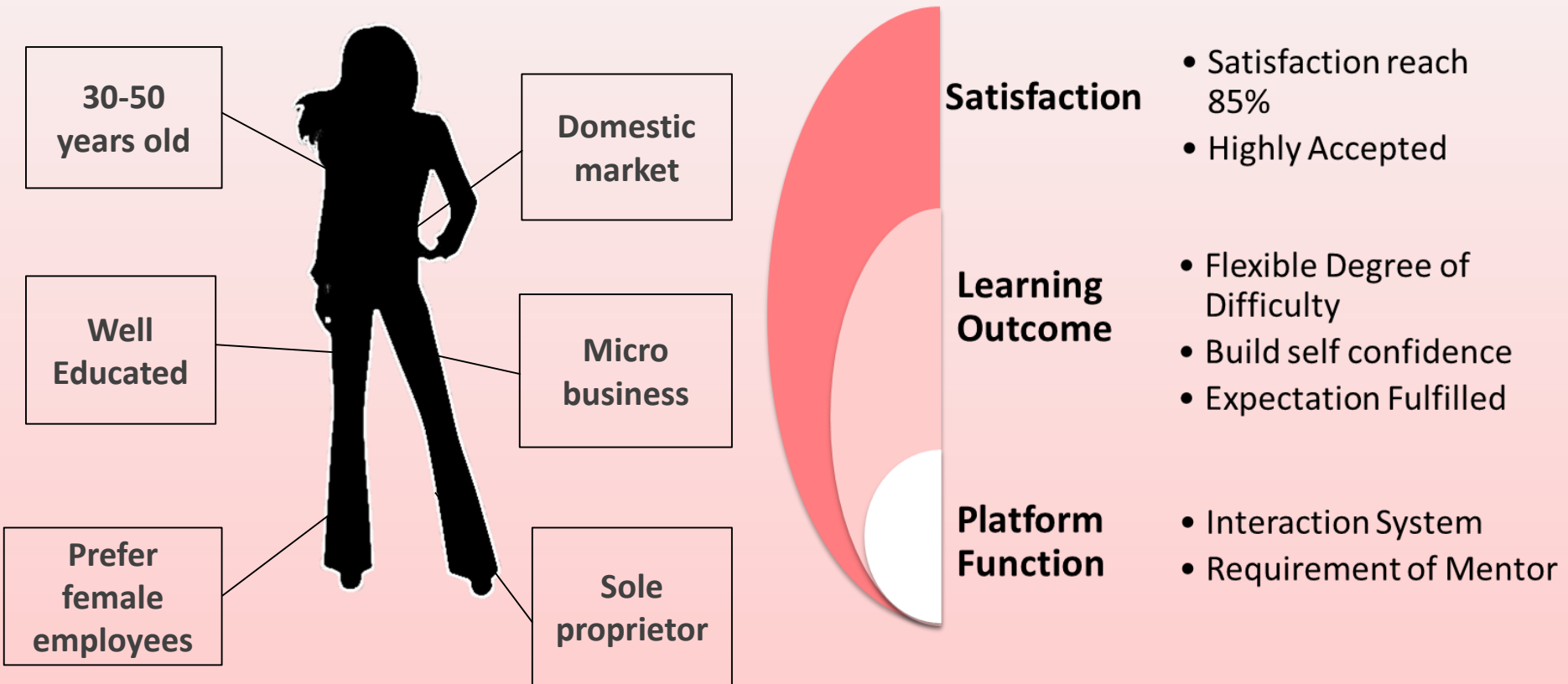
### Women's Leadership

- Build network activities to provide role models and emotional supports through interaction for women entrepreneurs.



# About the Project – Achievements

in PHASE 2 (2015)





# About the Project – key findings

## ✓ Preferred Topics

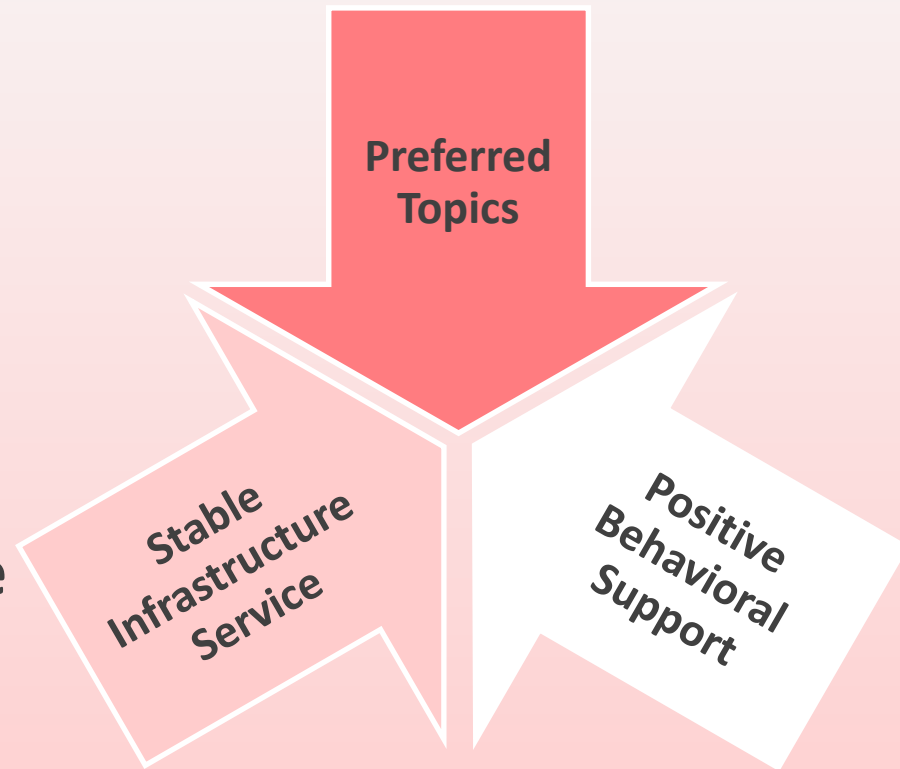
- Human Resource Management
- Financial Literacy
- Marketing Skill
- Access to Market

## ✓ Positive Behavioral Support

- Interaction with Goals and Steps
- Mentors as Advisers

## ✓ Stable Infrastructure Service

- Steady & Easy to Use
- 24-hours Accessible
- Friendly Interface





# About the Project – coming up next



## Game-Based Mobile App

- An inclusive learning tool
- Learning without time, internet and money limit
- Inspiring entrepreneurship

## Toolkit

- Women's demands and unfavorable factors in the business environment
- The possibility of benefiting female entrepreneurs with the fusion of innovative ICT and educational training



- **Our Next Move**

Echoing the APEC **cross-cutting fora**  
initiative.



- **PPWE Strategic Plan for 2014- 2017**

- “... skills, capacity and health of women are strengthened to prepare them for success in the workforce and in business ...”
- “...Technology and Innovation **advances economic growth through women’s business enterprises and women entrepreneurs** ...”

- **SMEWG Strategic Plan for 2013-2016**

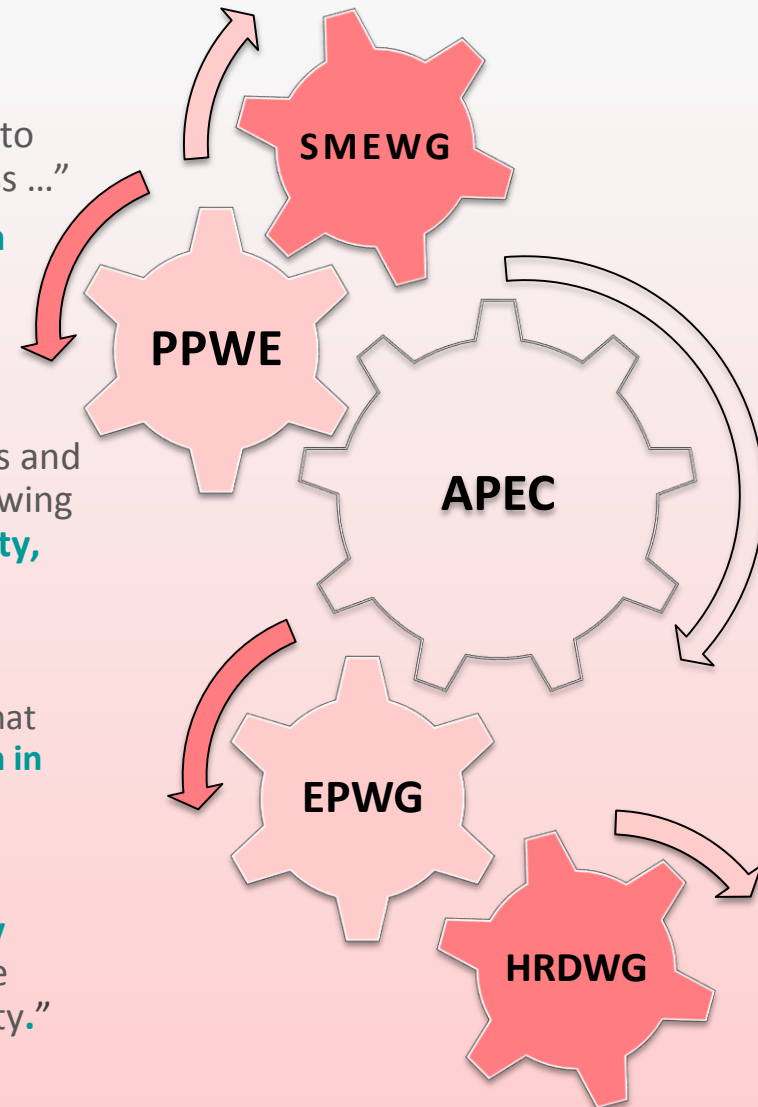
- “... address critical issues pertaining to the growth of SMEs and micro enterprises (MEs) in the APEC region, with the following priority areas for action ... **Building Management Capability, Entrepreneurship and Innovation.**”

- **EPWG Strategic Plan for 2013-2016**

- “...Developing and strengthening public-private partnership that support business and community..., **a greater role for women in supporting disaster resilient businesses and communities.**”

- **HRDWG Action Plan for 2015-2018**

- “...**enhancing the participation of women in the economy** ensuring the needs of youth, women and other vulnerable minorities, and promoting the importance of gender equity.”



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## Thank you.

for further information of this MYP, please check our  
website:

[www.globalgender.org](http://www.globalgender.org)