

Asia-Pacific Economic Cooperation

Advancing Free Trade for Asia-Pacific **Prosperity** 

# Interactive APEC Workshop: Women Amidst Digital Economy

Moscow, Russia | 10 December 2019

**APEC Policy on Women and the Economy** 

May 2021

APEC Project: PPWE 06 2019S

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APEC#221-PP-04.2

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## I. Introduction

Russia conducted on 10 December 2019 the interactive workshop «WOMEN AMIDST DIGITAL ECONOMY», led by ANO APE «Ericsson Training Center» and Moscow Technical University of Communication and Informatics; co-sponsored by Ministry of Economic Development of the Russian Federation, Ministry of International Affairs of the Russian Federation, Council of Federation of Federal Assembly of the Russian Federation.

The workshop was organized in order to extend economic opportunities of women, stated in APEC Leaders' Declarations, according to which economies are encouraged to implement initiatives that enhance women's economic empowerment, improve women's access to capital, assets and markets, increase women's participation in high-growth and high-wage sectors, and promote women's leadership, entrepreneurship, skills and competencies.

It was also in line with the 2019 Chile's priority «Women, SMEs and Inclusive Growth» and, more precisely, the priorities of «La Serena Roadmap for Women and Inclusive Growth (2019-2030)».

The major aim of the initiative was to identify the main trends of the digital economy and opportunities they open for women entrepreneurs in further advancing regional integration, to distinguish, spread and encourage the best practices of women economic empowerment with the use of new technologies.

The seminar gathered APEC public sector representatives, experts, students and postgraduate students of universities, women-entrepreneurs and leaders to the interactive brain-storm and moderated discussion.

The project provided for exchange of experts' and entrepreneurs' views and experience and became an effective way of digital literacy training; established a platform for APEC collaboration and development of proposals in the field of supporting women-owned and women-run SMEs in new technocratic and digital world.

57 attendees from 6 APEC economies participated in the workshop: Republic of Korea, China, Chinese Taipei, Malaysia, Indonesia, Vietnam including 12 speakers. The details of speakers and moderator are as follows:

- **Mr Andrey Mukhanov**, Pro-rector, Moscow Technical University of Communication and Informatics (Welcome greeting)
- **Dr Irina Saltykova**, Deputy Director General, Ericsson Training Centre, Member, Expert Council, Committee for the Development of Women's Entrepreneurship, OPORA RUSSIA (Moderator)

- Ms Natalia Strigunova, Deputy Director, Department of Multilateral Cooperation and Special Projects, Ministry of Economic Development of the Russian Federation
- **Dr So Young Lee**, Council Member, Local Science and Technology Promotion Committee, Ministry of Science and ICT, President of International Innovative Women Association, Republic of Korea
- Dr Erika Kuyantseva, HR Director, JSC "GAZPROM-Media"
- Ms Ekaterina Inozemtseva, General Director, ANO «SKOLKOVO Forum»
- Ms Marina Zhunich, GR Director, Google Russia
- **Ms Elena Koler**, Director, Sales Department, Euronews TV Channel in Russia (Moderator)
- Mrs Rinawati Prihatiningsih (Rina Zoet), Member, Indonesian Chamber of Commerce and Industry
- **Ms Soowon Cho**, Founder of TUAT Co.,Ltd, Winner of 2019 APEC BEST AWARD for 'The 4-th Industrial Revolution Project' nomination
- Ms Elizaveta Lovyagina, Leader of Project «Empathy»
- Ms Ekaterina Postoeva,- General Director, LCC «Morojko», Winner of 2019 APEC BEST AWARD
- Mr Timur Aimaletdinov, Deputy Director, «NAFI» Research Centre
- Ms Aliya Maulesheva, Head, The Children's Academy of Intellectual Development

This workshop comprised of three sessions.

**Session 1**: Disseminating best practices for the development of women's entrepreneurship and leadership in the Fourth Industrial Revolution;

**Session 2**: .Presentation of Best Practices in Women's Entrepreneurial Projects. Initiatives and projects in multilateral economic cooperation in APEC;

**Session 3**: Discussion on experience and development of proposals for expanding the pipeline, participation, and advancement of girls and women in STEM fields.

Participants discussed threats and challenges (e.g. related to privacy, data protection, security; big data flows, accessibility of digital infrastructure, lack of new technology knowledge and digital skills), key trends of digital economy and impact on women in the Asia-Pacific Region; new ecosystem to empower women in STEM; initiatives that international organizations and fora propose to ensure women's adaptation to digital economy and effective ways of digital literacy training; potential spheres for APEC collaboration in the field of supporting women-owned and women-run SMEs.

Entrepreneurs were invited to participation to learn practical lessons of doing business.

#### II. Summary of Workshop

#### **Opening Remarks**

Pro-rector for International Affairs of Moscow Technical University of Communication and Informatics Mr Andrey Mukhanov delivered the opening remarks: he welcomed all the participants of the workshop; emphasized the key role of women in modern society and strengthening of women economic empowerment in APEC economies.

Mr Andrey Mukhanov touched upon the issue of the importance of digital economy, influencing global trade and industrial production growth every year. New technologies penetrate bank sphere, commerce, power engineering, transport, education, publishing, media business and health protection, posing new challenges. He also dwelled on potential world economy growth in case of more active women participation in Asia-Pacific economy.

While our global community is still at a loss on how to revitalize the global trade system, we enter the era of 5G in which technology transfers vast amount of data and a guidance of so called the "fourth industrial revolution" is required. We cannot be too optimistic of the prospects of current E-Commerce negotiations in the WTO as business interests are coming into focus and the so called "technology war" between super powers is aggravating.

# Session 1. Disseminating best practices for the development of women's entrepreneurship and leadership in the Fourth Industrial Revolution.

Keynote Speech: Economy of digital equality

Ms Lee So Young made a presentation on «Economy of digital equality».

In the presentation, Ms Lee focused on the issues of the new technologies growth, main trends of digital economy and their impact on women's economic empowerment and opportunities in the Asia-Pacific economies.



Emphasizing global economic realities, Ms.Lee encouraged participants to share experience and concerns and benefit from "collective intelligence".

The concept of Creative Economy and Innovation in Republic of Korea regarding technology breakthrough was presented with a note that it contributed to the active involvement of Korean women in digital economy.



Ms Lee presented different business models based on ICT application. She also briefed about the system of startups growth that functions effectively in Korea. As an example of best practice CCEI Daegu based on Samsung was presented.



Remarkable facts: according to McKinsey report Y2016 data flows increased the world gross national product by at least 10 %.

According to the UNCTAD report issued in September, 2019 the export volume of services with digital technologies in Y2018 achieved 2.9 trillion USD, which was 50% of the world's export of services. It has grown up more than thrice.

Ms Natalia Strigunova, Deputy Director, Department of Multilateral Cooperation and Special Projects, Ministry of Economic Development of the Russian Federation presented Projects and Initiatives of Russia being implemented in the frames of the APEC Policy Partnership «Women and Economy». Ms Strigunova stressed that women's economic empowerment projects of Russia in APEC go in line with La Serena Roadmap for Women and Inclusive Growth, which highlights the priority to promote women and girls' access to information and communication technologies, learning opportunities and digital skills building and training is indicated with a special focus on women, especially vulnerable women, women with disabilities, and women living in remote and rural areas.

As an example she presented initiative of APEC BEST AWARD that allows:

> to promote women entrepreneurial practices in APEC economies

- to internationalize women-led MSMEs
- > to replicate best and most efficient business models
- to develop business networking

	APEC BESTAWAR JSINESS EFFICIENCY AND SUCCES форума АТЭС на лучший и наибол женский бизнес-проект	SS TARGET
	ST AWARD - going to be held in Malaysia, sug RD будет проведен в Малайани при поддер > Initiated by Russia in 2015	pported by the Malaysian presidency жке малажажаюкого председательства в АТЭС NOMINATION 8
BENEFICIARIE 8	Held 4 times in the sidelines of APEC Women & the Economy	APEC BEST Award
WOMEN-ENTREPRENEUR 8	Forum:	Highest growth potential
	<ul> <li>June 2016, Llma, Peru;</li> <li>September 2017, Hue, Viet Nam;</li> </ul>	International attractiveness
MICRO, SMALL OR MEDIUM	<ul> <li>September 2018, Port-Moresby, Papua New Guinea</li> </ul>	Best social Impact
ENTERPRISES	<ul> <li>October 2019, La Serena, Chile GOAL 8</li> </ul>	The 4-th industrial revolution project
PUBLIC SECTOR	<ul> <li>Promote women entrepreneurial practices in APEC economies</li> </ul>	The Best family business support
	<ul> <li>Internationalize women-led MSMEs</li> </ul>	The Best top manager nominations
NTERNATIONAL COMMUNITY	> Replicate best and most efficient	and the second se
	business models ➤ Business networking	10000
2016 VIETNAL 2017	PNG CHILE 2018 2019	

The project «APEC Financing Opportunities Fair for Women-led MSMEs» served as a bridge between women-led SMEs and resources of funding and helped women:

- Learn how to apply for funds from the experience and knowledge sharing of local and International organizations and MSMEs;
- Build the Network with the representatives from various sources of funds from all over the world and local women associations from APEC economies;
- Gain more information and data concerning the needs and obstacles women MSME entrepreneurs face when applying for funds.



Ms Strigunova also presented PUBLIC PRIVATE DIALOGUE "WOMEN ENGAGEMENT IN E-COMMERCE: BARRIERS AND OPPORTUNITIES".

The main idea of this project is to implement the provisions of the 2019 APEC Women and the Economy Forum Statement and La Serena Roadmap for Women and Inclusive Growth, especially the point on the necessity of "sharing best practices and experiences of APEC women entrepreneurs in utilizing ICT to advance gender equality and support women's access to ICT and encourage women's income growth, including through e-commerce".

She underlined the significant rise in global e-commerce sales (estimated \$29 trillion in 2017) and the surge of interest to e-commerce. From the perspective of barriers for effective implementation of public e-services, accessing both the level of digitization of government and the availability of public e-services for the population and business in APEC economies are the most important and critical factors today.

Ms Strigunova noted that the workshop is the practical step to «Strengthen the sharing and use of data and best practices, to bridge the digital gender divide», indicated in La Serena Roadmap.

Remarkable fact: the driver of developing digital economy is the ability to collect, use and analyze massive amounts of digital data. According to UNCTAD research Global Internet Protocol (IP) traffic, a proxy for data flows, grew from about 100 gigabytes (GB) per day in 1992 to more than 45,000 GB per second in 2017. By 2022 global IP traffic is projected to reach 150,700 GB per second, fuelled by more and more people coming online for the first time and by the expansion of the Internet of Things (IoT). It means that every woman who needs to be in trend has to go "Digital".

Dr Erika Kuyantseva presented the digitalization impact to the labour market, new trends and real situation in media. She informed about changes and new trends in the advertising market in Russia. Y2000 the largest amount of advertising was placed in Press, on TV less than in Press and nothing in digital sources.

Advertising market of Russia in Y2000



Y2018 everything changed dramatically. The largest amount of advertising was placed in Digital, a little bit less on TV and Press and Radio occupies the last places.



## Dynamic of advertising market

Dr Kuyantseva highlighted trends in labour market comparing requests of companies for the last 5 years taking into account the above indicated digits. She briefed about opportunities and risks that changes in the structure of the labour market present for women in digital economy.

Important outcome of her presentation is that digitalization not only impacts business but it relates to all areas of life in general. Digital services and technologies are increasingly intertwined in our lives. Digital skills have become necessary basic skills for everybody without any limitations (gender, ages etc.), like reading and counting.

Remarkable fact: according to LinkedIn estimation, globally, women account for 52% of non-tech jobs, and only 20% of tech jobs. In APEC region, based on the available

data, women still represent the minority among STEM fields and staff working on research and development.

Ms Ekaterina Inozemtseva answered the questions regarding STEM-education for women. She presented statistics about Women in STEM in Russia, the EU, the UK and the United States. According to this statistics average number of women in STEM in  $UK^1$  is about 14.4 %, in Russia – 21.7% In USA – 22.4%, in the EU - about 16.7%.

<sup>3</sup> https://www.aauw.org/app/uploads/2020/03/why-so-few-research.pdf

<sup>4</sup> Catherine André/VoxEurop/EDJNet; Marzia Bona/OBC Transeuropa/EDJNet (19 April 2018). "The ICT sector is booming. But are women missing out?"



# American Association of University Woman Research<sup>3</sup>



https://www.aauw.org/research/why-so-few/

She also commented on the trend of decreasing number of women graduated from universities at workplaces and in science.

<sup>&</sup>lt;sup>1</sup>https://www.theguardian.com/science/head-quarters/2018/mar/08/bridging-the-gender-gap-why-do-so-few-girls-study-stem-subjects

<sup>&</sup>lt;sup>2</sup> https://publications.hse.ru/mirror/pubs/share/direct/217713669

# Women are underrepresented in STEM starting from school Students in STEM 66% 9hD in STEM 74% 26% Workforce in STEM 82% 18% https://publications.hse.ru/mirror/public/share/direct/217713669

A recent APEC Study has found that there are 600 million economically active women (40% of the total APEC workforce) in APEC economies, nevertheless women-owned APEC SMEs amount to an average of only 38% of the total number. The challenges and opportunities related to the adoption of digital technologies are global and it becomes urgent for the region to create projects and initiatives to utilize opportunities and overcome risks for women economic empowerment related to the technological shift. Involvement of women to STEM is a window of opportunities. Several researches<sup>1,2</sup> demonstrate, that the main reasons for gender gap in STEM are as follows:

- Gender stereotypes and bias
- Cultural constraints
- Lack of female role models for some professional sphere
- Resource constraints
- Family-Work Balance stereotypes
- Lack of the involvement procedure to STEM orientated education

According to the information from different sources it is expected that 30 – 42% of the current working places will be eliminated due to digitalization with almost 60-70% probability. This obliges policy-makers to support women entrepreneurial activity and capacity building for the aim of adopting working force to the up-to-date needs and promoting development of SMEs as a more adaptive and flexible sector of economy. Large corporations like Google implement different programs supporting women. Data has become a new economic resource for creating value and generating benefits. The ability to control data is strategically important because it allows to turn it into "digital intelligence".

GR Director of Google Russia Ms Marina Zhunich presented the view of the company leader in digital platform production and informed about diverse programs for women empowerment inside the company and outside - helping women to look on businesses or the environment from designer's view. She also briefed how the new ecosystem empowers women in STEM. In almost any value chain, the ability to collect, store, analyze, and transform data increases market influence and creates competitive advantages. Digital data is at the heart of all rapidly developing digital technologies, such as data analytics, artificial intelligence, blockchain, the Internet of things, cloud computing, and all services provided via the Internet.

It is not surprising that data-based business models are used not only by digital platforms, but also by leading companies in a wide variety of sectors.

## Session 2. The Best Practices in Women's Entrepreneurial Projects

The discussion focused on best practices and solutions in APEC economies that contribute to empower women amidst digitization of economy. The participants shared their experience.

The value added in ICT manufacturing is highly concentrated in East Asia<sup>3</sup>.

The number of people employed in the ICT sector in the world increased from 34 million in 2010 to 39 million in 2015, with the largest percentage of those employed (38%) working in the computer services sector<sup>3</sup>. Over the same period, the ICT sector's share of total employment increased from 1.8% to 2%. The largest component of the ICT sector is computer services, which account for 40% of all value added generated in the sector<sup>3</sup>. It is the opportunity for women also.

Ms Rinawati Prihatiningsih (Rina Zoet), Member, Indonesian Chamber of Commerce and Industry, participated on-line. She started the session from greeting participants of the seminar and presented experience of Indonesia on the relevant realm.

<sup>1</sup>https://publications.hse.ru/mirror/pubs/share/direct/217713669

<sup>2</sup>https://www.pwc.co.uk/women-in-technology/women-in-tech-report.pdf

<sup>3</sup>Digital Economy Report 2019 Value creation and capture<sup>^</sup> implications for developing countries

Ms Soowon Cho, Founder and CEO of TUAT Co.,Ltd, Winner of 2019 APEC BEST AWARD for 'The 4-th Industrial Revolution Project' nomination presented her project Sullivan+. It is a visual-aid app to enhance the accessibility of the visually impaired users. It provides the convenient visual information perceived via the smart phone camera who need visual aids. She also answered questions about women in STEM in Korea.

Ms Aliya Maulesheva, Head, The Children's Academy of Intellectual Development, briefed about development of her business from the very beginning (idea) to present situation.

Question: Ms Inozemtseva presented statistics regarding participation of women in STEM in universities and post-graduating. Your business is mental arithmetic for children. What do you think about parents' plans for their children?

Ms Aliya Maulesheva answered that only 35% of her students are girls and only 36% of the parents considered the future careers of their children in STEM. She also told about toys that shape trends. Most toys representing STEM professions are masculine.

Mr Aimaletdinov represented Research Centre «NAFI» and its business model for women. He told about digital literacy issues of women in different regions. He compared situation in large cities and small remote cities, presented examples of entrepreneurs who didn't have even website and pages in the social networks.

Question: Are there any success stories in regions where programs of training, digital transformation work effectively?

Mr Timur Aimaletdinov shared good practices in digital literacy. He noted that the Russian region Bashkortostan launched the program for development of digital literacy, the first step of which was development of criteria for estimation of population digital literacy, highlighting focus groups. Then the questionnaire was worked out to estimate the digital literacy level in the region. Finally the training programs for people with different knowledge and skills have been implemented.

Mr Timur Aimaletdinov also shared the case of the Russian region of Udmurtia where the local authorities started the program of development of digital skills for women together with Wildberry (large Russian marketplace company).

Ms Ekaterina Postoeva, General Director of LCC "Morojko" (production of organic icecream), Winner of 2019 APEC BEST AWARD Grand prix, briefed about international contests as a useful practical opportunity to share ideas and views and to network with representatives of different businesses participants from various economies.

*Question: What benefits did you gain after the APEC BEST AWARD participation? And how do you use digital technologies in your business?* 

Ms Ekaterina Postoeva told about new contacts.

Due to APEC BEST AWARD participation she was invitated to the International Startup Forum in Korea and she has got new opportunities of mutual projects with Korean partners. She also noted that for advertising they use social networks, website and other digital tools. Moreover she reminded of different programs helping reporting, planning and other business activity in her business.

Ms Elizaveta Lovyagina, Leader of Project "Empathy" told about the project, the main idea of which is formation of skills for increasing the level of emotional perception, development of communication channels, managing the emotions.

Session 3: Discussion of proposed experience and development of proposals for expanding the pipeline, participation, and advancement of girls and women in STEM fields.

Under the guidance of the thematic group moderator, the participants proposed ideas on:

- extension of initiatives and environment to attract women to STEM;
- forming the opportunities and culture of Lifelong Learning;
- global and regional cooperation for the development of women's leadership and entrepreneurship in digital economy.

#### III. Conclusion

Ms Natalia Strigunova delivered conclusion remarks and thanked participants for their productive contribution to the seminar.

The moderator Ms Irina Saltykova expressed her satisfaction with the workshop's results as well as proposed to include the key messages in the final resolution. The following recommendations were highlighted:

For women to empower and increase participation in leading positions in state and in business, and for active involvement of women into economy – it's necessary to understand the present situation. The fast changing world, new technologies, the huge data flows require new knowledge and skills, new understanding and flexible mindset. So to be in line with modern life and create required products and services women need to be more "digitally-aware". To achieve this goal it's necessary to:

- Focus on ability enhancement but also on interest enhancement to digital skills development;
- Cultivate children's interest in math and science through popularization of relevant knowledge;
- Break down stereotypes about women and STEM by movies, media, events;
- Emphasize efforts and hard work for success;
- Change the training programs adding more storytelling to STEM learning;
- Communicate the relevance of a STEM degree to real world;
- Provide more female role models for girls and women;
- Accommodate women's family obligations in the workplace;
- Change the approach to education adding the special level professional education provided by training centers on the base of technological companies and institutes;
- Create the special training programs combining technology basics and practical training skills for women.

According to the survey results followed at the end of the workshop, the workshop provided a good opportunity for government officials, women – entrepreneurs, academia of APEC member economies to get acquainted with useful information, provide exchange of experience and best practices. Most participants expressed appreciation for useful and highly relevant topics for discussion and revealed satisfaction with the practical outcomes of the workshop.

# Appendix 1: Workshop Program

Time	Theme
13:30-14:00	Arrival
14:00 - 14:10	Welcome greetings of Mr Andrey Mukhanov, Pro-rector, Moscow Technical University of Communication and Informatics
14:10–15:50	<u>Moderator:</u> Dr Irina Saltykova, Deputy Director General, Ericsson Training Centre, Member, Expert Council, Committee for the Development of Women's Entrepreneurship, OPORA RUSSIA
	Panel discussion: Disseminating best practices for the development of women's entrepreneurship and leadership in the Fourth Industrial Revolution
	<ul> <li>The discussion will focus on best practices and solutions in APEC economies that help to empower women amidst digitization of economy. The participants will discuss key trends of Digital Economy and their impact on women's economic empowerment and opportunities in the Asia-Pacific economies, and the typical obstacles that women entrepreneurs face in the current business environment. The audience will learn innovative approaches in creating a modern ecosystem for the development of women's economic initiatives at the global and regional levels. The participants will get acquainted with opinions on the difficulties and opportunities in different APEC economies, which will serve as basis for subsequent expert discussion.</li> <li>1. What trends of digital economy do impact women?</li> <li>2. What kinds of opportunities and risks do changes in the structure of the labour market present for women in digital economy?</li> <li>3. How does the new ecosystem empower women in STEM?</li> <li>4. What mechanisms do international organizations provide to ensure women's adaptation to digital economy?</li> <li>5. What opportunities does global and regional cooperation provide for developing women's entrepreneurship and leadership in digital economy?</li> </ul>
	<u>Keynote speech</u> : Dr So Young Lee, Council Member, Local Science and Technology Promotion Committee, Ministry of Science and ICT, President of International Innovative Women Association, Republic of Korea

	Group Discussion:
15:40–16:10	<ul> <li>Group Discussion:</li> <li>This session will provide participants with an opportunity to discuss how they can expand the pipeline, participation, and advancement of girls and women in STEM fields. The discussion will also seek perspectives and ideas on next steps and calls to action.</li> <li>Under the guidance of the thematic group moderator, the participants will use a flip chart to interactively prepare a mini-presentation of the discussion results of the following issues:</li> <li>A list of proposals for cooperation as part of global and regional cooperation to use the prospects of the Digital Economy trends for the development of women's economic opportunities and new ecosystem empower women in STEM creation.</li> </ul>
16:10–16:25	<ol> <li><u>Thematic working groups</u></li> <li>Steps and Environment to attract Women in STEM</li> <li>Opportunities in Formal Education and Lifelong Learning</li> <li>Global and regional cooperation proposals on the development of women's leadership and entrepreneurship in Digital Economy</li> <li>Presentations of the discussion results in thematic working groups</li> </ol>
	Each working group will present the discussion results in a presentation format that lasts up to 5 minutes. The participants will have the opportunity to ask questions and make comments. The discussion results will be used to formulate the final resolution of the seminar and develop draft proposals for regional cooperation that aims at expanding women's economic rights and opportunities. <u>Moderator:</u> Dr Irina Saltykova, Deputy Director General, Ericsson Training Centre
16:25–16:30	<ul> <li>Concluding remarks:</li> <li>Ms Natalia Strigunova, Deputy Director, Department of Multilateral Cooperation and Special Projects, Ministry of Economic Development of the Russian Federation</li> <li>ranslation into Russian and English will be provided during the panel</li> </ul>

Simultaneous translation into Russian and English will be provided during the panel discussions.

# Appendix 2: Photos

















