eTrade for all
Year in Review 2017-2018

Let's make e-commerce inclusive and
drive development

Foreword

When we launched eTrade for all in Nairobi in 2016, during the fourteenth Ministerial Conference of UNCTAD, with 14 partners, we believed the times were ripe to engage in a different way of supporting e-commerce in developing countries.

Our research showed that the growing digital economy would be transformational, and would challenge the ability of governments, businesses and people to adapt. When most of the USD25 trillion in e-commerce in 2015 took place in developed economies, and while only 2% of Internet users in developing countries were able to shop online, we stressed that only a concerted global effort could minimize the risk of widening those gaps.

In Nairobi, partners recognized the value of multi-stakeholder dialogue for policymakers to explore holistic approaches for leveraging new technologies to boost jobs, trade and growth. And they highlighted that e-commerce cannot be treated in isolation. This is why we collectively subscribed to the eTrade for all vision: connecting the dots for a more inclusive e-commerce.

Fast forward to 2018, another 14 members have joined, bringing the eTrade for all community to 29 members. All of which are committed to narrow the digital gaps between and within developed and developing countries alike.

Its online platform, etradeforall.org, makes it simpler for those in need of assistance to find those who will be able to assist them on their journey to e-commerce for development. It also enables donors to identify projects that they may wish to support financially.

eTrade for all was born out of a collective endeavour, started to deliver on its promises to connect the dots among countries, stakeholders and policy areas. I am proud to have been the first champion of this shared vision and extremely pleased with the strong commitment from all our partners. What we have achieved together in the first full year since the initiative was launched is very encouraging. But the journey has just begun and I look forward to continuing to work with you in the years to come.

**Mukhisa Kituyi,
Secretary-General of UNCTAD**

eTrade for all
Connecting the dots

2017 in a snapshot

Initiative

From **15** to **29** members

+93% of growth
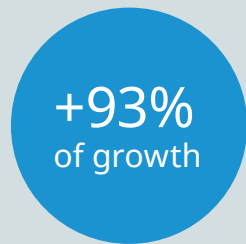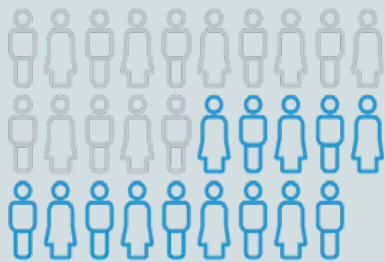
in **1.5 years**
From July 2016 to April 2018

33 + contributors

Business for eTrade development - the private sector arm of the initiative

8 DECENT WORK AND ECONOMIC GROWTH

17 PARTNERSHIPS FOR THE GOALS

Direct impact on the SDGs

Platform

Launch in
April 2017

Multilingual
The key content is available in
ENG   FR   ESP

For whom
Beneficiary countries

Donors   Partners

Users

14 479
Cumulative number of visitors since April 2017

20%
Returning number of visitors

48% of users are from developing countries

Resources available

24
Development Solutions

11
Monthly newsletters since May 2017

News & Events updated daily

E-commerce Indicators and country profiles

Private collaborative space for all stakeholders

eTrade for all
Connecting the dots

Welcome   2017 in a snapshot   Why eTrade for all?   How we work   Our impact   The way forward

Why eTrade for all?

Global efforts are needed to minimize the risk of widening the digital gaps.

E-commerce, and more generally the rise of the digital economy, is rapidly transforming the way in which people and business interact. As a result:

· **New opportunities** are emerging in terms of technological leaps, productivity gains across the economy, growth of new economic sectors and more trade in general, including for **women and the youth.**

· On the flip side, these digital transformations may come with **costs and challenges,** and the net impact will ultimately depend

on the readiness of countries, and stakeholders within countries, to engage effectively in e-commerce.

Given the **multifaceted character of the digital economy**, policymakers should holistically address a wide range of policy areas to maximize potential benefits. Such an approach requires effective **cross-sectoral cooperation** within Governments and with other stakeholders.

This is one of the main reasons that encouraged UNCTAD to take the lead on the eTrade for all initiative. Launched in July 2016, it is a collaborative effort to scale up cooperation, transparency and aid-efficiency in the field of inclusive e-commerce.

A holistic approach: 7 policy areas

E-commerce is holistic in nature. To help identify opportunities and bottlenecks in the development of e-commerce as an engine for development, critical issues were categorized in 7 key policy areas.

Trade Logistics

For e-commerce to develop successfully, it must be supported by an effective and competitive national and international trade environment. This means implementing the right trade logistics and **cross-border facilitation measures** to promote e-commerce.

Payment solutions

E-commerce users thrive when payments can be made safely and easily, using effective solutions involving banking and non-banking operators. By adopting **reliable payment systems**, developing countries can open up new possibilities for consumers and companies.

ICT infrastructure and services

An affordable and reliable ICT infrastructure is essential for e-commerce. Many developing countries need support in extending the coverage of affordable, high-speed broadband, regularly upgrading their **infrastructures and reducing artificial regulatory barriers.**

E-commerce readiness assessment and strategy formulation

An e-commerce readiness assessment is an essential step for developing countries to identify **opportunities and bottlenecks.** The results can serve as a basis for **evidence-based policies** to seize the development potential of e-commerce.

"Through financing this initiative, the Ministry for Foreign Affairs of Finland is acknowledging the need for a more concerted effort from the international community to ensure that e-commerce becomes a powerful driver of economic growth, inclusive trade and job-creation in the developing world."

Spokesperson, Ministry for Foreign Affairs of Finland

Access to Financing

To facilitate the growth of e-commerce, developing countries need financial tools to **fund innovation, entrepreneurship and start-ups** across the entire e-commerce value chain. This means promoting adequate solutions for affordable financing.

E-commerce skills development

E-commerce can only be effective if the people managing and engaging with it have the right skills. **Training** can be offered to government workers, entrepreneurs and SMEs to help them capitalize on e-commerce opportunities.

Legal and regulatory frameworks

Security and trust are fundamental to e-commerce because they reassure both consumers and businesses. This makes it essential for countries to establish laws and regulations related to **consumer protection, data protection and cybercrime.**

«Technology must not be left on its own to define our economies and societies. Policymakers need to determine how to write the rules of the game, so that technology shapes our future the way we want.»

Shamika N. Sirimanne,
Director of UNCTAD's Division on Technology and Logistics

How we work

The main tool of the initiative is the etradeforall.org platform, **a knowledge-sharing and information hub** that facilitates access to a wide range of information and resources to leverage e-commerce prospects.

eTrade for all offers a web-based channel for:

Beneficiary countries

To find technical assistance that can help them better engage in and benefit from e-commerce.

Donors

To find impact-oriented projects meeting their development priorities.
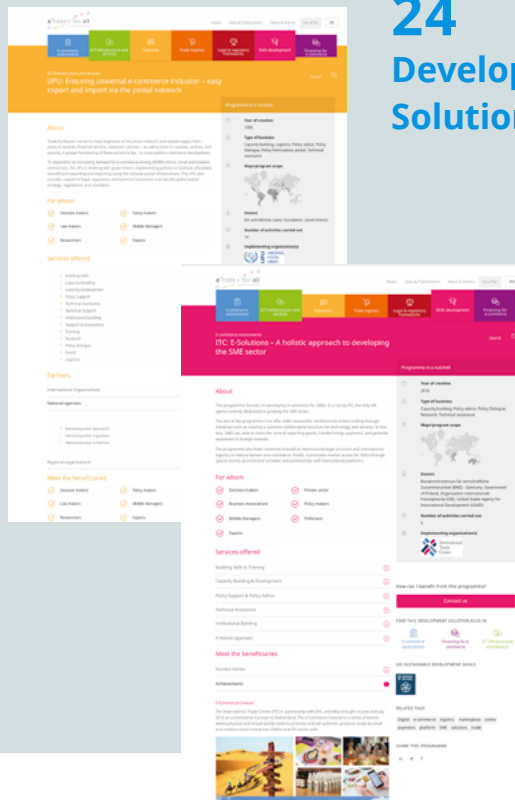
Partners

To reach out to their constituencies in a systematic way. Information on technical assistance or «Development Solutions» is categorized under one of seven key policy areas for easy reference.

Connect

These are **concrete examples of e-commerce technical assistance** at work: they describe field programmes that can help developing countries better take advantage of the opportunities offered by the digital economy.

**24**
Development Solutions

Connect with your partners and peers...

Collaborate

A new private collaborative tool connecting donors, partners and beneficiaries (launched in April 2018). Being part of this community means having a preferential access to this e-commerce one-stop shop: through a secure path, MyeT4a members will be able to take full ownership of the tools available.

Beneficiary countries

NEW MyeT4a

Private collaborative tool

Donors

Partners
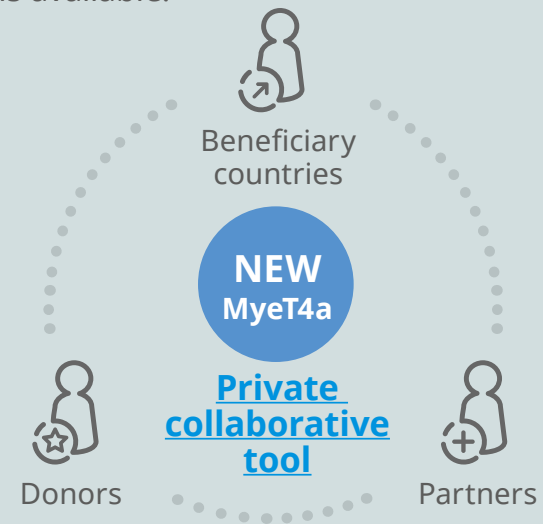
Stay informed

News, Events & Newsletter

Keep up to date with key information regarding e-commerce and digital policies with our daily updated news and events pages.

Be part of a vibrant network with our monthly newsletter and learn more about our partners' digital agenda.

11
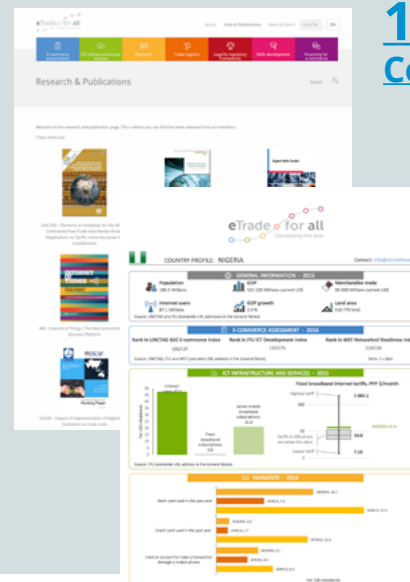### Newsletters

Daily updated
News & Events

Learn

Indicators & Publications

E-commerce indicators and country profiles give a clear view of the e-commerce environment, by country and across regions. This data as well as the regularly updated publications, all available online, are essential resources to get a comprehensive picture of the e-commerce landscape.

137
Country profiles

Weekly updated
Publications

Everything at your fingertips...

eTrade for all
Connecting the dots

29 partners sharing the same vision:

Making sure this digital revolution is inclusive and benefits all. Thus the need to accompany developing countries, and LDCs in particular, on their journey to e-commerce for development.

«As part of the United Kingdom's determination to keep the digital economy central to our work, I am delighted that the UK is among those who have provided support for the development of E-trade for All» (...)»

Statement by the UK mission, at the official launch of the eTrade for all platform on 25 April 2017

Our impact

Building partnerships

The UNCTAD e-Trade Readiness Assessments (e-T.Ready):

the eTrade for all spin-off

Provide governments with analytical tools to make informed decisions on their e-commerce development strategy.

«e-T.Ready Assessments are an efficient, practical, LDCs-focused blueprint for reforms to be undertaken and investment to be made to help LDCs to get advantage of e-commerce globally».

Ratnakar Adhikari, Executive Director, EIF (Enhanced Integrated Framework)

Bhutan
Rapid eTrade Readiness Assessm

eTrade for all
Connecting the dots

Raising awareness about the existing e-tools

A joint webinar between the e-Residency of Estonia and The DiploFoundation was organized to explain how the e-Residency programme can facilitate access to global markets by enabling the establishment of an EU company, that can be managed online, and by giving access to EU banking and international payment providers.

«The opportunity for networking created by the eTrade for all was key to this joint initiative. Through eTrade for all, Diplo and e-Residency got to know each others' work better. (…) I guess this partnership contributes to illustrate the kind of synergies that eTrade for all helps to create».

Marilia Maciel, Digital Policy Senior Researcher, DiploFoundation

Leveraging the inclusive dialogue

Leveraging eTrade for all as a vehicle for sustainable development

A side event organized by eTrade for all during the eleventh Ministerial Conference of the WTO highlighted the need for more support in assessing the opportunities and challenges of developing countries, and LDCs in particular, wishing to engage in ecommerce. Participants also called for more and better cooperation among the various stakeholders to tackle the widening digital gaps among countries.

BUENOS AIRES
10–13 DECEMBER 2017

«Working together, we can find creative solutions to bridge gaps and help more people access the opportunities and benefits of e-commerce.»

Roberto Azevêdo, Director-General, WTO

eTrade for all
Connecting the dots

Looking at ICT access and use for sustainable development

eTrade for all organized with ITU a key event during the WSIS 2018 forum emphasizing 4 key takeaways: the need for effective ICT mainstreaming; the fact that skills are critical; the private sector's decisive role; and the need for public-private partnership to drive ICT uptake.

International recognition

eTrade for all was chosen as WSIS champion 2017 in the category 8 : e-business, (awarded by the ITU).

ICTs, LDCs and the SDGs
Achieving universal and affordable Internet in the least developed countries

«For landlocked developing countries, the Internet is the sea».
Jane Coffin, Director, Development Strategy, Internet Society

WSIS PRIZES 12-16 JUNE Geneva | S

About the WSIS prizes:
«These initiatives represent the best-of-the-best of efforts being made right now all around the globe to leverage the capacities of ICTs to improve livelihoods worldwide.»
Houlin Zhao, Secretary-General, ITU

14

The way forward

We heard you!

After leading several surveys with our platform users and our partners, we have drawn a way forward focusing on these main areas:

The platform

We want to ensure that the platform continues to meet the highest standards in terms of innovation:

We will guarantee that relevant news and events on e-commerce are uploaded regularly to help our users navigate the wealth of information available.

We will continue to generate user-friendly information on projects and programmes of partnering institutions (Development Solutions) through a systematic and impact-oriented approach.
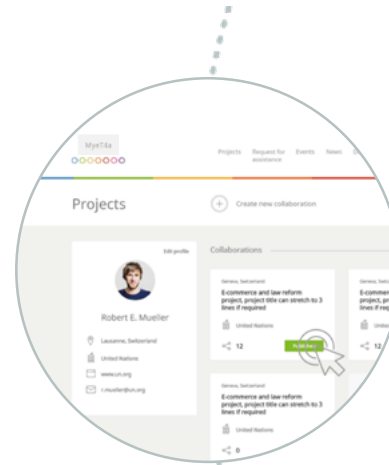
We will keep up to date the platform tools such as the set of statistical indicators to benchmark countries' readiness to engage in e-commerce.
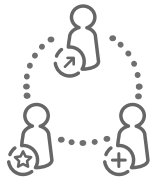
[MyeT4a](#) community

We aim to develop further this private space so that donors, partners and beneficiaries can start a dialogue together, explore cooperation opportunities and manage this process independently.

Partnership and cooperation

We want to further our role as partnership catalyser; this means creating opportunities for joint projects, trainings and activities amongst our partners. We also aim to extend the eTrade for all community by welcoming new partners on top of the existing 29.

eTrade for all general events

eTrade for all will continue organizing events on e-commerce trends and best practices in leading international fora, as the WTO Ministerials, the WSIS (World Summit on the Information Society), the UNCTAD eCommerce week, amongst others.

Public-private e-commerce dialogues at the regional level

The goal is to offer a targeted programme for policymakers in the regions; Africa being our suggested priority for 2018, with:

· **workshops or "labs"** on cutting edge technologies in collaboration with the private sector;

· **a dedicated space** for external public and private partners to convene and network.

Private sector link

eTrade for all will continue liaising with its counterpart Business for eTrade Development, and help it grow further.

eTrade for all
Connecting the dots

All this would not have been possible without the generous contributions of the governments of:

Estonia   Sweden
Finland   United Kingdom

We are committed to provide the best and most useful experience for our stakeholders, meeting their needs and expectations.

But we need to find long-term and sustainable funding to maintain and develop eTrade for all.

Any inquiries? Contact us!
info@etradeforall.org