

About the Course

Addressing gender equality and the empowerment of women, as well as increasing attention to economic and social development strategies, are globally recognized as critical aspects of sustainable development and are among the 17 sustainable development goals of the United Nations for 2030. Women, especially in rural areas, play a critical role in economies and societies in both developing and developed countries. Across the world, women have proven their commitment and resourcefulness in finding or adapting new ways to improve their own lives, as well as those of their families and communities.

Without equal access to ICTs, women entrepreneurs risk becoming marginalized in the new technology driven economy as it is reflected by the fact that female entrepreneurs tend to have smaller networks than their male counterparts do.

On the other hand, ICTs enable women entrepreneurs to expand business networks and transform existing, gender-based inequalities into opportunities and resources and significantly contribute to the economic, political, and social empowerment of women.

Promotion of women entrepreneurs as part of the development programs for small and medium-sized businesses has become a priority among countries, especially developing ones, where more and more attention is paid to the need for the development of women, their active participation in the mainstream of the development process and achievement of development goals. The economic empowerment of women is especially important in Central Asia and the Caucasus, where the economic situation of women has deteriorated, and the level of poverty among women is still high. Accelerated migration stemming from and in these sub-regions, calls for an active approach to support migrant women by creating favorable conditions and enabling them to earn an income for themselves and their families.

To this end, we offer the current course on “Supporting Women’s Entrepreneurship through the Use of Information and Communication Technologies (ICTs) and Networking” in cooperation with UNECE that serves principally Sustainable Development Goals No. 1 – No Poverty; No.5 – Gender Equality and No. 8 – Decent Work and Economic Growth.

Aims

The goals of this training program include:

- the promotion of gender equality and sustainable economic development by examining the role of ICT in small business development
- the use of ICT tools and techniques as a source of income generation and employment
- capacity building and support tools for women entrepreneurs
- provisions of managerial tools, guidance and support

Participants will be exposed to various ICT tools, support systems for SMEs and gender mainstreaming policies. In addition, the course will discuss ways in which the new technologies can influence small business management and how women entrepreneurs can both benefit from and cope with the challenges of ICTs.

Main Subjects

- ❖ SDG’s and their impact on small business
- ❖ The role of ICTs and social media in small business management
- ❖ The position of women entrepreneurs at times of rapid global change
- ❖ The role of project management tools in SME activities

- ❖ Support systems for micro and small entrepreneurship in Israel, including technological incubators
- ❖ Psychology as a tool for successful Business Communication

During the training, exchange of experiences among participants will be encouraged, as it provides a valuable complement to the lectures and dissertations.

Study visits will be organized to observe entrepreneurial initiatives run by women.

As part of the training, the participants will submit a Final Assignment – a proposal for practical use of ICTs for establishing or improving a business in their own settings.

Background

Application

Application Requirements

The Course is designed for 25-30 participants, women and men alike, working in governmental institutions and SME support agencies, NGOs dealing with small business support and development, and women's business associations. Preference will be given to people working as trainers in the field of ICT's use for small business. Please note this Course will be held in **Russian**.

Application forms

Application forms and other information may be obtained at the nearest Israeli mission or at MASHAV's website: <http://mashav.mfa.gov.il/MFA/mashav/Courses/Pages/default.aspx>.

Completed application forms, including the medical form, should be sent to the relevant Israeli mission in the respective country no later than **June 20, 2018** with copy to Ms. Katerina Rudenko Katerina@mctc.org.il.

General Information

Arrival and Departure

Arrival date:	12/08/2018
Opening date:	13/08/2018
Closing date:	30/08/2018
Departure date:	no later than 31/08/2018

Participants must arrive at the training center on the arrival date, and leave on the departure date. Early arrivals/late departures if required, must be arranged by the participants themselves, directly with the Center, and must be paid for by the participant him/herself.

Location and Accommodation

MASHAV awards a limited number of scholarships. The scholarship covers the cost of the training program including lectures and field visits, full board accommodation in double rooms (two participants per room), health insurance (see below) and transfers to and from the airport. **Airfares and daily allowance are not included in the scholarship.**

Health Services

Medical insurance covers medical services and hospitalization in case of emergency. **It does not cover** the treatment of chronic or serious diseases, specific medications taken by the participant on a regular basis, dental care and eyeglasses. Health authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years. Subject to the full binding policy conditions. Participants are responsible for all other expenses.

The course will be held at **The Golda Meir MASHAV Carmel International Training Center (MCTC)**, situated at **12 Pinsky Street, Haifa**. Participants will be accommodated at **MCTC** in double rooms (two participants per room).

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. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, 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 is taking active part in the international community’s process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDGs).

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. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach which has attained global consensus.

<http://mashav.mfa.gov.il>

<https://www.facebook.com/MASHAVisrael>

About The Golda Meir MASHAV Carmel International Training Center

The Golda Meir MASHAV Carmel International Training Center (MCTC) was established by MASHAV in 1961 to assist in the training of women engaged in community work in the newly emerging states in Africa and Asia.

Since the establishment of MCTC, over 23,000 participants from some 150 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, Middle East, Oceania, and the Caribbean have attended more than 700 capacity-building programs and 30 International Conferences for Women Leaders, conducted in Israel. Hundreds more participants are reached annually in on-the-spot training programs abroad.

MCTC focuses on three areas of study: Community Development, Organization and Management of Microenterprises, and Early Childhood Education, all with gender as a crosscutting issue. In each training program there are up to 30 women and men from 10 to 27 countries. Usually two courses are conducted concurrently in different languages (English, French, Spanish, Russian, or Arabic).

The Center is located on Mount Carmel in Haifa. The building consists of living accommodation, classrooms, and recreation and dining facilities. A library specializing in education, social sciences, and humanities and a computer laboratory with internet access serve the participants.

MCTC enjoys the active cooperation of a number of international organizations, governmental and non-governmental organizations, and development authorities.

For further information, please contact:

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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. The Thematic Working Group on Gender and Economy within the United Nations Special Program supports the promotion of women's entrepreneurship for the Economies of Central Asia (SPECAs). UNECE also works to strengthen gender statistics in its Member States and building reliable indicators for gender equality as a condition for coherent and transparent policies towards the achievement of the Sustainable Development Goals.

Website: www.unece.org