MASHAV – Israeli Agency for International Development Cooperation

MCTC – MASHAV Carmel Training Center

Online course in Russian

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

In cooperation with United Nations Economic commission for Europe

Four online meetings between

*June 22 – July 2 (2 meetings per week)*

MCTC – MASHAV Carmel Training Center
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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.

Aims

- 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 Russian 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 June 12, 2020.
Proposed Schedule

**Monday, June 22**

9.30
Opening

10.00 – 10.45
The Power of Networking
*Ms. Natasha Mazor, Business Marketing Consultant for Small Businesses, Target Marketing Advice & Action*

10.45 – 11.30
The UNECE Approach to Implementing SDGs Within the Context of Small Business Development
*Dr. Malinka Koparanova, UNECE*

**Thursday, June 25**

10.00 – 10.45
Online Tools for Business Development, Part 1
*Dr. Iliya Stechkin, Digital Marketing Expert*

11.00 – 12.00
Round Table/Open Discussion on Applying Gender Lens to the Use of ICTS for the Business Development
*Dr. Malinka Koparanova, UNECE*

**Monday June 29**

10.00 – 10.45
Useful Apps for Business Trainers and Developers
*M. Alexandra Faynburd, Business Consultant, Digitalization of Business*

10.45 – 11.30
Online Tools for Business Development, Part 2
*Dr. Iliya Stechkin, Digital Marketing Expert*

**Thursday, July 2**

10.00 – 10.45
Business Psychology
*M. Lev Etin, Organizational Psychologist*

10.45– 11.30
Exploring and Discussing Business Models
*M. Katerina Rudenko*

11.45 – 12.30
Closing Ceremony