UNITAR e-Learning experience
Training on Trade-related Policies
Public Finance and Trade Programme
United Nation Institute of Training and Research (UNITAR)
1. PFT and e-Learning - Basic Information

✓ **Our mission:**
To deliver innovative training and conduct research on knowledge systems to develop the capacity of beneficiaries.

✓ **Our focus:**
Is on online training (or e-Learning) for professionals from developing countries and economies in transition in full-time work.

✓ **Our comparative advantage:**
Mandate; neutral broker; catalyst for training; centre of the training equation; developing training methodologies.

✓ **Our courses:**
Public Finance
Trade-related Issues
Intellectual Property
2. PFT and e-Learning - Six cardinal distinguishing parameters

- Course elements and structure
- The scope and organization of the content
- The pedagogical method used
- The target audience
- The duration of the course
- Budget and availability of funds
3. PFT and e-Learning - e-Learning Content Development

From Binders to Browsers

UNITAR e-Learning Instructional Design

Bring Content to Life > Design Experiences > Motivate Learners > Meet Learning Objectives
In a two-year period, UNITAR has trained around 800 officials (primarily from the public sector) in trade-related issues through nine six-week joint e-Learning courses.

A large number of participants have come from the trade-sector of African nations (65%), many from LDCs. Course completion rates have averaged 87%. Training is being conducted in English, French and Spanish.

The ‘networking’ aspect of online training has been the real carry forward (sharing of country experiences; learning from each other; peer-to-peer and peer-to-expert discussions).

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UNITAR’s experience in e-Learning

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5. UNITAR’s experience in e-Learning (cont’d)

On average:

- 20 six-week e-Learning courses each year
- training around 2,000 participants (with approx. 20,000 enrollments received each year from over 120 nations).
- 87% completion rate
- 27% of successful participants were women
- 550 applicants per course
6. UNITAR’s experience in e-Learning - Participants & Beneficiary Institutions

Senior and Middle-Level Officials including: Finance and Trade Managers, Negotiators, Economists, Financial Experts, IP Specialists, and Lawyers
Partnerships for trade-related issues:

- United Nations System - UNDP (Geneva), UN-ESCAP (Bangkok)
- International Organizations - WTO (Geneva), South Centre (Geneva), WTI (Bern), OIF (Paris)
- Intergovernmental organizations (IGOs)
- Regional Organizations
- Think-tanks
- NGOs

Partners have agreed to re-run all courses in 2009, some considering additional online courses with UNITAR.
UNITAR understands Partner’s needs and proposes a defined action plan.

- **Implementation**: UNITAR assembles, installs and launches the e-L course. Platform and users is managed by UNITAR.
- **Design & Development**: Detailed blueprint and quality assurance.
- **Prototyping**: UNITAR validates the design and contents.
- **High Level Design**: UNITAR defines the e-Learning course.
- **Analysis**: UNITAR understands Partner’s needs and proposes a defined action plan.
9. What made the e-Learning Partnerships Work?

- Exposure to UNITAR’s audience
- Financial interest
- Visibility
- Recognition

- Fulfilling our institutional mandate
- Added recognition in the field
- Sources of funding
- Enduring long term relationship
10. What made the e-Learning Partnership Work?
UNITAR-OIF Case Study

Partnership Showcase

- Partnership since 2007
- Four online courses conducted
- 3000 registrations received
- Over 500 officials successfully trained
- 86% average completion rate
- For 2009: Expand to other themes
11. What made the e-Learning Partnership Work?  
UNITAR- WTI Case Study

Partnership Showcase

- Partnership since 2008
- Online courses: "International Trade Regulation" (2009), "Preparing and Conducting Services Negotiations" (2009), and "Introduction to the International Trading System" (2010).
- 18 participants trained for ITR
- 86% completion rate
- For 2010: Expand to other themes
12. Lessons Learned: What Contributed to the Successful e-Learning Partnership?

- Institutional commitment to a successful partnership
- Extensive UNITAR e-Learning experience allowed the partner to implement the best possible approach to meet its objectives
- Relevant content was designed around the needs of the target audience
- Understanding the needs of the Participants
- Understanding the limitations and opportunities offered by e-Learning
Thank you for your attention!

Website: www.unitar.org/pft
E-mail: andreas.schmalz@unitar.org