

DOCUMENT OF THE INTER-AMERICAN DEVELOPMENT BANK

**PERU**

**INNOVATIVE STRATEGIES FOR PERUVIAN WOMEN'S  
PARTICIPATION IN DIGITAL ECONOMY: A PILOT PROGRAM FOR  
WOMEN ENTREPRENEURS**

**(PE-T1159)**

**PLAN OF OPERATIONS**

This document was prepared by the project team consisting of Mauricio R. Bertrand, (SCL/GDI), Project Team Leader; Adria Armbrister (SCL/GDI); Lina Uribe (SCL/GDI); and Hyun Jung Lee, LEG/SGO.

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## BASIC SOCIOECONOMIC DATA

For basic socioeconomic data, including public debt information, please refer to the following address:

<http://www.iadb.org/RES/index.cfm?fuseaction=externallinks.countrydata>

**INFORMATION AVAILABLE IN THE FILES OF SCL/GDI**

**PREPARATION:**

**EXECUTION:**

## ABBREVIATIONS

|          |   |
|----------|---|
| APC      | Association for Progressive Communication       |
| APEC     | Asia Pacific Economic Cooperation               |
| APWINC   | Asia Pacific Women's Information Network Center |
| APC/WNSP | Women's Networking Support Program              |
| BPW      | Business and Professional Women                 |
| CEO      | Chair Executive Officer                         |
| ESR      | Environmental and Social Impact Review          |
| GDP      | Gross Domestic Product                          |
| GEM      | Gender Evaluation Methodology                   |
| GOP      | Government of Peru                              |
| ICT      | Information Communication Technology            |
| IDB      | Inter-American Development Bank                 |
| IT       | Information Technology                          |
| KPR      | Korean Poverty Reduction Trust Fund             |
| MIMDES   | Women and Social Development Ministry           |
| NGO      | Non-governmental Organization                   |
| SCL      | Social Sector                                   |
| SCL/GDI  | Gender and Diversity Unit                       |
| SME      | Small/Medium Enterprise                         |
| TC       | Technical Cooperation                           |
| TIC      | Tecnología de la Información y Comunicación     |
| WLN      | Women Leaders Network                           |

**INNOVATIVE STRATEGIES FOR PERUVIAN WOMEN'S PARTICIPATION IN DIGITAL  
ECONOMY: A PILOT PROGRAM FOR WOMEN ENTREPRENEURS  
(PE-T1159)**

**EXECUTIVE SUMMARY**

|   |  |             |                |
|---|--|-------------|----------------|
| <b>Beneficiary:</b>   | Peru, Ministry of Women and Social Development (MIMDES).   |             |                |
| <b>Team Leader/Members:</b>   | Mauricio R. Bertrand, (SCL/GDI), Project Team Leader; Adria Armbrister (SCL/GDI); Lina Uribe (SCL/GDI); and Hyun Jung Lee, LEG/SGO   |             |                |
| <b>Executing Agency:</b>  | Inter-American Development Bank, through the Gender and Diversity Unit (GDI) of the Social Sector Department (SCL).  |             |                |
| <b>Target Beneficiaries:</b>  | Peruvian women entrepreneurs from poor urban and rural areas.  |             |                |
| <b>Sources of Financing:</b>  | IDB: (Korea Poverty Reduction Trust Fund, KPR)   | US\$        | 275,000        |
|   | Local contribution   | US\$        | 19,000         |
|   | <b>Total</b>   | <b>US\$</b> | <b>294,000</b> |
| <b>Objectives:</b>  | <p>To promote awareness among current and prospective women entrepreneurs about the use of ICT and e-Business; and to increase women entrepreneurs' participation in the digital economy. These goals will encourage the creation of new enterprises and contribute to Peru's pro-poor economic and social development strategy. The specific objectives are:</p> <ol style="list-style-type: none"> <li>To use a Korean Capacity Development Program model to create a training for Peruvian women entrepreneurs trainers on the use of ICT and e-Business tools.</li> <li>To execute trainings in the use of ICT and e-Business in three regions of Peru.</li> <li>To create network among women entrepreneurs, policy makers, academia, and NGOs in order to provide social capitals and opportunities to complement each other.</li> <li>To develop legal, regulatory, and incentive conditions at the governmental level to facilitate women's participation in Peru's digital economy.</li> <li>To evaluate the outcomes of entrepreneur and government trainings in pilot regions of Peru to facilitate context-appropriate implementation of the project in other Latin American countries.</li> </ol> |             |                |
| <b>Execution Timetable:</b>   | 12 months for execution and 18 months for disbursement.  |             |                |
| <b>Special Contractual Conditions:</b>                                    | None.  |             |                |
| <b>Exceptions to Bank Policies and Procedures:</b>                        | None.  |             |                |
| <b>Environmental and Social Review:</b>                                   | <p>The TC Profile was reviewed by the Environmental and Social Review on May 22, 2009 (Minute ESR 20-09). For its nature, the activities described under this technical cooperation will not have a negative direct environmental or social impact. Therefore, it has been cleared by the ESR Team. It is expected high social impacts with the recognition of specific local and sub-regional demands related to the generation of policies and strategies to promote higher rates of women participation in science, technology, engineering and innovation. This operation has been classified as "C".</p>  |             |                |
| <b>Coordination with Other Official Development Finance Institutions:</b> | None.  |             |                |



## I. BACKGROUND AND JUSTIFICATION

- 1.1 Access to Information and Communication Technologies (ICT) and related opportunities, such as e-Business, is limited in Latin America and the Caribbean despite the fact that ICT is now widely recognized as a powerful tool for fueling economic development and eradicating poverty. Furthermore, access to telecommunications, technical knowledge, and updated information technology differ from region to region within countries. The historical marginalization of women from economic participation in Latin America has continued with the advent and rise of the digital economy.
- 1.2 As a result, women lack the capacity to take advantage of the digital economy in this region at a time when access to technology and basic computer skills are fundamental to their socioeconomic development. At present, investments in strategies to enhance women's entrepreneurial activity and use of technology will do much to increase women's economic competitiveness. Government failure to address the digital divide for women would constitute a missed opportunity to enhance gender equity, especially for rural populations, and would thus have a negative impact on the national economy.
- 1.3 The Government of the Republic of Peru (GOP) is vigorously committed to developing its national economic growth and to promoting small and medium size enterprises (SMEs). Small and micro enterprises are 98% of the entrepreneurial sector, contributing 42.1% of Peru's GDP and 88% of private employment in both rural and urban zones. Women account for 40% of the labor force (up to 57% of the informal labor market) of SMEs. As a result of its interest in increasing the role of the private sector in the country's development effort, the GOP hosted the Asian-Pacific Economic Cooperation (APEC) meetings in 2008, in particular, GOP is concerned about the gender gap in digital knowledge and the underdevelopment of the e-Business sector and the new areas for discrimination against women. So far, initiatives and capacity building programs in Peru are very limited. According to the Ministry of Transport and Communications of Peru, the total percentage of women who have access to ICT and financed projects is about 15%.
- 1.4 Under the umbrella of the APEC 2008 meetings, held on May 9 and 10, 2008, the Government of Peru (GOP), through its *Ministerio de la Mujer y Desarrollo Social* (MIMDES) in partnership with the Asian Pacific Women's Information Network Center (APWINC), organized the 'APEC+LAC Digital Economy Forum for Women 2008' (see [www.apecdew.org](http://www.apecdew.org)). This event was co-financed by the Inter-American Development Bank through a technical cooperation "Innovative Strategies for Peruvian Women's Participation in Digital Economy: APEC+LAC Digital Economy Forum for Women 2008" (ATN/KK-10958-PE).
- 1.5 Attended by Peruvian government representatives and by women entrepreneurs from Peru and from the public and private sector of several countries of the region

including Chile, Argentina, and Mexico, the “APEC+LAC Digital Economy Forum for Women” showcased several successful women’s e-Business initiatives and proposed various methodological alternatives for e-Business implementation from around the world. The goal was to highlight the economic importance of initiating women entrepreneurs into the benefits of the digital economy. As a result of the training experience and possibilities discussed in this event, GOP has proposed to conduct a pilot capacity development program to equip Peruvian women to participate as entrepreneurs in the digital economy. The program will focus in cases and areas that will provide the greatest social impact. Based on the outcomes of this program, GOP seeks to plan the scaled-up policy in financial collaboration with the Inter-American Development Bank.

## **II. PROGRAM DESCRIPTION**

### **A. Program Goal and Purpose**

- 2.1 To promote awareness among current and prospective women entrepreneurs about the use of ICT and e-Business; and to increase women entrepreneurs’ participation in the digital economy. These goals will encourage the creation of new enterprises and contribute to Peru’s pro-poor economic and social development strategy.
- 2.2 The specific objectives are:
  - a) To use a Korean Capacity Development Program model to create a training for Peruvian women entrepreneurs trainers on the use of ICT and e-Business tools.
  - b) To execute trainings in the use of ICT and e-Business in three regions of Peru.
  - c) To create network among women entrepreneurs, policy makers, academia, and NGOs in order to provide social capitals and opportunities to complement each other.
  - d) To develop legal, regulatory, and incentive conditions at the governmental level to facilitate women’s participation in Peru’s digital economy.
  - e) To evaluate the outcomes of entrepreneur and government trainings in pilot regions of Peru to facilitate context-appropriate implementation of the project in other Latin American countries.

### **B. Components**

- 2.3 The project will consist of the following three components:



## **1. Component. Capacity Development Program**

- 2.4 Component 1 will fund two activities, a training of trainers in Korea and the implementation of a series of trainings in Peru.
- 2.5 Activity One. Training of Trainers: This component will fund a training for 20 Peruvian women entrepreneurs to enhance their digital capacities using APWINC's specialized and proven training methodology and their lab facilities in Seoul, Korea. The program will include local and international speakers and be customized for the Peruvian trainees, and will train them to be prospective trainers for their respective regions and industries. The preliminary research for the development of the program module will be conducted by APWINC. Participants will be selected by MIMDES in coordination with APWINC and will represent a diversity of industries and geographical areas. Criteria for selecting geographical areas will prioritize poor urban and all rural areas. Participants will be taught to utilize e-shopping mall solutions and will experience Korean e-initiatives. The training will be filmed and distributed to participants and funders.
- 2.6 The component will also finance the establishment of a sustainable "virtual community" network for the Peruvian trainers to connect with women business-owners; academics; policy makers; and NGOs. The virtual community will give participants the opportunity to continue conversations initiated at the training, as well as to share good learning experiences on how to market their products.
- 2.7 Activity Two. Local Training in Peru. After the training in Seoul, MIMDES, APWINC and three Peruvian local-level governments will organize ten specific capacity development programs for selected women entrepreneurs. This component will finance the contracting of one consultant to design three trainings in collaboration with three teams, group in pairs, of Peruvian women trained in Korea as described in Activity One; the remaining 7 trainings are to be financed by local governments and facilitated by teams of women trained in Activity One.
- 2.8 Arequipa city, representing the southern region, is one likely municipal government that will develop the program, as it was the site of the May 2008 conference on women's participation in the digital economy, organized by APWINC. Local-level support for the event was strong. Four trainings will be planned with the Arequipa government for the southern region. The second local government, representing the northern region is Chiclayo, providing that this municipality exhibits a commitment to women in science and technology similar to that of Arequipa. Four trainings will be planned with the Chiclayo government for the northern region. Lima will be the final municipality selected. There will be two trainings planned by the municipal government for the city of Lima.

## **2. Component. Institutional Strengthening (IS)**

- 2.9 Component 2 will fund two activities:

- 2.10 Activity One. Legal Review: The Institutional Strengthening component will support a review of legal, regulatory and incentive conditions that facilitate or inhibit women's participation in the digital economy, conducted jointly by the government and other stakeholders, including Business & Professional Women (BPW) International and APEC Women Leaders Network (WLN), and business women's leagues that have supported APWINC's projects in the past. As the two groups above include CEOs and personnel mostly in high positions, some other civil society NGOs will be included to address rural and SME sectors. The component will finance the contracting of a Peruvian consultant to design and carry out the legal review.
- 2.11 Activity Two. Presentation of Findings: As part of its contract, APWINC will design and execute a workshop in Lima for municipal and federal government officials who handle ICT or related issues in collaboration with the legal review consultant contacted under Activity One. The consultants will report on the findings of Activity One and make recommendations to the GOP on ways to strengthen its capacity to effectively use both human and institutional resources and to design appropriate policies to enhance women's access to e-Business. The report on findings of the legal review and recommendations will be disseminated to participants.

### **3. Component. Monitoring and Evaluation**

- 2.12 Component 3 will finance monitoring, process and impact evaluations by a gender specialist familiar with the Gender Evaluation Methodology (GEM) and a Peru/Latin America specialist to enable understanding of Peru's and other Latin America's condition related with the program's considerations. This is necessary to make outcomes from the training process a useful lesson for Peru and other Latin American countries. This is especially important for the Capacity Development Program. Evaluations will focus on impacts in order to move the project toward a results-based implementation. Lessons discovered from evaluation work will become relevant for the future activities in Peru and new projects in other Latin America countries. In particular, MIMDES and municipal governments will employ the evaluation results to initiate scaling up the pilot initiative to the national level.

## **III. BUDGET**

### **A. Summary Cost Table**

- 3.1 This TC budget sums up to US\$294,000. The IDB through the Korea Poverty Reduction Fund (KPR) will provide funding of up to US\$275,000 (93.5%) on a non-reimbursable basis and the GOP –through MIMDES- will provide local funding of US\$19,000 (6.5%). The local contribution is in both in-kind and in cash. The Plan of Operations and the Detailed Program Budget Annex have been



reviewed by MINDES. The estimated costs and distribution by source of funding are presented in the following Budget table:

| Item  | IDB (KPR)<br>US\$ | Local<br>Contribution | Total          |
|---|-------------------|-----------------------|----------------|
| Specialized institution (consulting firm) honoraria | 50,000            |                       | 50,000         |
| Component 1. Capacity Development Program           | 162,000           | 11,000                | 173,000        |
| <i>Activity One: Training of Trainers</i>           | 137,000           | 4,000                 | 141,000        |
| <i>Activity Two: Local Training in Peru</i>         | 25,000            | 7,000                 | 32,000         |
| Component 2. Institutional Strengthening (IS)       | 25,000            | 5,000                 | 30,000         |
| <i>Activity One: Legal Review of ICT</i>            | 5,000             |                       | 5,000          |
| <i>Activity Two: Workshop</i>                       | 20,000            | 5,000                 | 25,000         |
| Component 3. Monitoring and Evaluation              | 18,000            | 3,000                 | 21,000         |
| <b>Contingencies (approximately 7%)</b>             | <b>20,000</b>     |                       | <b>20,000</b>  |
| <b>Total</b>  | <b>275,000</b>    | <b>19,000</b>         | <b>294,000</b> |

## B. Description and Composition of Financing

- 3.2 APWINC, a specialized institution (consulting firm), will be hired to carry out this training program for US\$255,000. Its activities include supervising and monitoring the different components at a cost of US\$50,000. Component 1 will finance all costs associated with the training at APWINC's Seoul Korea headquarters for US\$173,000. Component 2 will finance a consultant to review legal matters and a consultant to design and conduct a presentation of findings with government officials in Lima for US\$30,000. Component 3 will finance two consultants for monitoring and evaluation activities for the e-business trainings and government-level findings dissemination for US\$21,000. Also, US\$20,000 have been considered for contingencies.

## C. Sustainability

- 3.3 The Evaluation component will focus on evaluating results of the program from a sustainable perspective. This program should act as pilot for future policies at the sub national and national levels. Therefore, the evaluation will focus on the institutional and strategic components necessary to successful administration of trainings and will recommend how results of the program can be scaled up.

## IV. EXECUTING AGENCY AND MECHANISM

### A. Executing Agency

- 4.1 The Gender and Diversity Unit (GDI) of the Social Sector (SCL) of the Inter-American Development Bank will be the executing agency.

- 4.2 The Ministry of Women and Social Development of Peru (MIMDES) will provide funding in the amount of US\$19,000 for the execution of the present program. In addition, MIMDES will collaborate with municipal governments and the GOP in the creation of e-business training modules and with the selection of participants and program evaluation.

**B. Executing Mechanism**

- 4.3 The Ministry of Women and Social Development of Peru (MIMDES), in collaboration with the Inter-American Development Bank (IDB) will execute a training program financed by IDB Korean Poverty Reduction Fund. The Bank will hire the services of APWINC to develop the training program modules for the group going to Seoul and the trainees in Peru. To ensure effective program implementation, secretariats will be set up by MIMDES and APWINC in both countries—Peru and Korea. Each party will assume the following roles:

- a) The IDB will assume responsibility for planning and financing the above-described project, as well as to the hiring of APWINC and approving disbursements.
- b) APWINC will be responsible for the coordination and execution of all aspects of the training in Korea including lectures; events (opening ceremony, closing ceremony); administration of secretariats; selection and management of trainers and trainees; and handling logistics (invitations, flight reservations, accommodations, etc). APWINC will also be responsible for all training activities in Peru.
- c) MIMDES will take responsibility for organizing the training in Peru in collaboration with APWINC. Their responsibility will include planning and executing lectures; events (opening ceremony, closing ceremony); administration of secretariats; selection and management of trainers and trainees; and handling logistics (invitations, flight reservations, accommodations, and others).

**C. Program Implementation Readiness**

- 4.4 This program corresponds to a second phase of a program that already finished its first phase and which also had financial support from the Bank (PE-T1152). The counterparts of this second phase are the same as the first phase and the project has already been approved by MIMDES of the GOP.

**D. Execution Period and Disbursement Schedule**

- 4.5 The technical cooperation will be executed within a period of 12 months with a disbursement period of 18 months. The consultancy will be paid as follows: 50% within 15 days of contract signature, 40% upon presentation of the mid-term report approved by the Bank; and 10% upon presentation of the final report approved by the Bank.



## **E. Procurement**

- 4.6 Given the highly specialized experience needed for the execution of this technical cooperation, a single source selection method has been chosen and proposed to select and contract the services of APWINC.
- 4.7 The Bank will be responsible for the selection and hiring of the consulting services needed for the program as well as for the acquisition of goods pursuant to Bank policies and procedures set forth in documents GN-2350-7 and GN-2349-7. For purposes of program implementation, the Bank will hire the services of the APWINC, taking into consideration the fact that this specialized institution (consulting firm), as explained in paragraph 4.8 is a unique institution with the necessary experience to provide the services needed to implement the program. The hiring of APWINC is consistent with the provision set forth in ¶3.10 (d) of document GN-2350-7.
- 4.8 APWINC has unique experience in activities under the context of e-Business for women via “APEC Initiative for Women’s Participation in the Digital Economy” (<http://webiz.women.or.kr/>) with the exclusive mandate from Asia Pacific Economic Cooperation (APEC) and the sponsorship of the Ministry of Commerce, Energy and Industry of the Republic of Korea. Since 2005, APWINC has held four international capacity building programs in Korea and customized training in three different APEC member economies. It has trained over 400 women around the world on e-Business knowledge, skills and capacity. In addition, APWINC has extensive experience in providing training for women of Latin America through 2003 to 2006. As part of the same initiative, APWINC has also organized numerous international and local policy forums in numerous APEC countries and has also led international research projects and published the very first white paper of its kind. Lastly, APWINC has also developed an e-Business community site called “APEC WeBiz World” where women entrepreneurs from around the world can freely promote their products and services and form online communities to share information and experiences. Currently, APEC WeBiz World is expanding its services to provide e-Learning programs. APWINC has established focal points in Latin America, namely Peru, Mexico, and Chile, in the areas of research and capacity building.
- 4.9 APWINC will coordinate all program components, including workshop logistics, flight reservations and accommodation for the selected participants for the Seoul and subsequent Peru trainings, preparation of methodology and materials for the training modules, and project evaluation.

## **V. MONITORING AND EVALUATION**

### **A. Monitoring**

- 5.1 The monitoring activities of the project will be executed in the following stages:

- 5.2 1st stage. Before the program is initiated, MIMDES will send pre-training questionnaires to participants to assess needs and skill levels. The pre-questionnaires will include items on the demographics, local economic situation, and vision for the training curriculum. Participants' suggestions will be incorporated into the training design, as appropriate.
- 5.3 2nd stage. After the program initiation, the specialized institution (consulting firm) will conduct regular training assessments. These evaluations will focus on the participants' satisfaction with logistics, organization of the training and lecture content and presentation. Participants' suggestions will be incorporated into the training program. In addition, regular program evaluation meetings will be held to resolve problems and/or inefficiencies as they may arise.
- 5.4 3rd Stage. After program completion, participants will be followed (by email) for a period of time to be determined to assess the impact of training. Additional support will be provided to those who request such intervention. Again, participant feedback will serve as the stepping stone for organizing the next training program in Latin America.

**B. Technical and Basic Responsibility**

- 5.5 Technical Responsibility. Mauricio R. Bertrand, Gender and Development Specialist, SCL/GDI (tel.:+202-623-2156, [mauriciob@iadb.org](mailto:mauriciob@iadb.org)), will have the technical responsibility for the execution of this technical cooperation.
- 5.6 Responsibility for Disbursements. SCL through the Gender and Diversity Unit, SCL/GDI, will be responsible for processing disbursements.

**C. Progress and Final Reports**

- 5.7 APWINC will provide a medium term and a final report to be reviewed and approved by the Project Team Leader.
- 5.8 APWINC, in coordination with MIMDES will provide a report on the execution of the trainings in Peru as well as the legal workshop to municipal and federal government officials.

**D. Description of Proposed Evaluations**

- 5.9 APWINC's own success indicators and measures, based on the "Gender Evaluation Methodology for Internet and ICT" created by the Association for Progressive Communications (APC) and the Association for Progressive Communications Women's Networking Support Program (APC WNSP), will be applied to the evaluation process (e.g., conducting questionnaires on pre and post-capacity development program; monitoring participants' business and career path throughout the monthly networking meeting; assessing outcomes through online/offline survey). "Gender Evaluation Methodology for Internet and ICTs" (GEM) is a guide integrating a gender analysis into evaluations of initiatives that



use Information and Communication Technologies (ICTs) for social change. GEM is made up of seven steps grouped into three phases:

- a) Phase 1. Integrating Gender Analysis: gender evaluation of an ICT-based initiative by arriving at an understanding of basic concepts of gender and ICT.
- b) Phase 2. Gathering Information Using Gender and ICT Indicators: data-gathering methods and on analyzing data from a gender perspective. The data focused on gender will be gathered from participants' questionnaires (e.g. women-owned business, woman ratio in the company, current status of information technology (IT) access and utilization of female workforce).
- c) Phase 3. Putting Evaluation Results to Work: the lessons learned from the evaluation process can influence change within the organization, community and the wider gender and ICT movement. Policy implications and recommendations will be formulated by participants and disseminated to Peruvian ministries and government sectors, respectively.

## **VI. PROGRAM BENEFITS AND RISKS**

### **A. Program Benefits and Developmental Impact**

- 6.1 This program will establish a pilot experience to raise awareness that women's participation in the digital economy is a crucial key to empower women and alleviate poverty in the region. Customized training programs that will be involved in the program will serve as input to scale up into further policies aimed to promote women's activities in the digital economy. This program will be designed to provide women better access to IT and to develop trainers for women's IT capacity building. The explosive growth in women led business and the increase of international trade are two important advancements in the global economy of the 21st century. Therefore, when these factors combine, the economy in Latin America will experience a great boost in prosperity.

### **B. Target Beneficiaries**

- 6.2 Direct beneficiaries will be 220 Peruvian women participants from small and medium enterprises, field of ICT and government, and women's associations and NGOs; (20 trainees: one regional training in Seoul. 200 trainees: ten customized local trainings in Peru; 20 trainees each – Four in Arequipa, four in Chiclayo and two in Lima). After the program, the participants will transfer knowledge they learned to other Peruvian women who have not access to ICT. The participants will contribute to develop enabling incentive conditions to facilitate Peruvian

women's participation in digital economy. Thus, indirect beneficiaries will be Peruvian women from rural areas with limited opportunities to use of ICT.

**C. Risks**

- 6.3 Potential risks include: mismatch between the training program as applied in Korea and the needs of Peru, which could result in less effective results in comparison to the input investment. Risk will be mitigated through the adjustment of program to reflect Peruvian needs as defined through the work of the specialized institution (consulting firm), discussions with local governments; the project team counterparts and inputs from participants' questionnaires. An additional risk lies in participant attrition. The effects of attrition will be mitigated with the signature of an agreement of rights and responsibilities between the government and participants and the recruitment of reliable participants based on recommendations from public institutions. Finally, laxity on the issue of continuous monitoring and support could place the program at risk for inefficiencies and failure to fulfill the goals as stated above. This risk will be addressed through continuous solicitation of participants' feedback both before and after the program.

**VII. ENVIRONMENTAL AND SOCIAL ASPECTS**

**D. Date of ESR**

- 7.1 On May 22, 2009, the ESR cleared this technical cooperation stating that the activities described in this TC will not have a negative direct environmental or social impact.
- 7.2 It is expected high social impacts with the recognition of specific local and sub-regional demands related to the generation of policies and strategies to promote higher rates of women participation in science, technology, engineering and innovation. This operation has been classified as "C".



**Innovative Strategies for Peruvian Women's Participation in the Digital Economy:  
A Pilot Program for Women Entrepreneurs  
PE-T1159**

**Detailed Program Budget**

| Item   | IDB (KPR)<br>US\$ | Local<br>Contribution | Total          |
|--|-------------------|-----------------------|----------------|
| <b>Specialized Institution (consulting firm) honoraria</b>       | <b>50,000</b>     |                       | <b>50,000</b>  |
| <b>Component 1. Capacity Development Program</b>                 | <b>162,000</b>    | <b>11,000</b>         | <b>173,000</b> |
| <i>Activity One: Training of Trainers</i>                        | <b>137,000</b>    | <b>4,000</b>          | <b>141,000</b> |
| Travel expenses/20 participants (airfare + 2 weeks accomodation) | 80,000            | 4,000                 | 84,000         |
| Meals for participants (2 weeks)                                 | 10,000            |                       | 10,000         |
| Interpreters (2 weeks)   | 10,000            |                       | 10,000         |
| Speakers honoraria and travel                                    | 15,000            |                       | 15,000         |
| Field trip in Korea  | 3,000             |                       | 3,000          |
| Video editing  | 10,000            |                       | 10,000         |
| Network International consultant (1 month)                       | 9,000             |                       | 9,000          |
| <i>Activity Two: Local Training in Peru</i>                      | <b>25,000</b>     | <b>7,000</b>          | <b>32,000</b>  |
| Program development local consultant (1 month)                   | 5,000             |                       | 5,000          |
| Speakers/honorarium and travel                                   | 17,000            | 2,000                 | 19,000         |
| Renting venue/facility and event                                 | 3,000             | 5,000                 | 8,000          |
| <b>Component 2. Institutional Strengthening (IS)</b>             | <b>25,000</b>     | <b>5,000</b>          | <b>30,000</b>  |
| <i>Activity One: Legal Review</i>                                | <b>5,000</b>      |                       | <b>5,000</b>   |
| Legal review local consultant (1 month)                          | 5,000             |                       | 5,000          |
| <i>Activity Two: Workshop - Presentation of Findings</i>         | <b>20,000</b>     | <b>5,000</b>          | <b>25,000</b>  |
| Institutional Strengthening international consultant             | 9,000             |                       | 9,000          |
| Transportation of local participants to Lima                     | 6,000             |                       | 6,000          |
| Renting venue/facility and event                                 | 2,000             | 5,000                 | 7,000          |
| Training materials   | 3,000             |                       | 3,000          |
| <b>Component 3. Monitoring and Evaluation</b>                    | <b>18,000</b>     | <b>3,000</b>          | <b>21,000</b>  |
| Gender evaluation international specialist (1 month)             | 9,000             |                       | 9,000          |
| LAC/Peru international specialist (1 month)                      | 9,000             |                       | 9,000          |
| Final report production (editing and printing)                   |                   | 3,000                 | 3,000          |
| <b>Contingencies (approximately 7%)</b>                          | <b>20,000</b>     |                       | <b>20,000</b>  |
| <b>Total</b>   | <b>275,000</b>    | <b>19,000</b>         | <b>294,000</b> |

- 1.1 APWINC, a specialized institution (consulting firm) will be hired to carry out this training program for US\$255,000. Its activities include supervising and monitoring the different following components at a cost of US\$50,000. Specifically, APWINC will:
- a) Assist the program development consultant in carrying out her/his duties.
  - b) Assume responsibility for overall quality of the consultant's inputs.
  - c) Arrange the venue for the training.
  - d) Identify and invite speakers, and organize the training.
  - e) Provide other necessary administrative and logistical services for the organization of the training.
  - f) Supervise the follow-up the official website construction process.
  - g) Submit an activity report to IDB upon the completion of the training.

### **1. Component. Capacity Development Program**

- 1.2 Activity one of component 1 will finance all costs associated with the training at APWINC's Seoul, Korea headquarters where specialized infrastructure and learning facilities for developing skills on digital economy are readily available. This item will also include payment of workshop lecturers, interpreters and video editing of the courses. Finally, a network construction consultant will be contracted to create a virtual community for Peruvian trainers. The total cost for Activity one, therefore, will be US\$137,000 from IDB (KPR) (US\$141,000 total cost with MIMDES financing).
- 1.3 Activity two of component 1 will finance the contracting of a Peruvian consultant to carry out the Peru-based phase of the training strategy (in the three selected regions in Peru). It will also finance logistical aspects of the course administration, including stationary supplies, location rental and meals at a total cost of US\$25,000 from IDB (KPR) (US\$32,000 total cost with MIMDES financing).

### **2. Component. Institutional Strengthening (IS)**

- 1.4 Activity one of component 2 will finance the contracting of a legal review consultant at a total cost of US\$5,000. Activity two will fund the contracting of a consultant to design and conduct the presentation of findings and recommendations with government officials in Lima. The component will cover the production of a findings document and logistics related to convening the presentation, including travel costs for municipal government representatives, meals and supplies. The cost of activity two, therefore, is US\$20,000 from IDB (KPR) (US\$30,000 total cost with MIMDES financing).

### **2. Component 3. Monitoring and Evaluation**

- 1.5 This component will finance the contracting of two consultants at a cost of US\$9,000 each to conduct monitoring and evaluation activities for the e-business trainings and government-level findings dissemination held in Peru. The consultants will provide a final evaluation report focused on the sustainability of this program at a cost of US\$3,000 for printing.

### **Contingencies**

- 1.6 Approximately 7% of the total amount will be budgeted and it will be assigned and disbursed as need arises.



**PERU**  
**INNOVATIVE STRATEGIES FOR PERUVIAN WOMEN'S PARTICIPATION IN DIGITAL ECONOMY:**  
**A PILOT PROGRAM FOR WOMEN ENTREPRENEURS**  
**PE-T1159**

**TERMS OF REFERENCE**

**I. BACKGROUND**

- 1.1 Access to Information and Communication Technologies (ICT) and the opportunities created by it, such as e-Business, is limited in many developing countries in Latin America and the Caribbean despite the fact that ICT is now widely recognized as a powerful tool for fuelling economic development and eradicating poverty.
- 1.2 As a result, women's digital capacity in LAC region has become an alarming concern since access and basic skills are the basic building block for their socioeconomic development. It is now time to think about digital strategies that can enhance entrepreneurship and innovation of women and increase their competitive edge in digital capacity, especially in rural areas.
- 1.3 Under the umbrella of the APEC 2008 meetings, on May 9-10, 2008, the Government of Peru (GOP), through its *Ministerio de la Mujer y Desarrollo Social* (MIMDES) organized the 'APEC+LAC Digital Economy Forum for Women 2008' (see [www.apecdew.org](http://www.apecdew.org)). This event was co-financed by the Inter-American Development Bank through the technical cooperation "Innovative Strategies for Peruvian Women's Participation in Digital Economy: APEC+LAC Digital Economy Forum for Women 2008."
- 1.4 As a follow-up to the results of 'APEC+LAC Digital Economy Forum for Women 2008', where several successful cases were discussed and various methodological alternatives from around the world were critically analyzed in order to highlight the importance for the economy to introduce women entrepreneurs into the benefits of the digital economy, and based in the training experience and possibilities discussed in this event, GOP is seeking to drive a pilot program to provide a capacity development mechanism to equip Peruvian women to participate as entrepreneurs in the digital economy.

**II. OBJECTIVE**

- 2.1 The objective of this consultancy is to help MIMDES in the design, implementation and evaluation of a Capacity Development Program model (access to Information and Communication Technologies (ICT) and create opportunities for e-Business), which includes the creation of a network among women CEOs, policy makers, academia, and NGOs in order to provide social capitals and opportunities to complement each other.

### III. CHARACTERISTICS OF THE CONSULTANCY

- 3.1 Type of Consultancy. International specialized institution (consulting firm).
- 3.2 Start Date and Duration. August, 2009 to August 2010 for a period of 12 months.
- 3.3 Place of Work. Peru and Korea.
- 3.4 Qualifications. The project requires a specialized institution (consulting firm) with: the following qualifications:
  - a. Extensive experience working with governments to explore the reasons behind institutional and policy failures that result in barriers to women access to digital economy.
  - b. Demonstrated expertise in developing mechanisms to overcome institutional and policy barriers, which will result in improving women's access to digital economy.
  - c. Specific experience in working directly with governments to reform public schools in ways which will significantly increase girls' enrollment, and the quality of their educational experience.
  - d. Institutional and academic links to research and scholars in Latin America.
  - e. At least 10 years experience in designing, implementing and evaluating training programs in developing countries.
  - f. Demonstrated experience in organizing local and regional seminars; and workshops.
  - g. Spanish speaking professional staff.

### IV. ACTIVITIES

- 4.1 To reach the objective, the specialized institution (consulting firm) will carry out the following activities:
  - a. Present a plan of action 5 days after signing of contract with the Bank.
  - b. The following experts are required from the specialized institution (consulting firm) to deliver the training of trainers customized for Peru Capacity Development Program in Korea, as well as to replicate the CDP in Peru and organizing a workshop to present the findings of the legal review on ICT in Peru: coordinator, curriculum/training specialist, program development specialist, institutional strengthening specialist, networking expert, gender and development specialist, and ICT specialist. Experts needed in Peru to replicate the Capacity Development Program are: coordinator, attorney/legal expert, program development specialist, ICT specialist, evaluators, one with gender and development expertise.
  - c. Provide for coordination between the team of experts, local and international consultants, MIMDES and the Bank.
  - d. Submit for Bank and MIMDES approval, terms of references for the required local and international consultants in Peru.
  - e. Hire, following Bank current procurement procedures, the following consultants:



- Local or international networking specialist to establish a sustainable “virtual community” network for the Peruvian trainers to connect with women business-owners; academics; policy makers; and NGOs. The virtual community will give participants the opportunity to continue conversations initiated at the training, as well as to share good learning experiences on how to market their products.
  - International Institutional Strengthening expert to help in the design and implementation of the Capacity Development Program, as well as in the design and implementation of the workshop, both in Peru.
  - Local Program Development consultant to support the implementation of the Capacity Development Program in Peru.
  - Local Attorney to carry out a review of legal, regulatory and incentive conditions that facilitate or inhibit women’s participation in the digital economy.
  - Local or international Gender and Development specialist familiar with the Gender Evaluation Methodology (GEM).
  - Local or international monitoring and impact program evaluator to make outcomes from the training process a useful lesson to Peru and other Latin American countries.
  - Interpreters to provide simultaneous interpretation to the Peruvian trainees in Korea.
  - Video technicians to film and edit the training sessions in Korea.
- f. Select participants for the workshop in coordination with MIMDES as well as any other organization and/or institution that MIMDES consider necessary to invite.
- g. Present mid-term and final results to MIMDES and the Bank.
- h. Supervise and monitor as follows:
- Assist all consultants in carrying out her/his duties.
  - Assume responsibility for overall quality of the consultant’s inputs.
  - Arrange the venue for the training in Korea.
  - Identify and invite speakers for the training in Korea and Peru and organize the training.
  - Provide the necessary administrative and logistical services for the organization of the training, including travel and lodging arrangements for the Peruvian trainees in Korea.
  - Supervise the follow-up process on the official website (networking activities).
  - Hiring and supervising consultants as per item e above.
- i. Develop training materials for all required training activities in Korea and Peru.

## V. PRODUCTS

- 5.1 The specialized institution (consulting firm) will generate the following products:
- A two-week Capacity Development Program model for a group of 20 Peruvian women entrepreneurs. Training will focus on the use of ICT and e-Business tools.
  - A Capacity Development Program in the use of ICT and e-Business in three regions of Peru.
  - A workshop to be delivered in Peru presenting findings of the legal, regulatory and incentive conditions at the governmental level to facilitate women's participation in Peru's digital economy.
  - An evaluation presenting the outcomes of entrepreneur and government trainings in pilot regions of Peru to facilitate context-appropriate implementation of the project in other Latin American countries.
  - Training material.

## VI. REPORTS

- 6.1 **Quarterly reports.** The specialized institution (consulting firm) will submit quarterly progress reports on the project to the Bank and MIMDES.
- 6.2 **Mid-term report.** Previous to the second payment, the specialized institution (consulting firm) should present a mid-term report. The report will contain a description of how each activity has been implemented. It will include recommendations on how to improve or avoid future implementation problems, if any, as well as financial information.
- 6.3 **Final Report.** The final report will include the results of the four required products. It will describe in detail how each activity was developed, evaluated and impacted. It will include conclusions and recommendations for future applications in LAC. Financial statements should also be included in this report.
- 6.4 The specialized institution (consulting firm) must submit a hard copy of the final report, as well as a CD/DVD in a software program compatible with the IDB's computer programs (word, and excel).

## VII. SCHEDULE OF PAYMENTS

- 7.1 Lump sum to be paid as follows:
- Fifty (50) percent will be paid to the specialized institution (consulting firm) within fifteen days after receiving the original signed contract. The specialized institution (consulting firm) will submit a detailed plan of action, including terms of references for the local consultancies in Peru as well as those needed for the evaluation (see 4.1, e).
  - Forty (40) percent will be paid upon presentation of a mid-term report approved by IDB.

- c. Ten (10) percent will be paid upon presentation of the final report approved by IDB. The revised version should be sent in hard copy and CD/DVD, as requested in 6.4.

### **VIII. COORDINATION**

- 8.1 Close coordination with MIMDES and IDB should be maintained at all times. Mauricio Bertrand, Team Leader, SCL/GDI of the Inter-American Development Bank, [maurciob@iadb.org](mailto:maurciob@iadb.org), 202 623 2156, will coordinate this consultancy.

LV SCL/GDI  
TORS, IDBDOCS2064713  
July 17, 2009



**INNOVATIVE STRATEGIES FOR PERUVIAN WOMEN'S PARTICIPATION IN THE DIGITAL  
ECONOMY: A PILOT PROGRAM FOR WOMEN ENTREPRENEURS  
PE-T1159**

**RESULTS FRAMEWORK**

|                | <b>Expected Results</b>  | <b>Results Indicators</b>   | <b>Indicator Information Sources</b>   |
|----------------|--|---|--|
| <b>Outputs</b> | 1. Peruvian women entrepreneurs equipped to carry-out trainings in pairs; to share best practices for problem-solving. | <ul style="list-style-type: none"> <li>a. 20 Peruvian women entrepreneurs from varying regions and socioeconomic profiles selected for Korea training.</li> <li>b. Training of 20 Peruvian women in Seoul, Korea completed.</li> <li>c. Training filmed and distributed to participants and funders.</li> <li>d. Sustainable online "virtual community" network of trainers established.</li> </ul> | <ul style="list-style-type: none"> <li>a. Consultant reports</li> <li>b. Materials and notes from training</li> <li>c. Participant comments/feedback</li> <li>d. Evaluation results (see output 5)</li> <li>e. Training video recording</li> <li>f. Website</li> </ul> |
|                | 2. Ten (10) capacity development trainings for women entrepreneurs in Perú completed.                                  | <ul style="list-style-type: none"> <li>a. Governments of Arequipa (south), Lima (capital) and Chiclayo (north) co-develop 3 exemplar trainings.</li> <li>b. Three (3) trainings carried out in each region (north, south, and capital) using IDB funds.</li> <li>c. Regional governments commit to carrying out seven (7) additional trainings.</li> </ul>  | <ul style="list-style-type: none"> <li>a. Consultant reports</li> <li>b. Municipal government comments/feedback</li> <li>c. Evaluation results (see output 5)</li> <li>d. Materials and notes from trainings</li> </ul>  |
|                | 3. Review of legal, regulatory and incentive conditions around women's participation in the digital economy.           | <ul style="list-style-type: none"> <li>a. Local NGOs selected to aid in carrying out legal review.</li> <li>b. Document review and in-person interviews completed.</li> </ul>   | <ul style="list-style-type: none"> <li>a. Report on findings of the legal review</li> <li>b. Government and NGO comments/feedback</li> </ul>   |
|                | 4. Findings of legal review shared with government.  | <ul style="list-style-type: none"> <li>a. Dissemination meeting for municipal and federal government completed.</li> <li>b. Recommendations for supporting women entrepreneurs made.</li> </ul>   | <ul style="list-style-type: none"> <li>a. Materials and notes from presentation of findings</li> <li>b. Findings document</li> <li>c. Evaluation results (see output 5)</li> <li>d. Government official comments/feedback</li> </ul>                                   |
|                | 5. Evaluation of the project for replicability and sustainability  | <ul style="list-style-type: none"> <li>a. Monitoring, process and impact evaluations from outputs 1, 2, and 4 compiled and evaluated.</li> <li>b. Additional analysis of Peruvian context added to</li> </ul>   | <ul style="list-style-type: none"> <li>a. Consultant reports</li> <li>b. Evaluation and lessons learned document</li> <li>c. MIMDES comments and feedback</li> </ul>   |



|                 |   | results.   |   |
|-----------------|---|--|---|
| <b>Outcomes</b> | 1. Municipal government commitment to completion of digital economy trainings for women entrepreneurs at local-level. | a. Five (5) or more of the locally-financed trainings are completed within one year of the three (3) IDB-financed trainings.<br>b. All locally-financed trainings are completed within two (2) years or IDB funding. | a. MIMDES comments/feedback<br>b. Municipal governments comments/feedback |
|                 | 2. Successful scaling-up of training program to the national level.   | a. National government funds committed to supporting women entrepreneurs' use of the digital economy.  | a. Legal review dissemination meeting minutes<br>b. MIMDES' reports.      |

**INNOVATIVE STRATEGIES FOR PERUVIAN WOMEN'S PARTICIPATION IN THE DIGITAL ECONOMY:  
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**PROCUREMENT PLAN**

| Ref. No. | Description and type of the procurement contract   | Estimated Contract Cost (US\$000) | Procurement method <sup>1</sup> | Review (ex-ante or ex-post) | Source of financing and percentage |                |  | Estimated dates                            |                        | Status <sup>2</sup> (pending, in process, awarded, cancelled) | Comments   |
|----------|--|-----------------------------------|---------------------------------|-----------------------------|------------------------------------|----------------|--|--|------------------------|---|--|
|          |  |                                   |                                 |                             | IDB %                              | Local/ Other % |  | Publication of specific procurement notice | Completion of contract |   |  |
| 1.       | <b>Specialized institution (consulting firm)</b> <ul style="list-style-type: none"> <li>Coordination of all program components, including workshop logistics, flight reservations and accommodation for the selected participants for the Seoul and subsequent Peru trainings.</li> <li>Preparation of methodology and materials for the training modules.</li> <li>Project evaluation.</li> </ul> | US\$255,000                       | SSS                             | NA                          | 100%                               | N/A            |  | August 2009                                | August 2010            | Pending   | Local counterpart resources will not be part of the contract. Their use will be coordinated with MIMDES as need arise. |

<sup>1</sup> **Consulting Firms:** **QCBS:** Quality- and Cost-Based Selection **QBS:** Quality-Based Selection **FBS:** Selection under a Fixed Budget; **LCS:** Least-Cost Selection; **CQS:** Selection based on the Consultants' Qualifications; **SSS:** Single-Source Selection. **Individual Consultants:** **NICQ:** National Individual Consultant selection based on Qualifications; **IICC:** International Individual Consultant selection based on Qualifications

**ESTRATEGIAS INNOVADORAS PARA LA PARTICIPACIÓN DE LAS  
MUJERES EN LA ECONOMÍA DIGITAL: UN PROGRAMA PILOTO PARA MUJERES EMPRESARIAS  
PE-T1159**

**CRITERIOS DE SELECCIÓN DE PARTICIPANTES PARA CURSO EN SEUL - COREA**

|                   |   |
|-------------------|---|
| <b>Título:</b>    | <b>Selección de 20 participantes para el curso de especialización en uso de las Tecnologías de la Información y Comunicación.</b> |
| <b>Duración:</b>  | <b>15 días</b>  |
| <b>Ubicación:</b> | <b>Centro de Información de la Mujer del Asia Pacífico<br/>Universidad de Sookmiung – Seúl – Corea.</b>                           |

**I. ANTECEDENTES**

El Ministerio de la Mujer y Desarrollo Social reconoce que las tecnologías de la información están revolucionando las formas de comunicación e información entre las personas y los pueblos, el intercambio de la información y el conocimiento es uno de los principales factores de desarrollo económico y del acceso a nuevos mercados.

Pero a la vez, siendo un beneficio para unos, profundiza una desventaja para otros, la llamada *brecha digital*, que se presenta como nueva forma de exclusión y que afecta de manera particular a las mujeres. En el Perú, las cifras revelan esta situación, ya que del total de la población usuaria de internet, sólo el 25.4% es femenina. Asimismo, esta brecha se hace evidente entre el 35% de usuarios de internet en el área urbana y el 7.5% en el área rural (datos del Informe del evento Mujer en la Economía Digital, APEC 2008).

En este contexto, el MIMDES comprometido además con la promoción de las pequeñas y medianas empresas de propiedad de mujeres, con el fin de impulsar la economía nacional, organizó conjuntamente con el Centro de Información de la Mujer del Asia Pacífico (APWINC), el Foro de Mujer en la APEC Economía Digital + ALC 2008" ([www.apecdew.org](http://www.apecdew.org)) del 9 al 10 de mayo del 2008, en cooperación con el Banco Interamericano de Desarrollo (BID).

**II. JUSTIFICACIÓN**

El Ministerio de la Mujer y Desarrollo Social creado con Ley No.27779 es parte del Poder Ejecutivo, tiene en sus competencias y funciones la calidad de organismo rector del sector y cuenta con un pliego presupuestal con autonomía administrativa y económica.

El proyecto que se presenta se enmarca en la difusión e implementación de las políticas públicas de equidad de género del Estado Peruano tales como la Ley N°.28983 de Igualdad de Oportunidades entre mujeres y hombres, en su instrumento de gestión, el Plan Nacional de Igualdad de Oportunidades entre mujeres y varones 2006-2010 y en el Decreto Supremo N°.027-2007-PCM que establece que las políticas nacionales son de obligatorio cumplimiento para las



entidades del Gobierno Nacional en materia de igualdad de oportunidades de hombres y mujeres.

Asimismo, considera el cumplimiento de los compromisos expresados en el Documento de **Recomendaciones a los Líderes Económicos y a los Ministros del APEC asumidos en la Reunión de Mujeres en la Economía Digital**, que fuera suscrito en el marco del evento “Mujeres en la Economía Digital” realizado en Mayo del 2008 en la ciudad de Arequipa en el marco de la Presidencia del Perú en el APEC, donde compromete esfuerzos para *“desarrollar programas de fortalecimiento de capacidades en tecnología digital, para promover el acceso de las empresas dirigidas por mujeres a las cadenas mundiales de proveedores, particularmente en el sector servicios y en lo referido a mujeres rurales, empobrecidas e indígenas”*.

### III. OBJETIVO

Promover el acceso a la tecnología de la información y comunicación (TIC) y a las oportunidades de comercio electrónico a mujeres empresarias que lideran micro, pequeñas y medianas empresas, que estén funcionando o en proyección, para que accedan a los beneficios del mercado aprovechando el comercio electrónico.

Una de las estrategias del Proyecto, es la realización de un **Programa de Desarrollo de Capacidades para Mujeres Peruanas**, que tiene como actividades:

1. **La participación en el Curso de Capacitación para Capacitadoras en el acceso y uso a las TIC**, en las instalaciones del Centro de Información de la Mujer del Asia Pacífico, en la Universidad de Sookmiung de Seúl – Corea. Este curso tendrá una duración de 15 días e incluirá el desarrollo de contenidos en relación a las TIC, ejercicios de aplicación práctica y visitas a empresas que se han desarrollado aprovechando las potencialidades de las TIC.
2. La transferencia de conocimientos a socios locales a través de un **Programa de Capacitación en el acceso y uso de las TIC**, para empresarias en el Perú, replicando los contenidos aprendidos en Corea, por cada uno de los participantes del curso de Capacitación para Capacitadores.

### IV. FUNCIONES Y RESPONSABILIDADES

1. Asistir a la totalidad de las sesiones que involucre el curso en Corea.
2. No abandonar las instalaciones asignadas durante el curso, por ningún motivo personal u otro que no estuviera contemplado en las condiciones del Programa de Capacitación.

### V. CONDICIONES DE CALIFICACION

1. Mujeres empresarias que tengan experiencia en comercio electrónico y/o tengan una propuesta de negocio en el ámbito de comercio electrónico.

2. Mujeres con experiencia en capacitación vinculadas a instituciones que desarrollan programas de capacitación empresarial.
3. Mujeres que participan activamente en una organización empresarial o pertenecen a una institución de capacitación empresarial debidamente formalizada.
4. Presentación de una propuesta de programa de capacitación a empresarias a ser desarrollada al retorno de su participación en el curso en Corea.
5. De preferencia con conocimientos de inglés a nivel intermedio.
6. Sólo se aceptará las candidaturas que sean presentadas por la organización o institución a la que pertenece la candidata.

## **VI. BENEFICIOS**

Las 20 (veinte) personas seleccionadas gozarán de los siguientes beneficios:

Gastos cubiertos por Fondo Coreano para Reducción de la Pobreza, administrado por el Banco Interamericano de Desarrollo, que incluye:

- Pasajes aéreos, Lima –Seúl – Lima.
- Alojamiento durante los días de entrenamiento.
- Alimentación.
- Servicio de intérpretes durante el entrenamiento.

Gastos cubiertos por el MIMDES

- Pasajes nacionales (ida y vuelta).
- Viáticos y alojamiento en Lima si hubiera la necesidad de esperar la conexión aérea, tanto a la salida como al retorno.

Apoyo, por parte del MIMDES, para la organización de la Réplica del Programa de Capacitación en el Perú en su localidad u organización, al retorno de Corea:

- Refrigerios para participantes (de acuerdo al programa que se presente).
- Materiales de capacitación.

El local, equipo de sonido y gastos relativos a la convocatoria serán cubiertos por la participante o la organización que la presentó.

## **VII. ETAPAS DEL CRONOGRAMA**

- Lanzamiento de la convocatoria.
- Selección de candidatas.
- Entrevistas (personal o por teléfono en regiones).
- Elección de participantes.
- Curso en Corea.

- Réplica del Programa de Capacitación en Perú.

## **VII. PROPUESTA DE CONVOCATORIA**

Invitación a las organizaciones de mujeres empresarias a través de la Gerencia de Desarrollo Económico de los siguientes Gobiernos Regionales:

- Lambayeque (Chiclayo).
- Piura.
- Cajamarca.
- Loreto.
- Cusco.
- Puno.
- Junín.
- Arequipa.
- Ayacucho.

Invitación a las siguientes instituciones:

- ADEX.
- SENATI.
- CONCYTEC.
- PCM.
- FONCODES .
- PRODUCE – CITES.
- MINCETUR – Direcciones Regionales.
- COPEME (Asociación de ONGD involucrados con la promoción de actividades económicas en PYMES).

## **VIII. CONFORMACIÓN DEL COMITÉ DE SELECCIÓN**

El comité de selección estará conformado por un/a representante de la Dirección de la Mujer del MIMDES, de la CITES del Ministerio de la Producción y la unidad de APEC del MINCETUR, con quienes se coordinará para tal fin.