

Women's Day: it's not just about flowers

The United Nations emphasizes the importance of investing in women as a pivotal strategy to accelerate progress towards gender equality and improve women's well-being in every facet of life. With the goal of fostering prosperous economies and a sustainable planet, the urgency to address gender equality has never been greater. A significant obstacle remains: an alarming annual deficit of \$360 billion in funding for gender-equality initiatives by 2030.

On March 8, 2024, the United Nations marks International Women's Day with the theme "Invest in women: Accelerate progress." This initiative calls for global participation and advocacy under the banner **#InvestInWomen**, inviting individuals and organizations worldwide to contribute to the cause. The official website of UN Women serves as a central hub for mobilization, allowing supporters to engage with the campaign by sharing stories, accessing resources, and disseminating the message across social networks using the hashtag **#InvestInWomen**.

[Click here to see the United Nations website on Women's Day and #InvestInWomen initiative](#)
Background PHOTO: UN Women Americas and the Caribbean

ECommerce4Women training program

Digital Skills

"Digital Skills" is the fifth Module of the eCommerce4Women training course. It focuses on developing essential digital skills for women entrepreneurs in e-commerce. The module aims to equip participants with a foundational understanding of digital concepts, including hardware, software, networks, and the internet. It emphasizes the importance of cybersecurity, highlighting best practices for online safety, password management, and data protection.

Main contents

1. Introduction and training of specific digital skills
2. Basics of ITC
3. Digital Marketing
4. Online platforms

Learning Outcomes

- Gain a solid understanding of basic digital concepts and terminology, learning how to manage and organize digital information.
- Knowledge on cybersecurity threats and best practices to protect online businesses and customer data.
- Understand the basics of digital marketing, including the use of social media for brand promotion and the essentials of SEO.

Soft Skills

"Soft Skills" is the sixth and last Module of the eCommerce4Women training course. It emphasizes the development of interpersonal, communication, and self-management abilities essential for successful entrepreneurship. This module is designed to bolster women entrepreneurs' capabilities in building positive relationships, effectively managing conflicts, enhancing decision-making and emotional intelligence, and maintaining well-being under pressure.

Main contents

1. Teamwork
2. Communication
3. Self development
4. Stress management
5. Numeracy and Math skills

Learning Outcomes

- Learn to work collaboratively in teams, address conflicts constructively, build trust, and understand leadership dynamics within a team.
- Knowledge of Fundamentals of verbal and non-verbal communication.
- Gain insights into self-reflection and assessment, time management, motivation.
- Knowledge of strategies to manage stress and achieve a healthy work-life balance.

Partners



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More information about the project?

www.ecommerce4women.com

EU Corner

EU initiatives supporting female entrepreneurship

Citizens, Equality, Rights and Values (CERV) Programme

The Citizens, Equality, Rights and Values (CERV) programme, initiated by the European Commission for 2021-2027 with a €766.3 billion budget, aims to protect and enhance EU rights and values, fostering open, democratic societies based on the rule of law.

The programme is structured around four primary pillars: Equality, Rights and Gender Equality; Citizens' engagement and participation; Daphne, focusing on combating violence; and Union values, dedicated to the protection and promotion of EU values.

Furthermore, the CERV programme's efforts underscore the EU's commitment to gender equality and the eradication of gender-based violence, supporting a range of initiatives that contribute to a safer and more inclusive society for women and girls.

[Click here to see the official web page of the CERV Programme on the European Commission website](#)



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“No one can make you feel inferior without your consent.”

Eleanor Roosevelt, First Lady of U.S. and human right activist

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News from the web

Digital Resources for Entrepreneurial Insights



[International Women's Day 2024: The resilience and rise of women entrepreneurs | Financial Express](#)



[Invest in women, accelerate progress | International Women's Day 2024 | UN Women](#)

