

Empowering Women through ICT for Inclusive Growth

APEC Seminar
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ICT-Enabled Competitiveness & Innovation



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2011 WE SUMMIT

In 2011 Hillary Clinton convened the first APEC Women and the Economy Summit in San Francisco.

“To achieve the economic expansion we all seek we need to unlock a vital source of growth that can power our economies in the decades to come”

“THAT VITAL SOURCE OF GROWTH IS WOMEN”



WEF 2015

➤ 2015 WEF Agenda:

Women as Prime Movers of Inclusive Growth

- Enhance women-led SMEs' competitiveness;
- Strengthen their presence in the regional and global economy;



- Targeted approaches through skills and capacity development
- Enabling Environment



speed of change

- Moore's law describes ICT as a driving force of technological and **social change**, **productivity** and **economic growth**:
 - Digital electronics have contributed to world economic growth in the late 20th and early 21st centuries;
 - State-of-art technology you buy today will be outmoded within 18 months;
- Law of Expectation:
 - Consumer expectations always outpace advances in software technology.

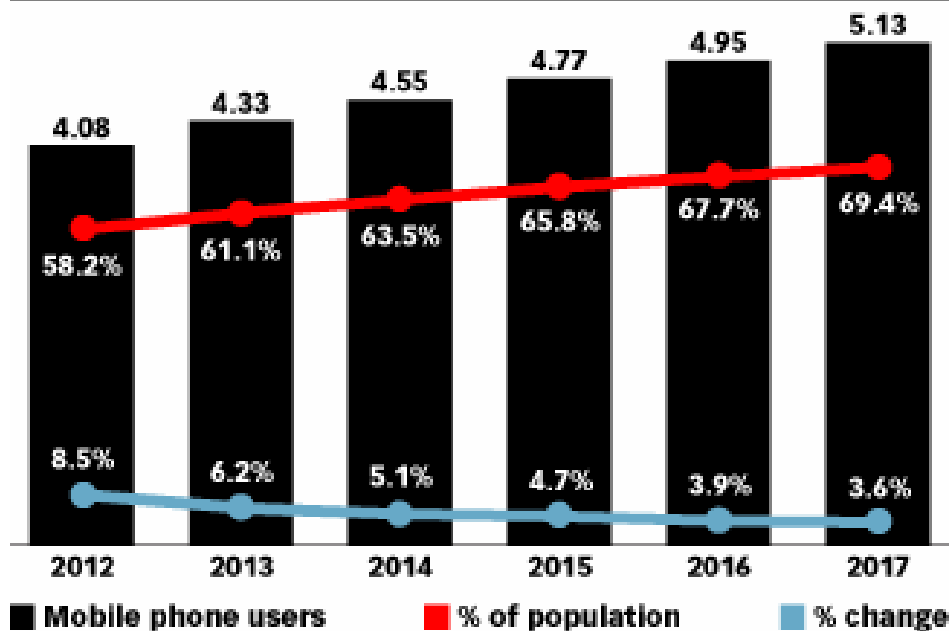


globalisation through telephony

- Mobile telephony adoption is slowing ➡ new users in developing economies drive further increases (69.4% of global population by 2017);

Mobile Phone Users Worldwide, 2012-2017

billions, % of population and % change



Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month

Source: eMarketer, Dec 2013

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www.eMarketer.com

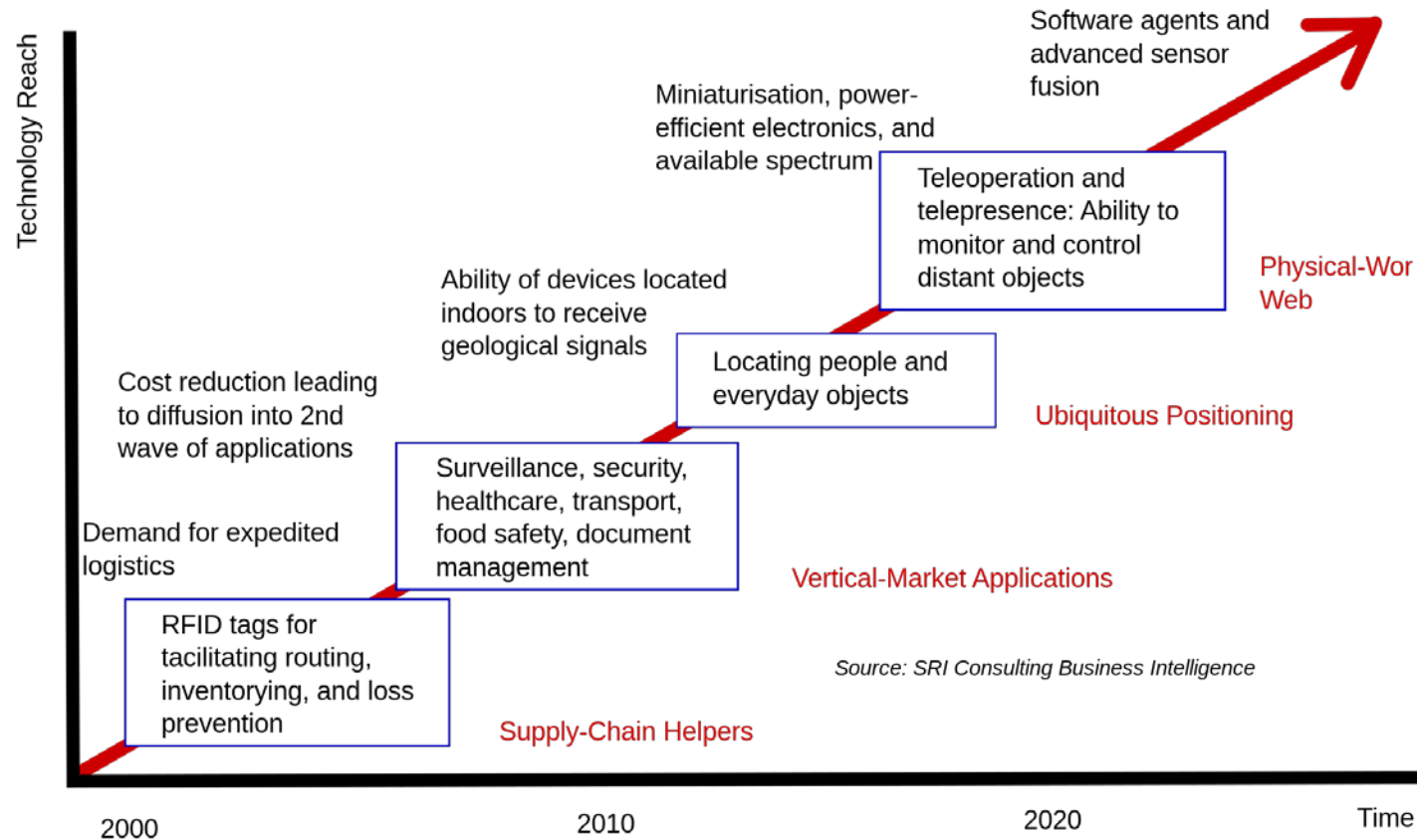
Smart Phone Penetration (selected APEC economies)

Rank	Country	Penetration
6	Australia	64.6%
14	United States	56.4%
17	New Zealand	53.6%
19	Taiwan	50.8%
21	China	46.9%
29	Philippines	38.7%
30	Mexico	36.8%
31	Russia	36.2%
33	Malaysia	34.5%
38	Thailand	31.0%
43	Japan	24.7%
44	Vietnam	19.7%
47	Indonesia	14.0%

Source: Wikipedia

internet of things

Technology roadmap: The Internet of Things



Jibo
first social robot

Enhancing the human experience through (social) technology

deeper integration of ICT



smart watches



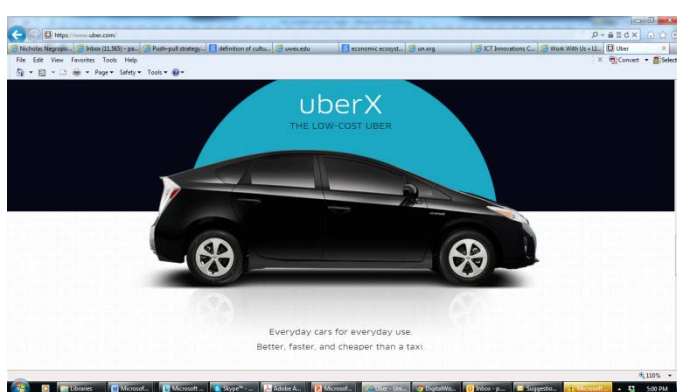
Leah Buechley: turn signal biking jacket

Signal bike jacket

smart luggage – weigh, lock, track, charge devices



smart services



Smart home devices

Who is being disrupted?



Music



twitter

News



Files / Folders

Dropbox



Flipboard

Print / Magazines

You Tube

Television

Hotel



Startups are
changing industries.

Retail

zalando



Instagram

Photography

Navigation



waze

Cash Registers



Square



Taxi

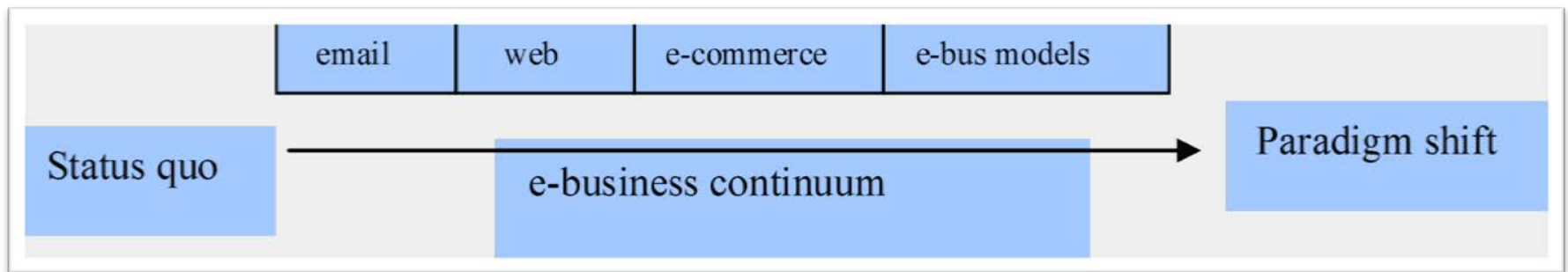




globalisation through ICT/WWW



- ICT adoption = grown in importance – in particular mobile telephony
- ICT = enabling tool (about living, not computers)
 - enables business processes electronically ➡ internet and other (social) technologies present opportunities for more effective and efficient business activity;
- Transforming existing business models ➡ incremental adoption



➡ Disruptive technologies change the adoption pattern

innovation

innovation
ɪnə'veɪʃ(ə)n/
Noun

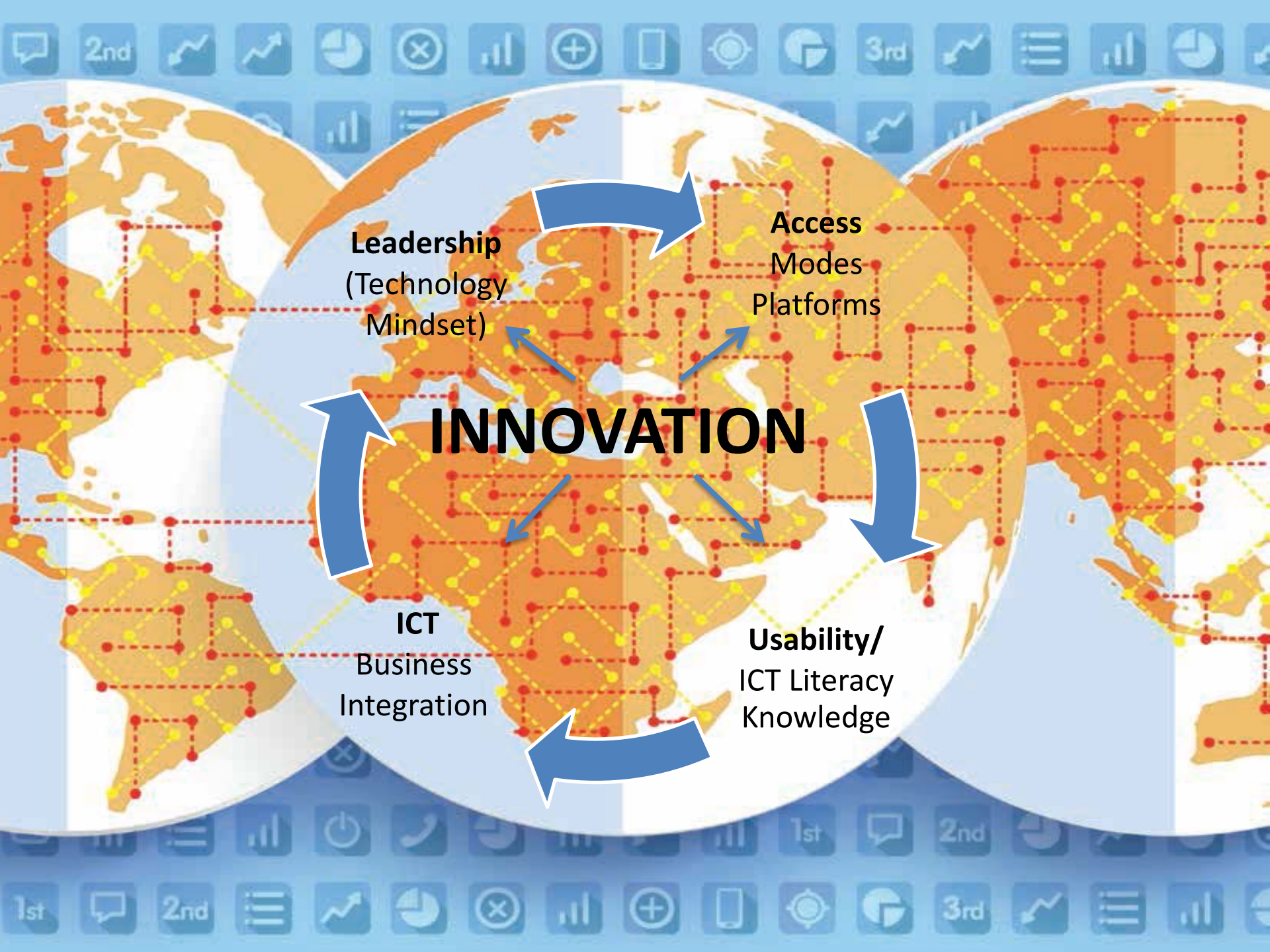


1. The action or process of innovating (production process);
innovation is crucial to the continuing success of any enterprise

2. A new method, idea, product, etc.
technological innovations designed to change production, income



A principle source of differentiation
and competitive advantage



INNOVATION

Leadership
(Technology
Mindset)

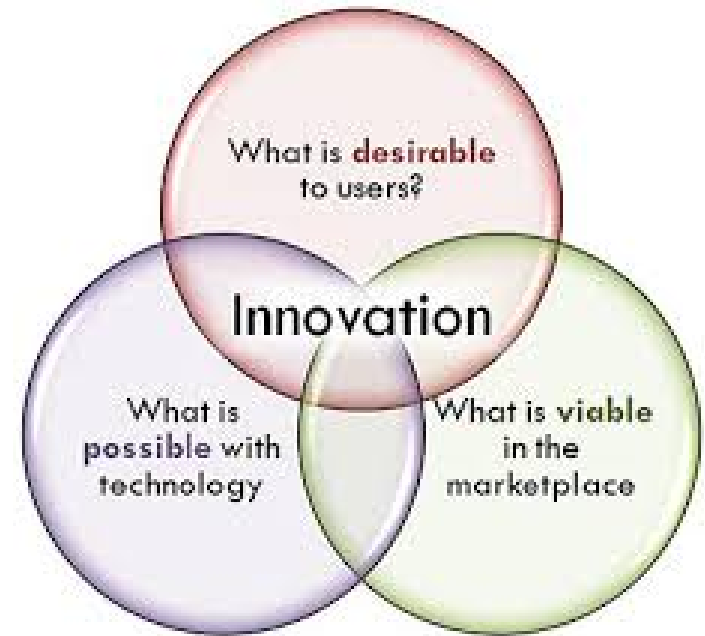
Access
Modes
Platforms

Usability/
ICT Literacy
Knowledge

ICT
Business
Integration

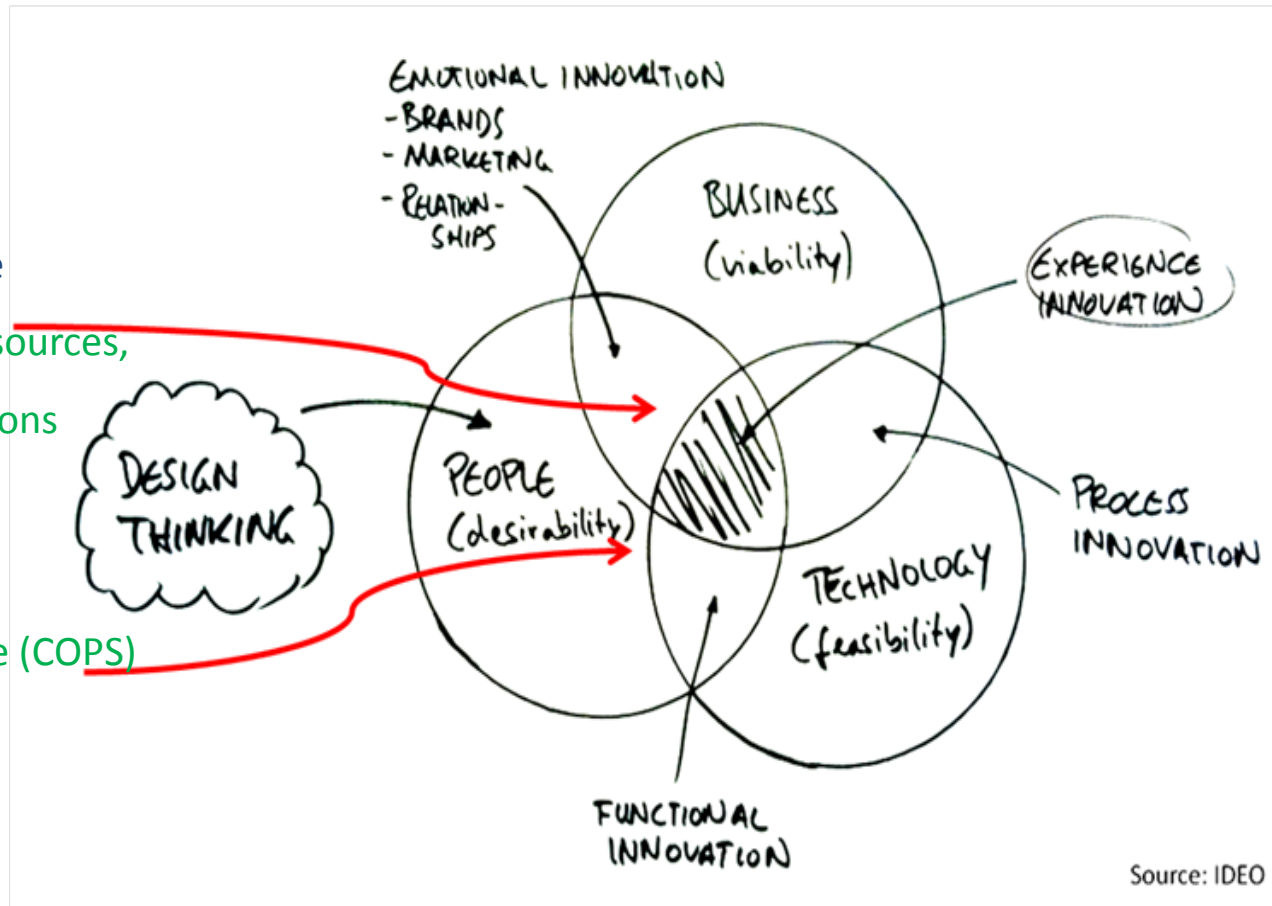
women entrepreneurs & innovation

- Drivers/Motivation
 - Fulfil a Dream/Realise a Passion
 - Greater independence
- Focus
 - Address social/community need
 - Social entrepreneurship – creates wealth instead of redistribution wealth
- Approach
 - Same as men
 - Business organisation/processes
 - Cohesive/Collaborative structures
- Barriers
 - Access to ICT, new markets; cultural, capacity



innovation approaches

- Design Thinking
 - Human-centred design
 - All phases of process
- Targeted skillsets & expertise
 - Capabilities, attitude, resources,
 - Context, culture, operations
 - Insourcing/Outsourcing
- Innovation networks
 - Communities of Practice (COPS)
 - Experimentalism
 - Collaboration
- New Finance Models
 - Crowd funding; bring together women angels/ investors.



financing the next wave

- A shortage of women in entrepreneurial finance
 - Many women aren't aware of opportunities for angel investing
 - They aren't asked to invest
 - They don't feel prepared to make that first investment
 - They are risk averse and shy away from making large investments
 - They don't know other angel investors and aren't part of investor networks
 - They don't see deals flow and aren't exposed to investment opportunities
- www.portfolia.com/
 - Women supporting women entrepreneurs



exchange of Euro
xiii.).
en-tre-pre-neur
undertake: see e
out any enterpris
labor.

driving the next wave



Uber for After School



Healthy food for kids



Magpie:
Exchanging your home or room



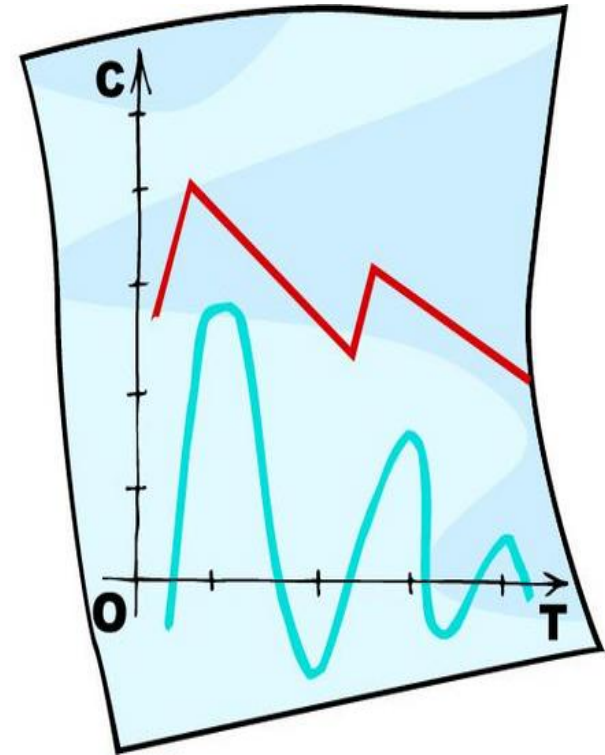
Collecting Money from Groups



Parenting Support

harnessing technology

- Which technology to focus on?
 - Understand competitive product/service edge
 - Understand (e-business) markets/platforms
 - Understand social aspects of ICT
 - From box to cloud
- **Data, Data, Data** - informs good business decisions
 - From big data analyses of purchasing patterns to research into micro-expressions that reveal subtle consumer preferences;



little brother breathing down your browser

- **Tailored Advertising**
 - Google, Yahoo banner ads
 - Social Network rise – rich data
- **EVERYTHING** people do online avidly followed by advertisers & third-party trackers
 - Data brokers
 - Data leakage (do more technologically than permitted culturally)
- **Mobiles** moving targets



little brother breathing down your browser

➤ Data

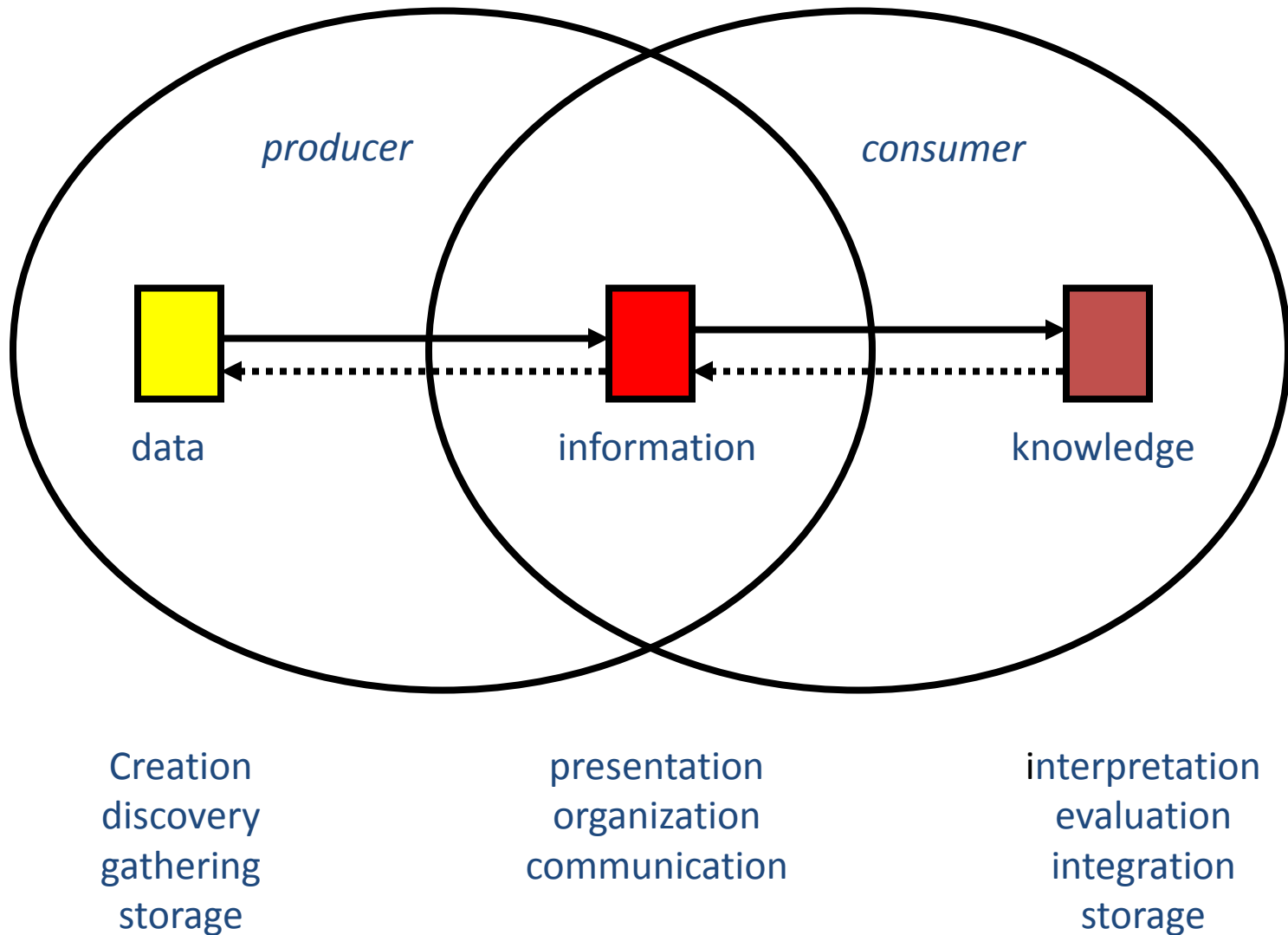
- Never been more information available on what customers want & think
- Emotional intelligence of managers to understand customer = traditional skill

➤ Responsiveness is becoming critical

- Treat users as day-to-day development team



data, information, knowledge



what we know about women entrepreneurs

- **Not a homogeneous group**
 - Start-up
 - Beyond start-up
 - Readiness for internationalisation/export
 - Age – digital immigrants vs. digital natives
 - Geographic location
 - Local culture & context
- **Too busy to work on the business** – just in time interest in application/learning;
- **Not just ICT focus** – bigger picture needed – enabling environment that provides targeted interventions



digital natives



First generation digital native by birth
right (born mid 1980s) - digital
entrepreneur Hansi (UK)



Black and ethnic minorities driving
growth in women entrepreneurship
(USA)

digital immigrants vs. digital natives

Don't let the word digital fool you !!



It's about **Worldview** - not Technology

- Meritocracy vs. egalitarian (open access) thinking
- Goal oriented vs. values oriented
- Inventors vs. fluid adopters of technology

inter-generational learning

➤ What can digital natives teach digital immigrants?

- To collaborate across boundaries, with a variety of people;
- To make a place in life for values;
- To build solutions that are horizontal – see everyone on equal level, cross boundaries



➤ What can digital immigrants teach digital natives?

- To achieve goals quickly;
- To use focused resources in building things to scale;
- To increase productivity by re-vitalising/re-purposing existing institutions/processes.



enabling environment

- What effects women's **entrepreneurial activity**:
 - Enabling conditions (entrepreneurial environment)
 - Formal institutions (**policies, culture**)
 - Physical infrastructure and demand
 - Systemic conditions (**access to**)
 - Finance, skills, support services
 - Networks (actors in and beyond the eco-system)
 - Facilitation of growth and innovation (meso-environment factors, incubators, accelerators)
- What effects women's ability to **grow, innovate, create value**:
 - Productivity
 - Income
 - Opportunity (deep analysis of eco-system)



eco-system

- A favourable entrepreneurial enabling environment = utmost importance
 - Every eco-system is unique
 - A woman entrepreneur is only as good as the eco-system around her
 - Manage local-global relationships
- All components interconnected
 - Proactive, not reactive
 - Consider all capitals
 - Accommodate trends
 - Holistic approach – bundled services



enhancing the eco-system through PPPs

- Drawing on the experiences of the Australian Women in Global Business (WIGB) Program an APEC initiative was sponsored by DFAT
- **Assisting Women-led SMEs to Access Global Markets**
- Make APEC economies aware and assist them to implement good practices in gender-responsive trade promotion
- Help women-led SMEs to internationalise and access new markets



WOMEN *in*
GLOBAL BUSINESS

Inspiring Australian women to international success

assisting women-led SMEs to access global markets

➤ 3-Day Action Workshop (2014)

- Delegates from 10 APEC collaboratively identified **good practices in women-focused trade promotion**;

➤ In-country PPP Roundtables (2015)

- Assist implementation women- focused trade programs:
- Uptake: Indonesia, Philippines, Peru, PNG, Vietnam
- **Focus on institutional strengthening**



Manila, November 25-27, 2014

holistic framework

➤ Key Components Good Practices Framework :



Driven by

- Research
- Monitoring
- Evaluation

Bundled Approach

- Operational
- Educational
- Promotional

Challenges: access, attitudes/culture, context

ICT-enabled competitiveness & innovation

- Holistic enabling environments/targeted solutions at the appropriate level
 - Deeper, substantive relationships between support agencies and private sector – shared, evidence-based good practice
 - Integrative, design thinking culture for engagement, collaboration, innovation
 - Connecting human capital through (inter-generational) learning for scalable outcomes
- everyone benefits!



Every Challenge is an Opportunity for Innovation !



CREATING GOOD PRODUCT THAT HELPS FEED THE WORLD

“FEED has been built on partnerships – it offers easy, clear solutions for our partner companies to engage with the mission of hunger, to allow their consumers to participate with them in giving back”

Lauren Bush Lauren: Founder of Social Enterprise FEED Projects/FEED Foundation