

Successful Cases of Women's Economic Empowerment

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Overview



- A. Sookmyung Women's University
A History of Women's Empowerment Through Education**
- B. Background: ICT Programs in the Republic of Korea**
- C. Case Studies in Korea
Developing Opportunities for Women's Economic Empowerment**
 - 1. Gyeonggi Women's Development Center Start-up Incubator
 - 2. Women's Enterprise Supporting Center Start-up Incubator



A. Sookmyung Women's University

Empowering Women in Korea Through Higher Education



Empress SoonHeon

A. Sookmyung Women's University



Asia Pacific Women's Information Network Center

- Institution for UNESCO Chair in Communication Technology for Women (1998)
- UNESCO / UNITWIN Programme
“Women's Empowerment Through ICT and Leadership” (2014)
 - Establishment of partnerships with other universities in Asia: MOUs
 - Universitas Pelita Harapan (Indonesia)
 - Thailand Chiang Mai University (Thailand)
 - Life University (Cambodia)
 - **Vision: Investing in Women → Future Change**
 - Education in conjunction with ICT
 - Massive-scale impact with extended reach: empowered women → improvement of families and societies



A. APWINC in Africa



Economic Empowerment Projects (2013–2014)



Rural Areas of Ethiopia, Mozambique, Rwanda, Uganda

A. APWINC in South America

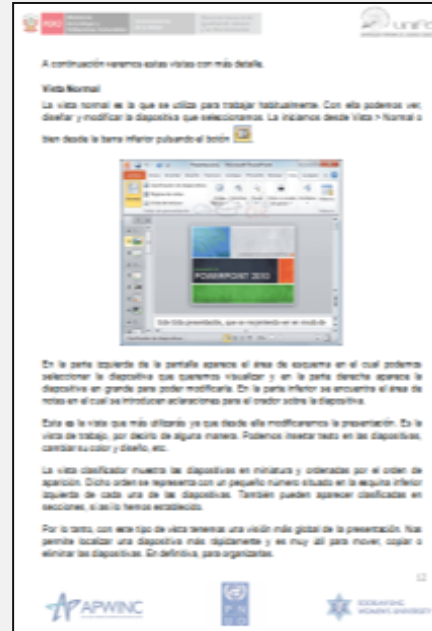
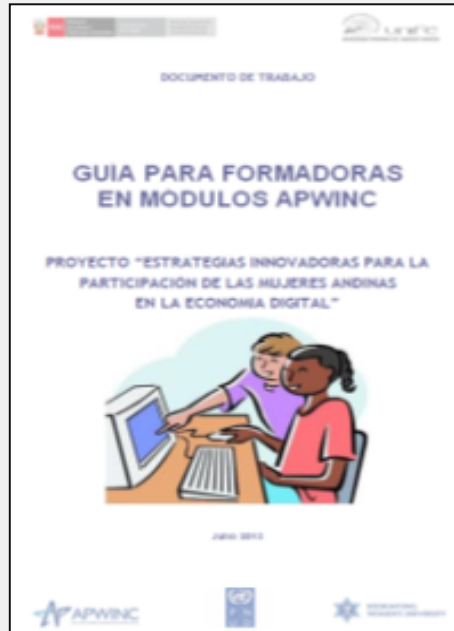
Economic Empowerment Projects (2012–2013)



Projects in Colombia and Peru

A. APWINC in South America

Trainer Modules and Online Lectures (MIMP TV)



http://www.youtube.com/playlist?list=PLTfl-NYfW-JwFKTW7oIIPfJaCS-BsqQysbV&feature=mh_loz



Module "0" Digital Literacy

B. Background: ICT Programs in Korea

Informatization in Korea

- **Informatization Promotion Basic Law (August 4, 1995)**
- **1996 – 2000: National Informatization 10 projects**
- **1999 – 2002: Cyber Korea 21**
- **2002 – 2006: e-Korea Vision 2006**
- **2003 – 2007: Broadband IT Korea Vision 2007**
- **2006 – 2010: Converging, U-Korea**
- **2008 – 2012 : Advanced knowledge information society based on creativity and trust**
- **2013 – 2017 : Achieving a digital creative Korea for citizens' happiness**



B. Background: ICT Programs in Korea

ICT Capacity Building for Bridging the Gender Digital Divide

- **Internet Classes for One Million Housewives**
March 2000 – August 2001

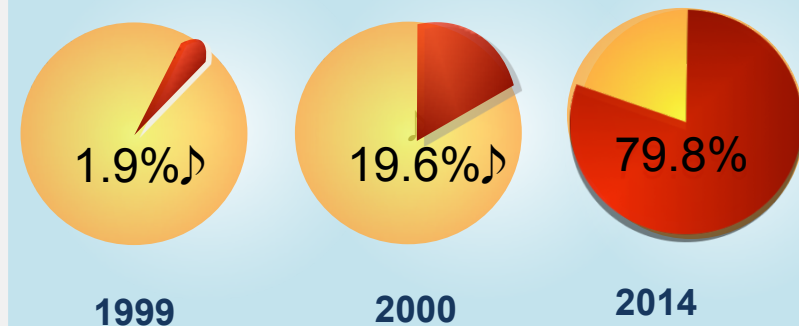


B. Background: ICT Programs in Korea

ICT Capacity Building for Bridging the Gender Digital Divide

- Internet Classes for Two Million Housewives
2002 – 2003
- E-Business for Women
2003 – 2004
- A Bridging Digital Divide Policy project
of the Ministry of Information and
Communication (MIC)

Housewives who used the Internet



B. Background: ICT Programs in the ROK

Information Network Village

Outcomes, 2010

- PC use rose from 29.4% to 72.1%
- Internet subscription rates increased from 11.9% to 66.5%

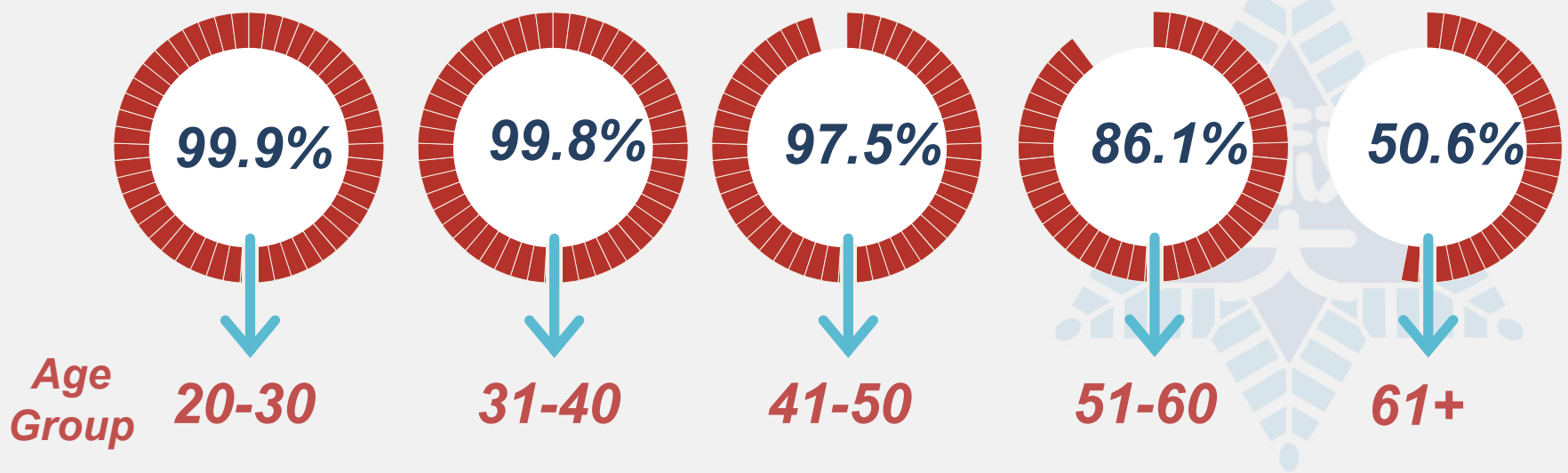


B. Background: ICT Programs in the ROK

Internet Usage in Korea

Gender Composition of Internet Users
(Source: 2014 KISA report, <http://isis.kisa.or.kr>)
Men: 52.2% of total internet users
Women: 47.8% of total internet users

Internet Usage by Age Group



C. Case Studies in Korea

Overview

With the aim of fostering the next generation of women entrepreneurs through ICT education, several gender sensitive programs were created as incubators for business startups.

Examples of two incubating centers:

1. Gyeonggi Women's Development Center (GWDC)
2. Women Enterprise Supporting Centers (WESC)

- Since 1999, GWDC has managed 22 women Business Incubators per year and 48 start-up incubating centers with public-academic partnership
- Since 2007, 14 WESC branches in multiple cities have been operating 171 women business incubators per year



C. Case Studies in Korea



Case Study 1: Gyeonggi Women's Development Center: GWDC Startup Incubator Program

(<http://www.womenpro.go.kr/en/enindex.do>)

Demographics:

Participants: Women from the Gyeonggi Province who want to reenter the job market, including:

- Housewives
- Single moms
- Career women who want to re-enter the job market
- Women who are the head of their households
- Disabled women

Age Range: Majority are in their mid-30s to 40s, as well as in their 50s



C. Case Studies in Korea



Case Study 1: GWDC Startup Incubator Program



Home Learn Program includes:

- 400 courses (from basic computer knowledge to advanced ICT, mobile applications)
- Free 24/7 online lecture service

Intensive IT training courses

- Available for women IT professionals
- 14 to 15 career training courses in the IT Education Program

Examples of Training Courses offered by the Entrepreneurship Academy:

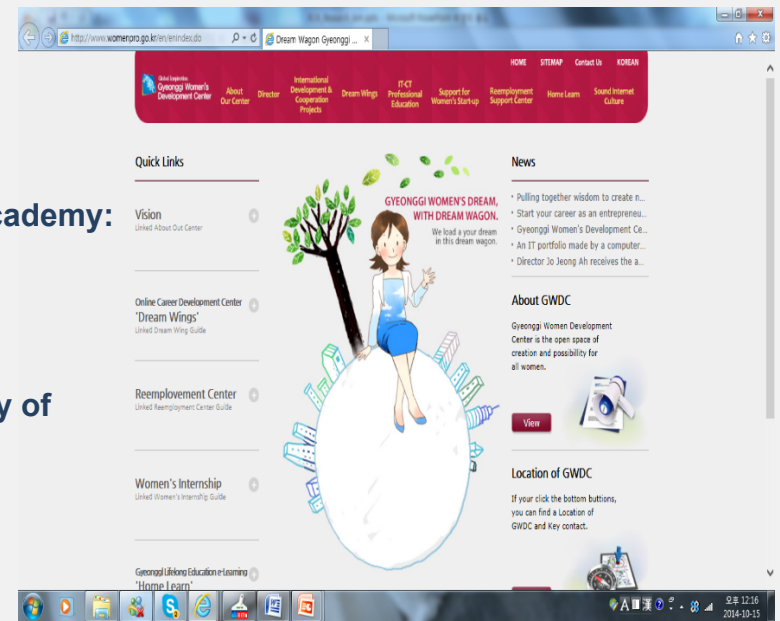
- Marketing strategies
- Financial management

On-line Career Coaching Service

- A platform to aid participants in diagnosing the business capacity of an item and finding weaknesses

Additional GWDC Services:

- Transportation (shuttle buses)
- Daycare center
- Cafeteria



C. Case Studies in Korea



Case Study 2: Women Enterprise Supporting Center

Overview

- Originally founded under the Women Entrepreneur Support Act in October 2007
- Strives to provide information, education, consultation, and other related support services to help women start their own business and aid management activities
- An incubator for women entrepreneurs by providing information and resources, conducting education and training, management activities and market support through about 200 Business Incubators in Korea



<http://wesc.wbiz.or.kr/wesc/introbusi/bizintro.jsp>



C. Case Studies in Korea

Case Study 2: Women Enterprise Supporting Center

- **WESC Incubator Program**
- **Startup Business School**
Raise awareness of women entrepreneurship through education and enable more women to participate in economic activities
- **Education and Training Courses – Young Women CEOs**
- **Women Business Startup Competition**
Create an atmosphere to cultivate business ability and invigorate company start-up, initially to promote and discover creative and innovative business ideas for women entrepreneurs candidates and suggest effective models for actually business
- **Overseas Marketing for Companies led by Women**
Help women penetrate international markets using market surveys and supporting the participation fee for related international exhibition

Thank you

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