UNITED NATIONS

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Economic and Social Commission for Western Asia - ESCWA

Second Regional Preparatory Conference for WSIS -
  Partnership for Building the Arab Information Society
Damascus, 22-23 November 2004

E-VILLAGE INITIATIVE

By
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United Nations Development Fund for Women

04-0607

eVillage Initiative

"Transforming a Jordanian village into a gender-sensitive vibrant community where Information and Communications Technology is deployed to achieve a better quality of life."


Selection & Demographics

Population: 11,000
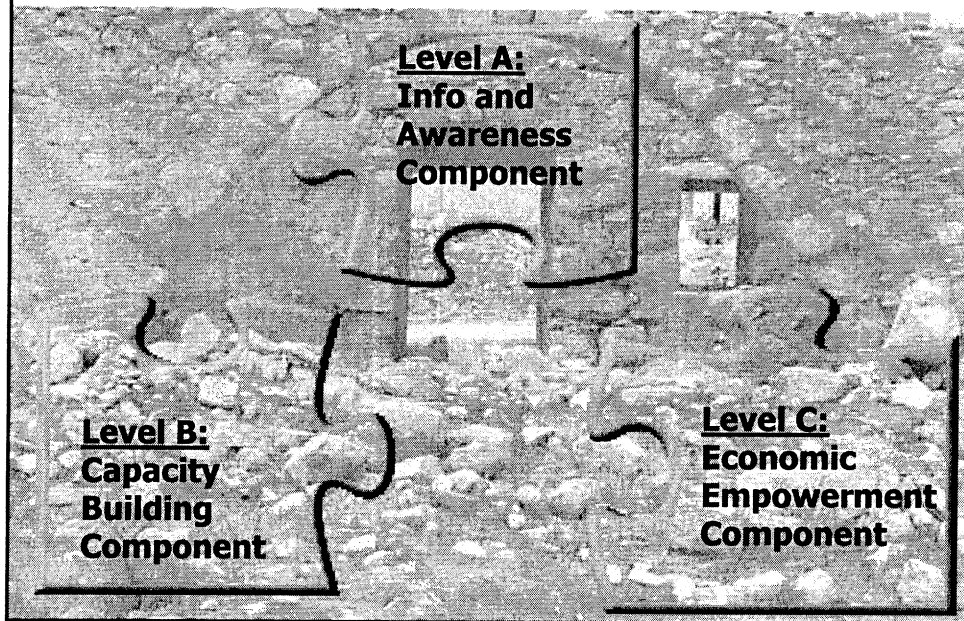**Location: Lib and Mleih (Governorate of Madaba)**

Major Challenges:
- High unemployment rate (47.5% Active working population)
- Lack of job opportunities
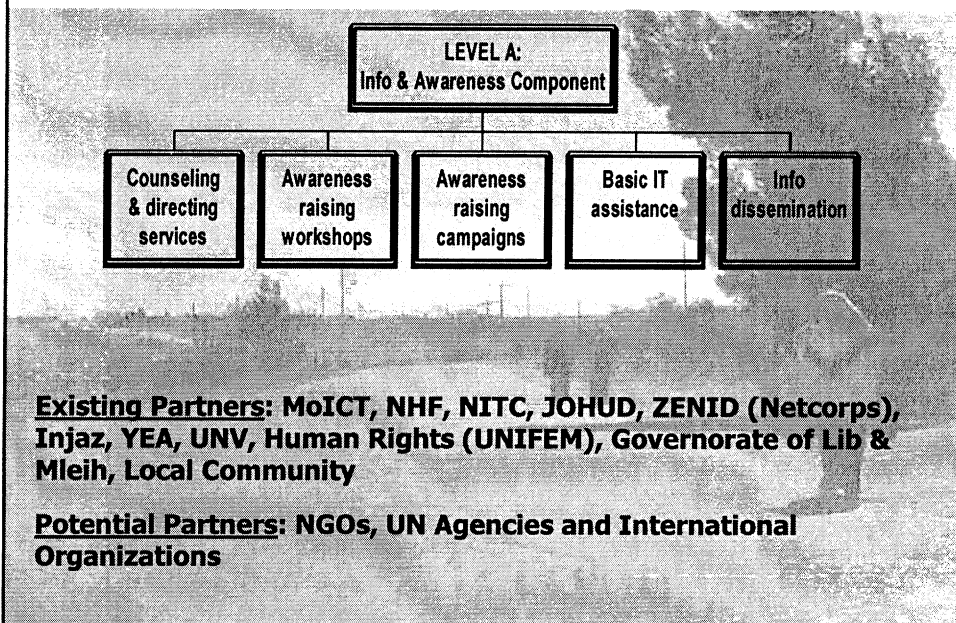- Lack of innovation, creativity and motivation

Major Opportunities:
- High education rate
- Pass-through location for tourists
- Mleih "Knowledge Station" & Lib "Productive Center"

1
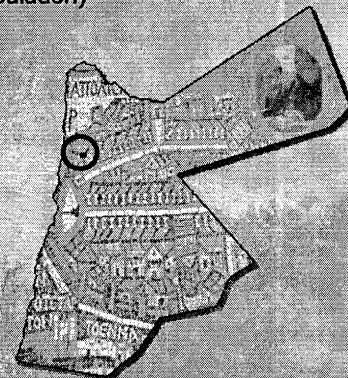
Project Components

Level A:
Info and Awareness Component

Level B:
Capacity Building Component

Level C:
Economic Empowerment Component

☀Level A: Information & Awareness Component

LEVEL A:
Info & Awareness Component

| Counseling & directing services | Awareness raising workshops | Awareness raising campaigns | Basic IT assistance | Info dissemination |

Existing Partners: MoICT, NHF, NITC, JOHUD, ZENID (Netcorps), Injaz, YEA, UNV, Human Rights (UNIFEM), Governorate of Lib & Mleih, Local Community

Potential Partners: NGOs, UN Agencies and International Organizations

2

Level B: Capacity Building Component

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                    LEVEL B:
           Capacity Building Component

  Training      Edutainment    Nursery    Special    Schools
empowerment      services                  needs    activities
and tailored                              services
  courses
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Existing Partners : MoE, NITC, JOHUD, Injaz, ZENID (Netcorps), Microsoft, Arab Academy, eStarta, Better Business, UNV, Governorate of Lib & Mleih, Local Community

Potential Partners: NGOs, UN Agencies and International Organizations
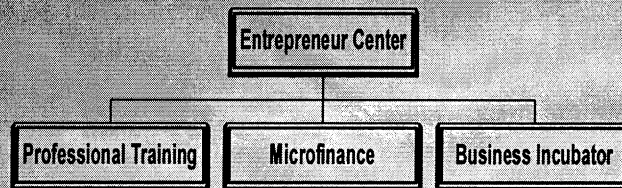
Level C: Economic Empowerment Component

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                    LEVEL C:
           Economic Empowerment  Component

Marketing Center  Entrepreneurial Center  eServices Center  Tourism Center
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3

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Level C: Economic Empowerment Component

Marketing Center

Offline Marketing | Online Marketing
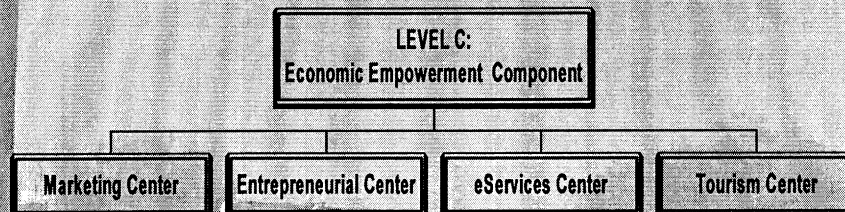
Existing Partners: MoP, MoICT, NHF, YEA, eStarta, Fastlink, ZENID (Netcorps), UNV, CDG, Tourism (UNIFEM), Local Community (Lib Coop)

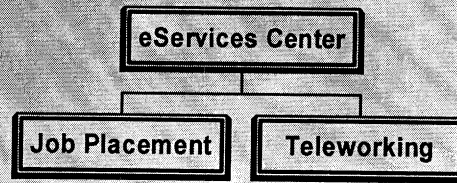**Potential Partners:** Private Sector, UN Agencies and International Organizations

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Level C: Economic Empowerment Component

Entrepreneur Center

Professional Training | Microfinance | Business Incubator

Existing Partners: EPP (MoP), NHF, YEA, CDG, UNV, ZENID (Netcorps), TRN (UNIFEM)

Potential Partners: Private Sector, UN Agencies and International Organizations

4

③ Level C: Economic Empowerment Component

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        eServices Center
              │
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  Job Placement    Teleworking
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Existing Partners: AMIR, Int@j, Rubicon, ITG, Microsoft, UNV, ZENID (Netcorps), YEA, CDG
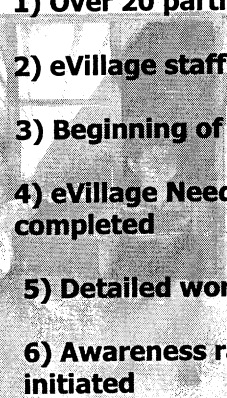
Potential Partners: Private Sector, UN Agencies and International Organizations

A Partnership for Empowerment:
"Women's Economic Empowerment in the Tourism Sector"
UNIFEM/ MoTA Project

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              Tourism Project
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Cabacity Building  Value Chain Assessment  Job Placement
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✓ **UNIFEM has built experience in economically empowering women in the tourism sector through implementing its Tourism project in Karak. This pilot project, together with the MoTA will be combining efforts with the eVillage Initiative and expanding into the village clusters of Lib and Mleih.**

5

Project Progress

1) Over 20 partnerships created

2) eVillage staff hired and trained

3) Beginning of construction/ renovation

4) eVillage Needs Assessment completed

5) Detailed work plan developed

6) Awareness raising campaigns initiated

Future Steps

✓To strengthen partnerships among public and private sectors, NGOs, UN agencies and international organizations

✓To work towards ensuring sustainable development through handing over the project after its completion to the local community

✓To create a model village that can be tailored and replicated in other villages on a local and international level

6

Thank You

7