



HARNESSING THE DIGITAL ECONOMY TO EMPOWER WOMEN ENTREPRENEURS

19 November 2024 | 09.00 - 12.30

Emara Ole-Sereni Hotel, Nairobi



BACKGROUND

The [Women in Digital Business](#) (WIDB) initiative is a global programme designed to equip women entrepreneurs with the digital skills required to thrive in an evolving AI-driven economy.

Developed by the International Training Centre of the ILO and Microsoft Philanthropies, the programme focuses on building digital and entrepreneurship skills for women entrepreneurs to grow their businesses online.

WIDB aims to bridge the gender gap in digital entrepreneurship by providing accessible training to women, regardless of where they are on their entrepreneurial journey.

Since its launch, Kenya has been the country where Women in Digital Business has gained the most traction: as of October 2024, we have reached 660 trainers and through them 7951 women entrepreneurs.

The [ILO PROSPECTS](#) project in Kenya and the [Opportunity Fund project](#) “Promotion, inclusion and protection of refugees and host communities in the gig economy”, funded by the Netherlands, help business owners and freelancers adopt digital technology to expand markets, innovate, and improve efficiency. This support is especially valuable for women, including those from displaced communities, helping them seize business opportunities in the digital economy while navigating its challenges.

This event seeks to shed light on the achievements of WIDB and PROSPECTS in Kenya and open up a broader discussion on some of the ways we can support Inclusive Digital Transformation in Kenya.

OBJECTIVES

During our half-day session, we will bring together actors from the Kenyan digital ecosystem to:

- ◆ Highlight the current landscape of the digital economy in Kenya and identify key barriers and opportunities for women entrepreneurs.
- ◆ Facilitate dialogue among stakeholders, including government officials, social partners, Women Entrepreneurs' Associations and the donor community, to discuss strategic support for women entrepreneurs to access digital opportunities.
- ◆ Showcase successful WIDB case studies and models that have effectively supported women's entrepreneurship in the digital sphere.
- ◆ Introduce new tools and approaches developed by the PROSPECTS opportunity fund on the gig economy.
- ◆ Identify opportunities for joint and complementary action for a more impactful and coordinated response seeking to integrate women entrepreneurs in the digital economy.



TENTATIVE PROGRAMME

Time	Segment
09:00 – 09:30	Registration
09:30 – 10:15	Opening ceremony Welcome Remarks by ILO and Microsoft Philanthropies Opening Address by ILO Social Partners
10:15 – 10:30	Introduction to the Women in Digital Business Initiative
10:30 – 11:00	Coffee Break
11:00 – 11:30	Supporting Kenya's Digital Transformation Approaches and tools
11:30 – 12:15	Real Stories, Real Solutions Challenges and Opportunities for Women Entrepreneurs in the Digital Space
12:15 – 12:30	Closing Remarks

After the event we will be pleased to invite you to a networking lunch, from 12.30 to 1.30 PM.

PRACTICAL INFORMATION

The event will be held in English at the [Emara Ole-Sereni hotel](#) in Nairobi, Kenya – Participation is free of charge. If you would like to join us, click on the registration link and complete the online form before the 12th of November. We will be in touch with you to confirm your attendance if you have been selected.

[**CLICK HERE TO REGISTER**](#)

