

Success Strategy: In 1998 Brigitte, a women's magazine decided to go online. However, a survey revealed that less than 20 per cent of internet users were female.

The publishers at Brigitte and the other stakeholders decided to introduce internet courses for women. The internet course campaign was named Women to Web.

In 1998, the pilot project began in four business centres of the Deutsche Telekom. Female internet trainers from Women Computer Schools provided the capacity building.

Targets were set as follows:

- ❖ to increase the quota of women using the internet to at least 50 per cent;
- ❖ to introduce internet at a low cost to those with no access to this technology;
- ❖ to provide a relaxing environment in which women can access the internet;
- ❖ to show women how much fun the World Wide Web can be and how to use it for communication, entertainment purposes, information and further education;
- ❖ to motivate women to discover the usefulness of the internet for their daily life and to participate in the information society.



Since the project's inception, 15,000 internet courses held in over 300 cities and villages had benefit to 130,000 women. These opportunities have been extended to rural areas, and especially to parts of the former East Germany. The most obvious impact of the project is that the number of female internet users has doubled from under 20 per cent to over 40 per cent.

With more women using the internet, local companies with websites of their own have acquired new customers and this has contributed to the local economy. The courses and introduction to the internet helped many women set up businesses or to find self-employment.

Most of the women who benefited from the project were found to be multipliers for other women. This has helped in the empowerment of more women.

Target group: The target group included local computer schools, technology centres, adult education centres, equal opportunity representatives and female founders of new businesses. Beginners were provided courses for free while advanced internet courses were made available for a minimal fee. The campaign has in particular benefited disadvantaged women, elderly women, women in rural regions and unemployed women.

Partners: Brigitte, Women's Department of the former Federal Ministry of Education, Science, Research and Technology and Women Give New Impetus to Technology Association

Awards: GKP Gender and ICT Award 2003 - Finalist: Multi-Stakeholder Initiative (National/Local)

Source: The Global Knowledge Partnership website

'Where Women Want to Work' (www2wk) - UK

Success Strategy: 'Where women want to work' (www2wk) is a free one-stop shop for women around the world to independently research and compare the best organisations to work for, based on their own needs and preferences.

www.www2wk.com is a real-time, interactive, online, independent e-tool for women. It encourages women to use ICT and to research independently.

Importantly, the www2wk e-tool encourages women to harness the strength of their collective voices by using the internet to share and advise other women about the best places to work. Whether they are looking for equal pay, a fast-track career, a progressive work environment, or even an on-site crèche -- www2wk provides interactive resources for women, whether female graduates, unemployed migrants, or those returning from maternity leave.



Conceptualised in September 2002, the project was piloted in 15 multi-national organisations and is now sold to companies around the world. As a result, industry organisations are now using the tool to develop, measure and benchmark their gender capital (i.e. performance in attracting, retaining, developing and promoting women).

Government organisations are able to access data on employment preferences of women. Academic institutions are eager to use the research and statistical data collected through the e-tool.

It has also forced organisations to be more transparent and accountable about how they attract, retain, develop and promote women. With more and more users, the www2wk e-tool provides a constantly current, reliable, authentic and valuable reference for women.

It has reached women across cultures as the software is in multiple languages and character sets (e.g. Cyrillic's, Arabic, Asian characters, etc).

This is the first time globally that such current and in-depth information has been made available about women's career needs, choices and preferences. The www2wk e-tool has saved women valuable time by helping them with important decisions about where to work.

Partners: multi-stakeholders partnership initiative

Awards: GKP Gender and ICT Award 2003 - Finalist: Multi-Stakeholder Initiative (Global/Regional)

Source: [The Global Knowledge Partnership website](#) and [the website of the activity](#)

Success Strategy: The Virtual Women's University is an outcome of the International Women's University (IFU), which offered a 3-month postgraduate course in Germany in the year 2000. During the course, 700 participants - half of whom were from developing and transitional economies - researched global challenges such as water, information, migration, city, work and health.

The 700 participants were made up of researchers, journalists, NGO activists, artists and others. In order to allow the participants to continue networking after the end of the course term, the web server www.vifu.de was created. The server consists of a virtual community, an electronic network and a virtual library.



This site provides extensive online resources on work and academic matters, politics, global and local conflicts and activism -- all with a gender perspective. One is even able to find job offers and conference announcements and post messages on the message boards. This has allowed activists, journalists, students, scholars and politicians to continuously exchange knowledge, ideas and perspectives from all over the world.

VIFU's goal is to network among women internationally, to offer gender specific information, and to provide and strengthen IT competencies. Capacity building for women in the IT field is given particular emphasis as women users are often marginalized on the internet by mainly male content. VIFU offers female users the opportunity to create and find content relevant to themselves, so that they may be empowered actors on the internet and in IT-related fields.

Partners: multi-stakeholders' partnership

Awards: GKP Gender and ICT Award 2003 - Finalist: Multi-Stakeholder Initiative (Global/Regional)

Source: [The Global Knowledge Partnership website](#) and [the website of the activity](#)

Success Strategy: eContent is part of programmes set up by the European Union to make eEurope a reality. eContent supports the development of European digital content on global networks.



eContent is a market oriented programme which aims to contribute to the production, use and distribution of European digital content and to promote linguistic and cultural diversity on the global networks. The programme supports: Innovative and viable content projects involving multinational and cross-sector partnerships;

Accompanying measures addressing best practice, concerted action, awareness and dissemination; market studies for visions, insight, challenges and opportunities

The programme aims at facilitating access to digital content, its use and exploitation, enhancing quality of content with well-defined metadata, and reinforcing cooperation between digital content stakeholders. It will tackle multilingual and multicultural barriers.

The Programme addresses specific market areas where development has been slow: geographic content (as a key constituent of public sector content), educational content, cultural, scientific and scholarly content. The Programme also supports EU-wide co-ordination of collections in libraries, museums and archives and the preservation of digital collections so as to ensure availability of cultural, scholarly and scientific assets for future use.

In a first four-year period (2001-2005), eContent is budgeted 100 mn EUR to improve cross-border access to and use of public sector information and to enhance content production in a multilingual and multicultural environment. A mid-term evaluation of the programme found that its benefits were significant. Therefore, a second phase is underway - eContentplus Pro-gramme covering the period 2005-2008. It is expected to ease the barriers to the cross-border use of European digital content like languages, multiple standards, cultural differences and different administrative traditions.

Partners: European Commission, DG Information Society

Source: [WSIS Stocktaking Database](#) and [the website of the activity](#)

Success strategy: A main goal of the project is to realize this operational conversion and thus to proof the opening of the Swiss job market and eliminate this entrance obstacle.

e-WorkPermits, the Canton of Zurich's application for electronically processed work permits, allows to fill out the work permit application step by step online and manage one's own data. High levels of data privacy and protection are guaranteed. On this site you may only apply for permits for the Canton of Zurich and the cities of Zurich and Winterthur. The website provides also useful information about federal and cantonal legislation as well as about different administrative procedures. Relevant information is available in common

words for different categories of permit demanders. The resource is supported in two languages - German and English, and provides a search tool for detailed information.

Target group: Foreigner residents and Work-Permit Holders

Partners: Republic and Canton of Zurich

Awards: Swiss Web Award in the Public Affairs category 2004

Source: [WSIS Stocktaking Database](#) and [the website of the activity](#)

Success strategy: The overall goal of the project is to create transparent, equitable and accessible environment for public procurement procedures and to reduce financial, organizational and time resources spent by the companies in public procurement procedures. The companies receive information for small-scale procurement procedures, send their offers and participate in the whole tendering process via internet. The only technical requirement is to use digital signature for registration in the system and submission of offers and related documents.



The Bulgarian Ministry of Finance have implemented this feature together with a whole package of useful resources such as national budget & national debt issues, tax information, various statistics and highlights on Bulgarian and European Union legislative basis. A merit of the website is its fluid structure of the information and its certified origin as well as several user-friendly facilities, such as search & interactive tools.

An innovative feature attracting many visitors on the website is the video-conference with the Minister of Finance once a month for an hour and a half. The online chat with the Minister is expected to improve the communication with the Government body and is led under the initiative “Electronic Europe” of the European Union.

The themes of debate are not previously fixed up and are determined by the participants. Hot issues such as corruption, money laundry and Government investments are being focused on and occurring embarrassing questions could not be avoided.

No previous registration is needed to attend the Minister’s chat and questions from citizens are taken online giving the possibility to the Minister to respond immediately or to initiate a query and post the answer by 48 hours after the real-time chat. The only conditions for participants are not to choose as a username the Minister’s name or similar surnames as well as to use a proper language. These measures are intended in the sake of a polite, respectful and fruitful online communication. Citizens are though stirred up to break the anonymity and get implicated while wholly identified.

The chat session is subsequently transmitted on bgweb.tv - the first Bulgarian internet television and re-diffused on different internet sites. The archives of these sessions are also posted and open.

Similar tool is implemented recently for chat with experts having held the negotiation for the adhesion of the country in the EU. The feature is yet to be further developed but already incites a great interest among Bulgarian youth, which is highly involved in the national policy life.

E-mail address and hotline for denouncing corruption of public administration and other services employees are also available. At present, a major deficiency of this way of submitting information is the obligation to fully reveal oneself identity, if not, the signal is not preceded.

The overall concept of the website and the services provided has proven his efficiency and usefulness for citizens having access to internet. Main benefits of the online activities are their interactivity and the absence of censorship. The value added in terms of empowerment is also notable - transparency and democratic expression are highly stimulated and political issues in particular are discussed freely in public. Contributions and solutions have been suggested and given for consideration directly to the Public Authorities without institutional intermediate.

Target group: Bulgarian citizens

eTEN - European Union: Community Programme to Help the Roll-out of e-Services Across Europe for an Inclusive Information Society

Success Strategy : eTEN is a European programme designed to help the deployment of public electronic services with a trans-European dimension. The programme aims to accelerate the take up of services to sustain the European social model of an inclusive, cohesive society. The programme is a key tool for the exploitation of successful research activities from technical development to the market at a Trans-European level.

Started in 1997 as a technical harmonisation as a platform for services, eTen's objectives today are at the very heart of the eEurope mission of "an information society for all". The programme's goals are attuned to the e-Europe 2005 objectives by implementing public interest services which give every citizen, enterprise and administration full opportunity to gain from the e-Society, bridging the digital divide which threatens to create an information underclass in the areas of e-government, e-health, e-inclusion, e-learning, trust and Security services, and services for SMEs and Trust and Security services components.

eTEN has its legal basis in the Trans-European Networks (TEN) policy, established by the European Union and governments of the member states to remove the barriers to the movement of people, goods and services across Europe in the building of the common market. This has been an evolving effort over half a century, and one which remains of the highest priority to preserve Europe's prosperity, stability and security in the face of global challenges.

The information society, based on network services which are of an increasingly commodity nature, presents many opportunities, but they are accompanied by almost as many threats.

Sophisticated technology enables sophisticated services, but where the skills to access and exploit them are absent, exclusion results. The European Union is endowed with a rich heritage of nationalities, cultures and traditions. This is a great strength, but in the development of e-services, there is the danger of islands arising where language groups or national administrative borders interrupt the flow of services. It is with such challenges in mind that the Trans-European Telecommunications Networks policy has been set out.

eTEN has a budget of 289 mn EUR for the period 2003-2006. eTEN supports e-services which might not otherwise be set up, because of difficulties at the initial investment and launch stages. What distinguishes **eTEN** from other Information Society actions is its "preparation for a roll-out" approach. **eTEN** is there to help the partners overcome their project's initial investment and launch difficulties. This reduces the commercial risk during the project's early stages, and supports the transnational implementation costs. It also helps with any organizational problems related to public/private partnerships. **eTEN** emphasizes public-private partnerships, which can broaden access to, and use of information and communication technologies.

Partners: European Commission, DG Information Society

Source: WSIS Stocktaking Database and the website of the activity

PCs for Families Program

Success Strategy: In an effort to bolster the appeal of the internet in the country, the Hungarian Government has created a consortium of public and private actors to help provide PCs and internet to underprivileged families at a discounted rate. The programme, which began in September 2000, is aimed at helping 1,400 families join the information society. The pilot project is funded, *inter alia*, by Compaq, Matav and Postabank, and will allow these families to pay for the equipment in monthly installments of around USD 24 over three years.

Background materials: see <http://www.itu.int/ITU-D/ict/cs/hungary/material/hungary.pdf>