



Report on the TrainForTrade Spanish course on E-Commerce 2023

Organized by UNCTAD

Delivered in Spanish

Course delivery dates: from 30 October to 3 December 2023

Webinars' date: 14 December 2023



Summary

The United Nations Conference on Trade and Development successfully organized an e-learning course on the “Curso a distancia sobre Comercio Electrónico” (e-Commerce course in Spanish). It was delivered from 30 October to 3 December 2023, followed by a concluding webinar held on 14 December 2023.

Among the 372 participants from 27 countries or areas who initially registered, 242 started the course, while 160 completed it and obtained a certificate. The course contributed to women’s empowerment: they represent 52 per cent of graduates (192 out of 372). Overall, the training was successful and interactive. The average score and satisfaction rate were 81 and 96 per cent respectively.

The course was delivered via the TrainForTrade distance learning platform. It is a place where participants may access manuals, multimedia presentations, modules, evaluations, opinion polls, and fora. The latter were created for each module, allowing discussion with instructors, experts and other participants.

The learning objectives of the course were:

- Identify the main drivers of e-commerce, its linkages to the broader digital economy and why it matters for development;
- Identify bottlenecks in each of the policy areas and possible avenues for strategies to overcome these;
- Learn about good practices implemented by governments and business organizations in the key policy areas to strengthen the contribution of e-commerce to the post-pandemic recovery;
- Foster regional and global cooperation to promote domestic and cross-border e-commerce.



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Background

Digital technologies and their application to international trade practices can greatly contribute to achieving the Sustainable Development Goals (SDGs). E-commerce and, more broadly, Information and Communication Technologies (ICT) have an immense potential for supporting countries in international and regional markets, building their resilience and their ability to benefit from today’s large global digital markets.

In this regard, the United Nations Conference on Trade and Development (UNCTAD) has a significant role to play. As the United Nations’ focal point for trade and development integration, it has much experience in supporting countries on issues located at the nexus between investment, technology, finance and sustainable development. Within UNCTAD, TrainForTrade is specialised in capacity building and delivering trainings via a recognized blended learning method and state-of-the-art technological solutions. TrainForTrade has been mandated by the UN Development Account to assist countries in fostering digital economy development and enhancing crisis responsiveness. This course, devoted to the legal aspects of E-commerce, is the second in a series of three.

Objectives

This course aims to give participants all the necessary tools to develop an understanding of regulatory policy achievements, issues, concerns and needs related to E-commerce in their respective countries. It also seeks to promote regional synergies between Spanish-speaking countries, fostering the exchange of ideas and solutions.

Programme Outline

This course contains six modules covering the different topics of e-commerce. The participants should spend between 4 to 5 hours per week learning the material and participating in the fora. The six modules are devoted to:

- Module 1: Introduction
- Module 2: ICT connectivity and infrastructure
- Module 3: Financing and payment for e-commerce
- Module 4: E-commerce skills and adoption
- Module 5: Legal and regulatory aspects of electronic commerce
- Module 6: Trade facilitation and logistics

The course content is accessed through TrainForTrade's distance learning platform. This provides access to module manuals, multimedia presentations, exams, opinion surveys and two end of course simulation exercises. Thanks to the fora, each module offers the possibility to discuss with the instructors and other participants, encouraging interaction and cooperation.

The course was delivered in four weeks, followed by an additional week to complete an optional exercise.

A 90-minute follow-up webinar was organized to conclude the course. The topics covered during the webinar were selected from proposals submitted by the course participants during the on-line course.

For a more detailed outline, please refer to [Annex 1: Agenda of the e-commerce Spanish course](#).

Course Participants

Primary Target

Policy makers:

- Ministry of Interior (national security and identification issues)
- Ministry of Justice (legal issues)
- Ministry of Finance
- Financial regulator (National Bank)
- Ministry of Trade/Commerce (usability)
- Ministry of ICT

Private sector:

- Chamber of Commerce
- Business Cluster (ICT, Fintech, etc.)
- Entrepreneurs

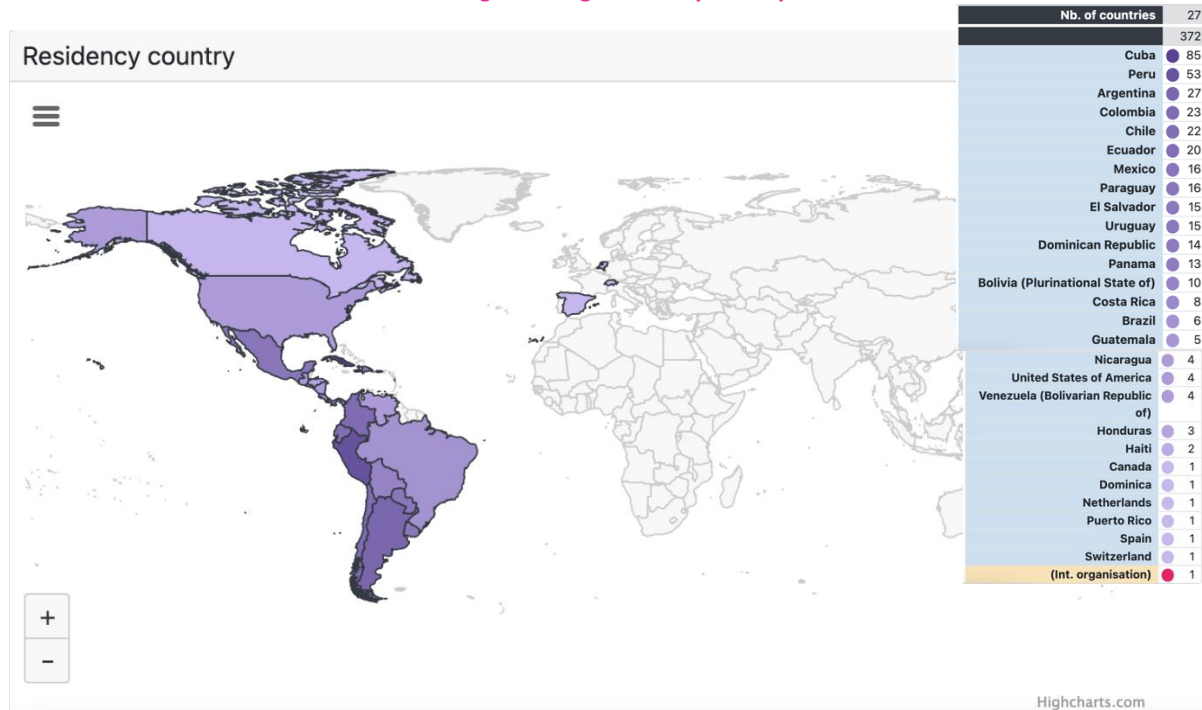
Secondary Target population

- Authentication institution
- Postal services
- Financial institutions
- Telecom companies
- NGOs



By the closing of the application period, UNCTAD/TrainForTrade approved the registration of 372 participants from 27 countries. 1 participant was accepted from international organizations. (For detailed information about participants, with breakdown by gender and countries, please refer to [Annex 3: Participants of the e-learning course.](#))

Figure 1. Registration by country



Delivery of the Course

The on-line course was conducted from 30 October to 3 December 2023 with the follow-up webinar on 14 December 2023. The course was delivered in Spanish. Registration and course participation were free of charge. Registered trainees were provided with the on-line platform user guide and the credentials to log-on to the TrainForTrade e-learning platform, where all the course material was available.

The e-learning course was conducted according to the established schedule (see [Annex 1: Agenda of the e-learning course](#)). During the five-week period participants had the opportunity to go through six modules, learn through various multimedia means (manuals and videos), and to interact with other participants from different countries, facilitators, and experts in the discussion fora. These fora are a privileged place for the exchange of ideas, information, and experiences, ideally complementing the programme.

At the end of each module, as well as at the end of the course, participants were invited to share their feedback and suggestions through opinion questionnaires. This will allow UNCTAD to improve the training material and the course organization in the future (for more information, please refer to [Course Evaluation](#)). The course follow-up was a webinar held on 14 December 2023 to clarify the different issues met during the course, and present a selection of national case studies developed by the trainees.

Main moderators for the course:

Ms. Romina Gaya and Mr. Bernardo Díaz moderated the discussions in the fora.

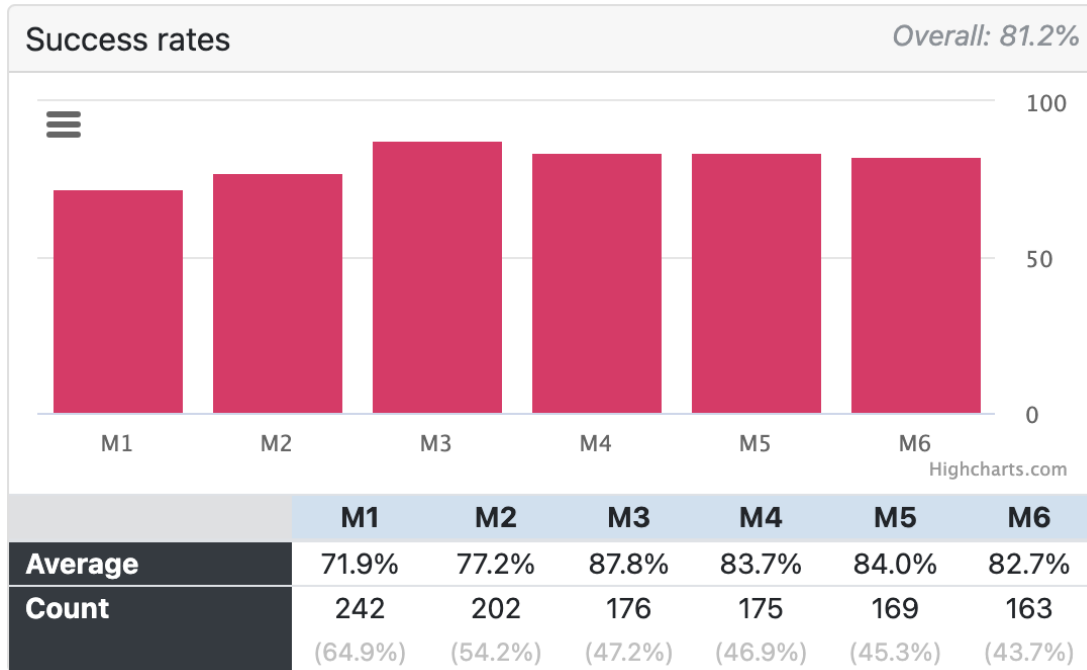


Mr. Gonzalo Ayala and Ms. Ana María Rodríguez from UNCTAD were in charge of coordinate all the activities in the course and provided technical assistance.

Course Results

At the end of each module, participants were evaluated on their newly acquired knowledge through a quiz. The average grade for specific modules ranged from 71.9 to 87.8 percent (see figure below).

Figure 2. Average grade (%) for quizzes for specific modules (M1-M6) in the e-commerce 2023 Spanish course



Discussions in the fora

Participants engaged in discussions and exchanges with experts in the course’s fora. **There was a total of 1149 posts** exchanged focusing on topics covered by the course. A brief overview can be found in the figure below.

Figure 3. Number of posts in the different fora and the word cloud with the most frequent words used



Course Evaluation

Participants were asked to evaluate both the course in general and the different modules. This system allows TrainForTrade to assess the learning process, the content's accuracy and the relevance of the course organization. **The satisfaction rates for all the modules were between 95.4 and 96.9 per cent** (see the figures below).

Figure 4. Satisfaction rates (%) for specific modules (M1-M6) and final feedback for the e-commerce 2023 Spanish course

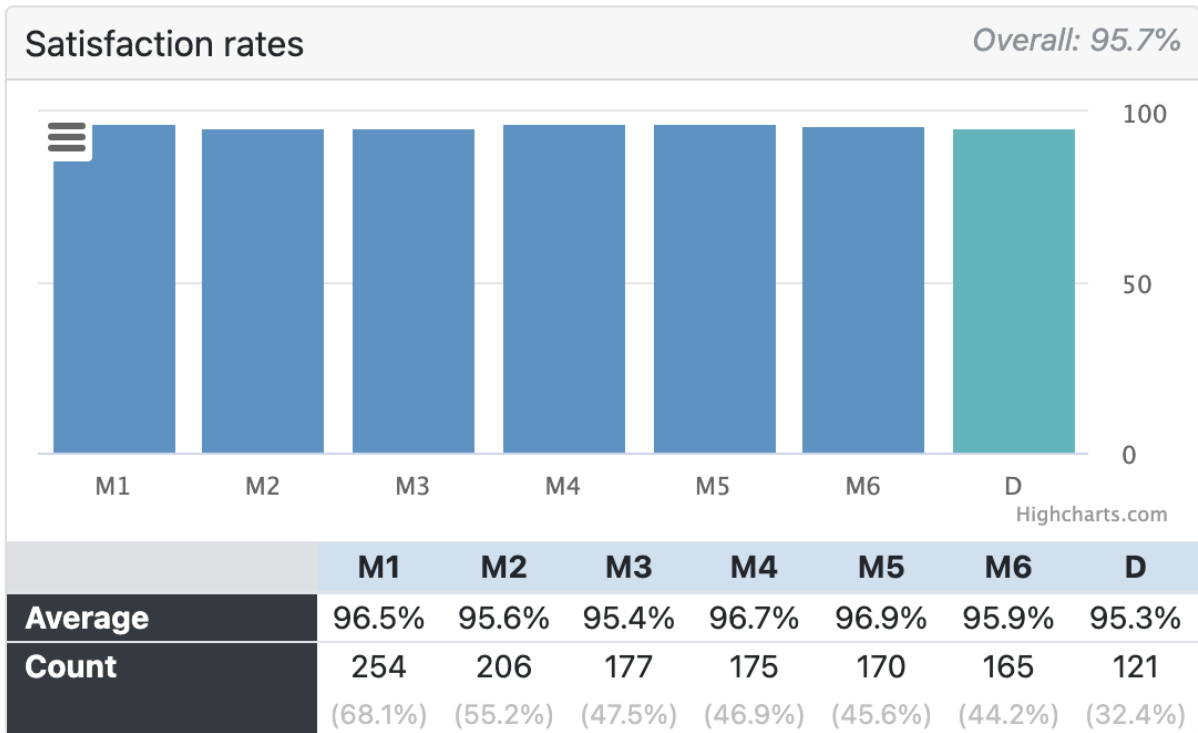
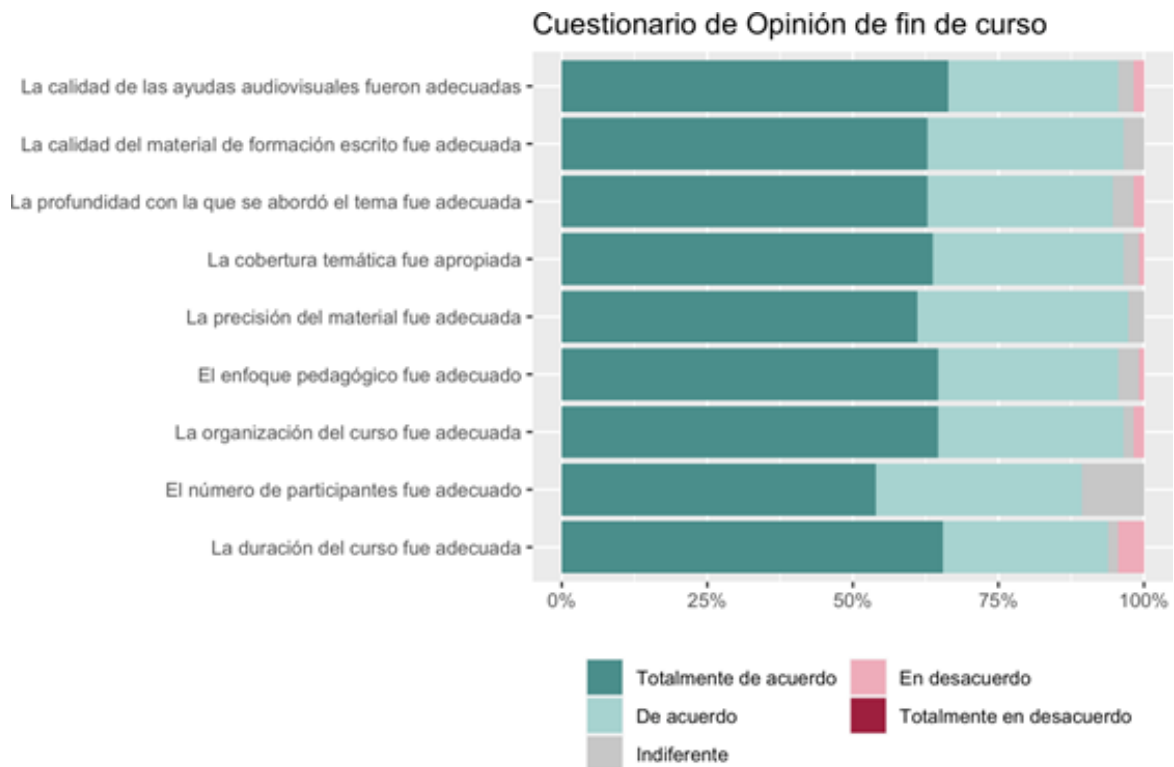


Figure 5. End of the course opinion questionnaire for the e-commerce 2023 Spanish course





Final Opinion Questionnaire

Strengths of the course

The most popular strengths of the course were the real-life case studies, the course structure and the fact that the course was applicable to all.

“El curso fue muy intensivo, la preparación del material interesante y de aplicabilidad en nuestras empresas. Los felicito ya que el nivel de aprendizaje, de aplicación práctica fue un nivel muy alto. La participación en el foro demandó un esfuerzo adicional y con un nivel de competencias muy alto. Muchas gracias.”

“En general muy contenta con el curso, creo abarca un amplio rango de temas y además lo hace con cierta profundidad. Para la duración que tiene la cantidad de conocimientos que se adquieren es notable. Por otra parte, es entendible, dada la duración del mismo.”

Aspects to be improved

Participants made several suggestions for improvements. Many who work full-time posts were under the impression that two modules per week is too much. Others suggested simpler questions in the quizzes. And some showed their enjoyment of the course, asking for more webinars, simulations and additional sources of information.

“Pienso que el curso debió tener un enfoque de desarrollo temático más concentrado, se trató de abarcar demasiado en muy poco tiempo, demasiado temas muy extensos desarrollados muy superficialmente. En cuanto a la metodología de evaluación posee un exagerado nivel de Educación Tipo Corriente Educativa de Hostos, demasiado concentración en lo Teórico, los cuestionarios son elaborados para que el usuario tenga que “Embotellarse el Temario” y no el Marco Ideal estilo Educación Cartesiana.”

“El formato del examen resulta bastante confuso. Tampoco resulta claro porque la primera semana fueron dos módulos y el resto uno. La verdad por temas de tiempo es mejor que sea un módulo por semana.”

Testimonials

All aspects of the course generated positive feedback from the participants: the topic itself, the training materials and the method followed. Many underlined that the course was well organized and that its content provided a thorough and comprehensive introduction to the legal aspects of e-commerce, pointing out that the knowledge acquired will be helpful with their professional work.

“Durante todo el curso he adquirido nuevos conocimientos sobre el comercio electrónico ha sido muy instructivo y abarcador en todos sus módulos.”

“Las exposiciones docentes estuvieron excelentes. Los materiales de apoyo muy bien, y además presentan una bibliografía de consulta para profundizar sobre los temas abordados. Nos actualiza sobre los aportes de los diferentes entes internacionales en materia de comercio electrónico. Nos queda retomar y profundizar este tema a partir de las enseñanzas compartidas. Muchas gracias.”



Follow-up webinar

The e-learning course was followed by a concluding webinar held on 14 December 2023. All course participants were invited to this opportunity and to go beyond the modules' content and share their evaluation of the preparation of Peru on E-Commerce. On the basis of quality, the following presentation was selected to be featured during the session:

- E-Peru, promote electronic commerce for the sustainable development of MSMEs and SMEs of the indigenous population – by Lourdes Long, National Experimental University of Guyana

130 participants registered for the webinar. Mr. Gonzalo Ayala who developed the course took part in these two sessions summarising the course content and exchanges as well as looking into policy recommendations and next steps. The webinar was moderated and supported by Mr. Gonzalo Ayala and Ms. Amélie Cournoyer from UNCTAD/TrainForTrade.

Figure 5. Screenshot taken during the webinar

MÓDULO 3: FINANCIACIÓN Y PAGOS

Pagos digitales

Principales métodos

- Tarjetas de crédito, débito y prepagas
- Transferencias bancarias
- Pagos instantáneos
- Dinero móvil
- Billeteras digitales
- Criptomonedas

Beneficios más relevantes

- Inclusión financiera
- Autonomía financiera y más oportunidades para mujeres
- Optimización de servicios
- Transparencia y seguridad

The webinar was conducted via Zoom. The slides shared during the event and its recording are available to course participants on the e-learning platform.

Conclusions

According to participants, the methodology and the distance learning platform were efficient and adapted to the teaching objectives. Feedback highlighted the richness of the modules, the appropriateness of the course's progression, as well as the relevance of the modules' subjects in view



of the post-pandemic context and the participants' background. The collected testimonies will be used to elaborate future courses and improve student learning.



Annex 1: Agenda of the e-learning course

TrainForTrade E-Commerce 2023 Spanish Course

Organized by UNCTAD

From 30 October to 3 December 2023

Fechas	Módulos	Actividades
Semana 1		
30 de octubre a 5 de noviembre	Módulo 1: Introducción	Leer el manual del Módulo 1 y Módulo 2
	Módulo 2: Conectividad e infraestructura de las TIC	Ver las presentaciones de Módulo 1 y Módulo 2
		Participar en los foros de Módulo 1 y Módulo 2
		Responder al cuestionario de opinión de Módulo 1 y Módulo 2
		Realizar los exámenes de Módulo 1 y Módulo 2
Semana 2		
6 al 12 de noviembre	Módulo 3: Financiación y pago para el comercio electrónico	Leer el manual del Módulo 3 y Módulo 4
	Módulo 4: Habilidades y adopción de comercio electrónico	Ver las presentaciones de Módulo 3 y Módulo 4
		Participar en los foros de Módulo 3 y Módulo 4
		Responder al cuestionario de opinión de Módulo 3 y Módulo 4
		Realizar los exámenes de Módulo 3 y Módulo 4
Semana 3		
13 al 19 de noviembre	Módulo 5: Aspectos legales y regulatorios del comercio electrónico	Leer el manual del Módulo 5
		Ver las presentaciones de Módulo 5
		Participar en los foros de Módulo 5
		Responder al cuestionario de opinión de Módulo 5
		Realizar los exámenes de Módulo 5
Semana 4		
20 al 26 de noviembre	Módulo 6: Facilitación del comercio y logística	Leer el manual del Módulo 6
		Ver las presentaciones de Módulo 6
		Participar en los foros de Módulo 6
		Responder al cuestionario de opinión de Módulo 6
		Realizar los exámenes de Módulo 6
Semana 5		
27 de noviembre al 3 de diciembre	Trabajo opcional	
Semana 6		
14 de diciembre	Webinar (90 minutos)	



Annex 2: Agenda of the webinar

1 – Introducción

- Bienvenida y resultados del curso (Gonzalo Ayala, UNCTAD)

2 – Temática

1. M1 – Introducción (Bernardo Díaz)
2. M2 – Conectividad e infraestructura de las TIC (Romina Gayá)
3. M3 - Financiación y pago para el comercio electrónico (Romina Gayá)
4. M4 – Habilidades y adopción del comercio electrónico (Bernardo Díaz)
5. M5 – Aspectos legales y regulatorios del comercio electrónico (Romina Gayá)
6. M6 – Facilitación del comercio y logística (Bernardo Díaz)

3 – Trabajo opcional

- Presentación de participantes (Lourdes Long)

4 - Perú : Evaluación sobre el estado de preparación para el comercio electrónico.

- UNCTAD (Rodrigo Saavedra)

5 - Conclusiones

- CEPAL (Johan Mulder)
- UNCTAD (Gonzalo Ayala)



Annex 3: Participants of the e-Commerce course

The following two tables provide details about the participants' country of residence and gender for SIDS and other countries or areas and international organisations.

Country name	Participants			Certificates		
	Total	Women	Men	Total	Women	Men
Argentina	27	15	12	18	11	7
Bolivia (Plurinational State of)	10	6	4	3	2	1
Brazil	6	1	5	5	1	4
Canada	1	0	1	0	0	0
Chile	22	9	13	8	2	6
Colombia	23	13	10	16	10	6
Costa Rica	8	4	4	2	2	0
Cuba	85	46	39	34	22	12
Dominica	1	0	1	0	0	0
Dominican Republic	14	9	5	3	2	1
Ecuador	20	7	13	7	2	5
El Salvador	15	7	8	10	5	5
Guatemala	5	3	2	2	1	1
Haiti	2	0	2	1	0	1
Honduras	3	3	0	1	1	0
Mexico	16	8	8	11	6	5
Netherlands (Kingdom of the)	1	1	0	1	1	0
Nicaragua	4	3	1	2	1	1
Panama	13	8	5	4	3	1
Paraguay	16	11	5	5	4	1
Peru	53	23	30	19	8	11
Puerto Rico	1	1	0	0	0	0
Spain	1	0	1	0	0	0
Switzerland	1	1	0	0	0	0
United States of America	4	1	3	0	0	0
Uruguay	15	10	5	6	3	3
Venezuela (Bolivarian Republic of)	4	1	3	2	1	1
International organisation	1	1	0	0	0	0
Total	372	192	180	160	88	72