



BEIJING+30 REGIONAL REVIEW MEETING

"Reviewing 30 Years of Beijing Commitments to Accelerate Gender Equality in the ECE Region"

21-22 October 2024, Palais des Nations, Geneva

SIDE EVENT CONCEPT NOTE TEMPLATE

Please submit this form to ece-beijing30@un.org and eca.partnerships@unwomen.org by the 1st of October. If needed the information can be updated after the deadline. Please also feel free to create your own concept note; **however, ensure that all the information requested in this template is included.**

Event title

Please provide a title that is concise, catchy, and reflects the core issues addressed in your side event.

Villages of Tomorrow (VoT) Embraces Gender Equality Through Digital Transformation

Background and Rationale



Please provide a brief background on the topic under discussion (max. 250 words). Outline the relevance of the topic to the region and draw connections to the 30th Anniversary of the Beijing Declaration and Platform for Action and the 12 key areas of concern of the Beijing Declaration. Discuss the theme of this year's Regional Review Meeting: "Reviewing 30 Years of Beijing Commitments to Accelerate Gender Equality in the ECE Region."

The Villages of Tomorrow project is a comprehensive initiative aimed at transforming the lives of women and girls in rural areas by embracing the core principles of the Beijing Declaration, such as women's right to education, economic empowerment and participation in decision-making processes.

As part of the project, digital centers have been established across Türkiye to provide training in digital agriculture, e-commerce and coding, thereby enhancing digital skills for women and youth. In line with the Beijing Declaration, specialized training and workshops for women are organized to build knowledge and skills in areas such as digital literacy, entrepreneurship, e-commerce and agricultural technologies. Economic support is provided to women entrepreneurs and cooperatives to facilitate the marketing of their products, thus supporting their economic empowerment.

Additionally, gender equality training raises awareness among women and supports them in gaining new perspectives on gender roles. Through these efforts, rural villages are transforming into social and learning centers with the help of digital hubs, women are participating in economic life, discovering their potential and making significant strides towards gender equality. Thus, the project contributes not only to individual development but also to the advancement of communities.

The project was launched on October 2022 with three pilot villages in Adana, Diyarbakır, İzmir; through the establishment of digital centers along with the synergy created by Trendyol's technological expertise and UNDP's resource-providing power. Municipalities were identified as project partners and multi-stakeholder structure of the project demonstrates the collaborative effort between UNDP, the private sector and the public sector.

Session objectives and expected outcomes



Please outline the objective and expected outcomes of the side event, and whether the results will serve as an input for another event (max. 200 words).

Our side event proposal incorporates several innovative elements, both in session format and content, to engage participants and facilitate meaningful dialogue.

Speakers of the side event will include representatives from UNDP, Trendyol and an academician.

Main objectives of the side event:

- **Emphasize gender equality and its importance in digital transformation efforts**
- **Highlight the significance of digital transformation in rural areas and its impact on local communities**
- **Facilitate knowledge sharing and create an engaging environment that fosters insightful discussions**

The main themes are:

- **UNDP and private sector partnership for reducing gender-based and rural inequalities • Aligning with Beijing+ Agenda**
- **Private sector's contribution to SDGs**
- **The link between digitalization and gender equality**

Organizers

Please list the lead organizers and contributing agencies of your side event.

Lead organizers: United Nations Development Programme

Contributors: Trendyol Group

Focal points: Mustafa Ali YURDUPAK (UNDP Portfolio Manager)

Email: mustafa.yurdupak@undp.org

Agenda and Structure

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Please provide the agenda for the side event.

1) Video Presentation: The Villages of Tomorrow of Türkiye

2) Panel: UN and Trendyol's Partnership for Reducing Gender-Based and Rural Inequalities

- **Aligning with Beijing+ Agenda (Mustafa Ali Yurdupak, Assistant Resident Representative for Programme at UNDP Türkiye)**
- **Private Sectors' Contribution and Impact of E-commerce to Beijing+ and SDGs (Irem Poyraz, Head of Corporate Communications at Trendyol Group)**
- **How Digitalization can Contribute to Rural Development and Gender Equality (Gökhan Ozertan, Professor at Bogazici University Department of Economics)**

List of Panellists

Please list the names and organizations of the panelists participating in the side event. The moderator should also be included in the list.

Panelists:

- **Mustafa Ali Yurdupak, Assistant Resident Representative for Programme**
- **Irem Poyraz, Head of Corporate Communications at Trendyol Group Representative from Academia**
- **Gökhan Ozertan, Professor at Bogazici University Department of Economics**

Picture & Promotional Materials

Please provide a background picture to be uploaded to the side event page, along with any promotional materials. Please find below the Banner for the Beijing+30 Regional Review Meeting for your use.

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BEIJING+30 REGIONAL REVIEW MEETING

REFLECTING ON PROGRESS:
30 YEARS OF BEIJING COMMITMENTS
AND 10 YEARS OF AGENDA 2030
TO ACCELERATE GENDER EQUALITY

GENEVA
21-22 OCTOBER 2024

**BEIJING
+30** 

Sign-up / Registration Link

Please provide us with the link for people to sign up / register for your event.

https://undp.zoom.us/webinar/register/WN_VTsalj6URSiciaOgToPiHQ

Kindly indicate your event time slot (**please highlight in yellow**):

- Monday, 21 October, 8:45 – 9:45
- **Monday, 21 October, 13.30 -14.45**
- Tuesday, 22 October, 8:45 – 9:45
- Tuesday, 22 October, 13.30 -14.45