

SHETRADES GLOBAL

HACKATHON

HACK FOR A
SUSTAINABLE
FUTURE

APPLICATIONS CLOSE _
21 SEPT 2021



مؤسسة دبي
لتنمية الصناعة والصادرات
DUBAI INDUSTRIES & EXPORTS





THE CHALLENGE

The SheTrades Global Hackathon is jointly organized by the International Trade Centre's (ITC) SheTrades Initiative, the International Telecommunications Union (ITU), and Dubai Industries and Exports (Dubai IE). It aims to find innovative technology-based solutions to accelerate the transition to an inclusive, green, and sustainable future.

According to the United Nations, a 'green economy' is defined as "an economy that results in improved human well-being and reduced inequalities over the long term, while not exposing future generations to significant environmental risks and ecological scarcities."

Based on the above, the SheTrades Global Hackathon invites participants to hack the following challenge:

How can women entrepreneurs leverage technology to accelerate the transition to an inclusive and green economy?

The solution can address one or more of the following gaps:

- Access to finance
- Skills development and capacity
- Awareness and knowledge on developing the business case for green economy
- Development of supply and/or value chains

The proposed solutions can take the form of:

- Web applications, data tools, apps etc.
- Potential integration of Artificial Intelligence/Machine learning
- Offering practical solutions to women in business across all value chains
- Could be embedded on www.shetrades.com or integrated with the SheTrades App

ELIGIBILITY



Each team must have the participation of at least 1 woman
(we encourage diversity through mixed teams of men, women and/or other gender identities)

Each team must be comprised of 3 to 5 members



Team members should have working proficiency in English



All team members must be located in the same country

List of Eligible Countries

- | | | |
|-------------|-----------------------|------------------------|
| • Argentina | • Nigeria | • United Arab Emirates |
| • Egypt | • Philippines | • Uruguay |
| • Kenya | • South Africa | • Vietnam |
| • Morocco | • Trinidad and Tobago | |



One team member must be available to attend the on-site event in Dubai (13 - 15 February 2022) – contingent on final selection. Cost of travel, visa, accommodation and on-site expenses will be borne by the participant.

Applicants must have members demonstrating the following skills:

- ✓ Experience with mobile and web development
- ✓ Experience with social-media APIs and web services
- ✓ Understanding and knowledge of business culture
- ✓ Understanding of challenges faced by women entrepreneurs
- ✓ Knowledge of green economy

HOW TO APPLY

To apply for SheTrades Global Hackathon, simply fill in the application form [here](https://www.shetrades.online/survey/view.php?id=151533) before 21 September 2021: <https://www.shetrades.online/survey/view.php?id=151533>

Be sure to review eligibility requirements before submitting your application. If you have any questions, the SheTrades Global team can be contacted on: shetradesglobal@intracen.org

HOW WILL PARTICIPANTS BENEFIT?

- ✓ Cash prize of **\$10,000**
- ✓ **Recognition as the winner** of the SheTrades Global Hackathon (press release, video interviews, social media etc.)
- ✓ **Engagement with ITC's experts and technical team** to integrate the solution on SheTrades online platform
- ✓ **Complimentary meals** on Day 1 and Day 2 and **free pass to Expo 2020** – limited for participants attending the on-site event
- ✓ **Certificate of participation** awarded to all teams (signed by Executive Directors of ITC and ITU)
- ✓ Opportunity to **contribute** towards achieving Sustainable Development Goals



TIMELINE

29 JUN 21	Launch of call for applications
21 SEP 21	Closing of applications
21 - 27 SEP 21	Screening of applications
30 SEP 21	SheTrades Hubs and ITU Regional Offices select the top 2 teams and submit them to ITC and ITU Headquarters
07 OCT 21	ITU and ITC to select finalists and introduce to private sector partners
12 - 31 OCT 21	Prototype creation, validation, and submission Support from SheTrades Hubs and ITU Regional Offices
10 NOV 21	Selection of finalists to participate in STG Hackathon
11 NOV 21 - 12 FEB 22	Teams receive capacity building support from private sector and SheTrades Hubs or ITU Regional Offices
13 -15 FEB 22	Hacking SheTrades Hubs & ITU Regional Offices to share updates at the end of Day 1 and Day 2
15 FEB 22	Final Pitches and Announcement of Winners

#SheTrades

CONNECTING THREE MILLION WOMEN TO MARKET BY 2021

Women's economic empowerment is not a matter for government policy, the private sector, or social change alone. All have critical roles to play. This is why the International Trade Centre (ITC) launched the SheTrades Initiative, which seeks to connect three million women entrepreneurs to market by 2021.

SheTrades Global Hackathon is brought to you by:



ITC

| SheTrades



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