

(出國類別：參加國際會議)

2015 年亞太經濟合作婦女與經濟論壇
(APEC Women and the Economy 2015 Fora)

出國人員：

行政院	馮政務委員燕	勞動部	楊科長玫瑩
行政院性別平等會	林委員春鳳	中央研究院	張研究員靜貞
行政院性別平等會	顧委員燕翎	眾社會企業	周共同創辦人涵
行政院性別平等處	黃處長碧霞	瑞德感知科技股份有限公司	林總經理筱玫
行政院性別平等處	楊參議筱雲	瀚朝物流	徐業務經理瑞春
行政院性別平等處	陳科長嘉琦	源思科技股份有限公司	黃總經理肇嘉
行政院性別平等處	黃諮議怡蓁	財團法人婦女權益促進發展基金會	黃副執行長鈴翔
行政院性別平等處	林諮議冠佶	財團法人婦女權益促進發展基金會	顏組長詩怡
外交部	王參事志發	財團法人婦女權益促進發展基金會	陳研究員羿谷
經濟部中小企業處	李科長筱白	財團法人婦女權益促進發展基金會	李研究員立璿

會議地點：菲律賓馬尼拉

會議時間：104 年 9 月 15 日至 9 月 18 日

報告日期：104 年 11 月

摘要

本(2015)年 APEC 婦女與經濟論壇(Women's Economic Forum, WEF)於 9 月 15 日至 18 日期間在菲律賓馬尼拉召開。我代表團由行政院馮政務委員燕擔任團長，率公私部門共 20 名代表與會；我國於會議期間與菲國合辦「以資通訊科技培力女性達到包容性成長(Seminar of Empowering Women through ICT for Inclusive Growth)」研討會，係我參與國際重要會議創舉，更是我積極參與亞太區域經濟並促進女性經濟賦權的重大突破。

大會主題為「女性為包容性成長主要驅動力(Women as Prime Movers of Inclusive Growth)」，就「增能(Empowerment)」、「創新(Innovation)」及「復原(Resiliency)」等三大面向進行政策對話。議題則包含「婦女與包容性經濟」、「婦女與全球價值鏈」、「婦女與永續發展」等三項。會議包括 9 月 16 日之婦女與經濟政策夥伴會議(PPWE)、9 月 17 日之公私部門對話會議(PPDWE)，以及 9 月 18 日之高階對話會議(HLPD)。主辦國菲律賓曾在 1996 年召開 APEC 第一次婦女領導人網絡會議(Women Leaders' Network, WLN)，1998 年召開 APEC 第一次婦女部長會議(Women Ministerial Meeting, WMM)，爰本年於菲律賓召開婦女與經濟論壇極具歷史意義。菲國總統艾奎諾於公私部門對話會議親臨會場致詞，揭櫫婦女與經濟議題應在交流互動的環境下縮減性別差距，並以婦女為重要夥伴，持續創造實質的包容性經濟。

我國以獲 APEC 補助執行之「女性經濟創新發展多年期計畫」(APEC Multi-year Project “Innovation for Women and Economic Development”, 2013-2016)「運用資通訊科技提升婦女經濟賦權」之理念為主軸貫穿會議主題。我國於 9 月 16 日主辦之研討會，建立跨論壇合作及公私部門夥伴關係；計有來自 15 個經濟體代表、菲國女企業家與我旅菲僑胞約 114 人參與，場面熱烈。美國國務院主管全球婦女議題之無任所大使 Catherine M. Russell、菲律賓貿易工業部次長暨本次論壇主席 Nora K. Terrado、APEC 電信通訊工作小組(TELWG)主席 Andrey Mukhanov，以及聯合國婦女署(UN Women)菲國代表 Aida Jean Manipon 等貴賓出席致詞。我代表團展示之多年期計畫第二

期(MYP II)線上學習應用程式(WE boss)及創業經驗之分享，均獲各經濟體高度肯定，會後並有多國代表期盼日後能建立合作機會。

我代表團團員積極參與會議，提升我國能見度。9月17日公私部門對話會議(PPDWE)之專題演講，我團員應邀分享「揪科」(Juiker)等創新科技縮減性別差異之經驗，會後並受菲國媒體 ABS-CBN 之邀進行專訪。會議期間亦有其他經濟體召開之「APEC 婦女創業網絡工作坊」、「婦女與經濟衡量指標工作坊」、「女性企業與智慧科技」研討會、「精彩菲律賓商展暨亞太女性圖像展」等周邊平行會議，我團員於相關場次擔任主持人及發表人，以及女性圖像代表(Women's Icon)。與會期間亦安排 2 場雙邊會談。

我方倡議順利納入本屆婦女與經濟論壇宣言。透過在 PPWE 會中對於 2015-2018 年策略工作計畫與 2015 年婦女與經濟論壇宣言草案內容的積極協商，獲決議納入資通訊科技與婦女經濟議題；並成功在「高階政策對話」(HLPD)會議上，將我 MYP 計畫名稱及本年會議結論納入 HLPD 宣言。該宣言內涵並已納入領袖會議(AELM)及部長會議(AMM)宣言，為我 MYP 計畫的最佳宣傳，更深化我國對於區域婦女經濟之實質貢獻。

本年度大會主席於 HLPD 總結報告並通過本屆婦女與經濟論壇宣言，肯定實證與量化取向能使 PPWE 有效評估婦女參與經濟的進展；強調婦女在區域與全球價值鏈所能發揮的重要作用；鼓勵各經濟體發展友善金融政策等措施；支援女性企業主進入國際市場；倡導企業領袖投入協助建構友善女性職場環境；呼籲正視性別隔離使婦女無法進入勞動力市場等問題。與會經濟體皆同意，當於各領域，為婦女參與經濟設立行動準則。爰此，本報告提出政策建議要項，包含：建立與其他經濟體合作模式；提供婦女創業學習平臺；建立婦女線上創業學習評估機制；強化性別統計工具之應用；推廣健康女性與健康經濟；以及建立女性創業生態圈，作為我國推動婦女經濟賦權之指引。

目 錄

壹、 會議說明	3
一、 會議背景	3
二、 會議形式	3
三、 我國代表團成員	5
四、 各出席經濟體團長名單	5
貳、 會議活動紀要	7
一、 9月15日	7
二、 9月16日	20
三、 9月17日	36
四、 9月18日	53
參、 會議觀察與建議	67
肆、 附錄	71
附錄一：2015年婦女與經濟論壇大會議程	71
附錄二：2015年婦女與經濟論壇宣言	80
附錄三：婦女經濟政策夥伴關係(PPWE) 策略計畫	106
附錄四：性別評估指標導引 Gender Criteria	124
附錄五：我國婦女經濟個別行動計畫 (IAP)	137
附錄六：我國女性經濟創新發展多年期計畫成果簡報	155
附錄七：會議暨活動剪影	164

壹、會議說明

一、 會議背景

(一) 本(2015)年 APEC 年度主題「建立包容經濟，打造美好世界 (Building Inclusive Economies, Building a Better World)」，內容涵蓋四項優先目標：「投資於人力資本發展」，使其活化而有助於經濟成長；「鼓勵微型與中小企業參與區域及全球市場」，透過貿易等機會，極力提升微中小型企業於區域與全球的競爭力與創新能力；「形塑永續且具韌性的社群」，聚焦於使各社群更具能力、永續性與彈性，以成就全面、包容且具有意義的經濟成長；「提升區域經濟整合」，於安定的政策與體制下謀求最大貢獻，亞太區的任何人都不可置身於外。

(二) APEC 婦女與經濟論壇(Women and Economy Forum, WEF)自 2011 年以來，已於 2012 年俄羅斯聖彼得堡、2013 年印尼峇里島、2014 年中國大陸北京等連續舉辦 4 屆會議。2015 年於 9 月 15 至 18 日至菲律賓馬尼拉召開，主題為「女性為包容性成長主要動力 (Women as Prime Movers of Inclusive Growth)」，分別就：「增能-女性與包容性經濟 (Empowered: Women and Inclusive Business)」、「創新-國際市場與全球價值鏈中的女性 (Innovative: Women in the International Market and Global Value Chains)」與「復原-女性與永續發展 (Resilient: Women and Sustainable Development)」三大議題面向討論。

二、 會議形式

(一) 本次 WEF 主席為菲律賓貿易工業部次長 Nora K.

Terrado 女士，會議主辦單位涵蓋公私部門團體，包括貿易工業部、菲律賓婦女委員會及菲律賓婦女企業委員會等；其中菲律賓婦女委員會執行長 Ms. Emmeline L. Verzosa 女士，亦為本年度婦女與經濟政策夥伴關係(PPWE)輪值主席。

(二) 本次會議安排如下

1. 沿襲往年議程：依 2011 年美國主導改制之形式，分別舉辦 9 月 16 日「婦女與經濟政策夥伴關係(PPWE)」、9 月 17 日「公私部門對話(PPDWE)」及 9 月 18 日「高階政策對話(HLPD)」等會議。
2. 與各國合作舉辦研討會
 - (1) 與美國於 9 月 15 日上午合作舉行「APEC 婦女創業精神(WE-APEC Workshop)」、下午辦理「婦女與經濟衡量指標(APEC Women and the Economy Dashboard)」等 2 項工作坊。
 - (2) 與韓國於 9 月 15 日下午合作舉行「女性企業與智慧科技研討會(APEC Women's Business and Smart Technology Seminar)」。
 - (3) 與我國於 9 月 16 日合作舉行「以 ICT 培力女性達到包容性成長研討會(Seminar of Empowering Women through ICT for Inclusive Growth)」。
3. 9 月 16 日至 18 日舉行商品行銷及圖像展：會場周邊並有菲國女性企業與一鄉一鎮(OTOP)商品行銷及亞太女性圖像展(ICONOGRAPH: Women Icons of APEC)。

三、 我國代表團成員

本屆會議由行政院馮政務委員燕擔任團長，率行政院性別平等處、外交部、經濟部、勞動部等，共 9 名公部門代表，及行政院性別平等委員會委員、中央研究院研究員、財團法人婦女權益促進發展基金會、源思科技股份有限公司等民間代表 11 名，共計 20 名公私部門人員組成。

四、 各經濟體團長名單

經濟體	團長	職稱
澳洲	Hon Michaelia Cash	Minister Assisting the Prime Minister for Women
汶萊	Datin Paduka Hajah Adina Binti Othman	Deputy Minister of Culture, Youth and Sports
加拿大	H.E. Neil Reeder	Ambassador Extraordinary and Plenipotentiary Embassy of Canada
智利	Ms. Alicia Frohmann	Minister Counselor National Women's Service
中國	Mme. Meng Xiaosi	Vice President and Member of the Secretariat All-China Women's Federation
香港	Hon. Matthew Cheung	Secretary for Labour and Welfare
印尼	Hon. Yohana Susana Yembise	Minister for Women's Empowerment and Child Protection
日本	Mr. Kazuhiko Ishihara	Vice-Minister for Special Missions Cabinet Office
韓國	Hon. Heejung Kim	Minister of Gender Equality and Family

馬來西亞	Senator Datin Paduka Chew Mei Fun	Deputy Minister of Women, Family and Community Development
紐西蘭	Dame Wendy Pye	Managing Director of Wendy Pye Publishing Limited
巴布亞紐 幾內亞	Ms. Anna Solomon	Secretary, Department of Religion, Youth and Community Development
秘魯	Hon Marcela Huaita	Minister of Women and Vulnerable Peoples
菲律賓	Hon. Nora K. Terrado	Undersecretary, Department of Trade and Industry
俄羅斯	Ms. Natalia Strigunova	Deputy Director of Asia, Africa and Latin America Department
新加坡	Ms. Tan Hwee Seh	Senior Director of Office for Women's Development, Ministry of Social and Family Department
中華臺北	Ms. Joyce Yen Feng	Minister without Portfolio
泰國	Mr. Pol. Gen. Suwat Chanitthikul	Vice Minister for Development and Human Security Minister of Social Development and Human Security
美國	Hon. Catherine Russell	Ambassador-at-large for Global Women's Issues, U.S. Department of State
越南	Mr. Nguyen Trong Dam	Deputy Minister of Ministry of Labor, Invalids and Social Affairs

貳、 會議活動紀要

一、 9月15日

(一) 美國-APEC 婦女創業精神工作坊(WE-APEC)

1. 會議時間：2015年9月15日 8:30-12:30

2. 發言紀要：

(1) 美國國務院婦女全球議題辦公室資深政策顧問 Greta Schettler 與美國亞太技術協助-促進區域整合 (US-ATAARI) 專案南森公司(Nathan Associates Inc.) 副主任 Ann Katsiak 引言說明美方為推廣亞太地區婦女創業精神(WE-APEC)，曾於本年6月召開工作坊，發表前述倡議目標與工作重點，並蒐集各經濟體對於倡議與建構 WE-APEC 網站之建議。本次工作坊聚焦於倡議成果、網站上線及未來 5 年展望，並於會中預告 9 月 17 日網站上線開幕儀式，呼籲各經濟體至 WE-APEC 網站註冊，協助在各國國內建立「婦女創業生態圈」，增進商業網絡、推動私部門計畫及政府服務方案之網絡連結；接續由各學者簡介該網站架構及未來發展建議。

(2) 南森公司性別顧問 Louise Williams：綜覽 WE-APEC 倡議，簡介 WE-APEC 著重建構婦女創業生態圈，其目的為建立平臺增進 21 個經濟體婦女與經濟 5 大支柱的資訊露出、連結與協力，透過連結生態圈 3 大要素資源----即商業網絡、私部門計畫及政府服務方案資源，使得 APEC 區域的女性創業者能近用既存資源，拓展國際貿易商機。(簡報分析 3 大要素資源

內容，與 6 月份工作坊資料相同)

(3) 南森公司性別顧問 Leanne Sedowsk：預覽 WE-APEC 網站(www.we-apec.com)，網站功能如同電話簿一般，可以查詢地域資訊。網站展示重點如下：

- a. 「名錄」(Directory)頁籤：有超過 600 個資源連結，可按 21 個經濟體、5 大支柱、3 大要素篩選；並舉例展示，選取「資本取得」、「商業網絡」及「加拿大」，即出現 Futurpreneur Canada (加拿大未來創業家)相關資料及網頁連結。
- b. 「經濟體」(Economy)頁籤：提供各經濟體婦女參與經濟環境簡歷，呈現 3 大要素資源總數及連結。
- c. 「論壇」(Forum)頁籤：為註冊者發問與回應交流平臺，例如透過平臺徵詢運用群眾募資(crowd funding)協助婦女企業的經驗與案例。
- d. 「資源」(Resource)頁籤：將註冊者上載資訊(例如：婦女企業創業工具包、實務指引等)，按照 3 大要素、5 大支柱排列檢索；講者於此同時呼籲與會者踴躍上線分享資訊。
- e. 美方預計每年更新資訊，邀請與會者：(a)註冊本網站；(b)檢視網站刊載資訊，是否足以代表該經濟體婦女創業生態圈；(c)向國內婦女團體推廣本網站；(d)補充該經濟體 3 大要素資源最新消息、活動及資訊等。

(4) WEConnect International 總經理兼共同創辦人 Elizabeth Vazquez：以商業網絡觀點，認為 WE-APEC

平臺可發揮的影響力為協助女企業主進入市場。重點在於加值現有資源網絡，並注重需求端(企業主)的使用誘因。該項倡議於後續 5 年宜著重建立與維護平台，並持續更新資訊。

- (5) 澳大利亞首相與內閣部門社會政策分部婦女辦公室國際參與顧問 Beth Hall：就政府部門觀點，認為 WE-APEC 平臺可發揮的影響力為連結政府與利害關係人。重點在於善用政府角色為女性企業主發聲，透過公私部門協力建立友善女性企業資源網絡，並促進貿易便捷化。該項倡議於後續 5 年宜著重向主管教育、企業、通訊等政府部門推廣。
- (6) 印尼 PT Freeport 社區事務主任 Philippa Zainoeddin：就私部門觀點，認為 WE-APEC 平臺可發揮的影響力為連結全球採購與供應鏈。重點在於連結貿易機會及分享最佳範例，並注意文化差異。該項倡議於後續 5 年宜著重使用效益，當有更多要素與資源投入，未來甚至可能不需要 WE-APEC 平臺，以維繫婦女創業生態圈之運作。
- (7) 美國亞太技術協助-促進區域整合(US-ATAARI)專案南森公司(Nathan Associates Inc.)副主任 Ann Katsiak：總結本倡議及平臺目的係為加值既有資源，並建立婦女創業生態圈各要素的相互連結。期望與會者能在地化推動本倡議，建構在地社群，並彙報相關資訊至 WE-APEC 平臺。
- (8) 分組討論情形：

- a. 我參與之小組成員由美國、菲律賓、巴布亞紐幾內亞等國代表組成，討論在地化及永續發展本倡議平台議題。討論重點包含：女性企業優先採購與認證方式(如美國聯邦與州政府採購規定、女性企業定義與 NGO 協助認證)、投注於婦女創業專案(如菲律賓 Great Women Program)的 5%性別預算與公私部門夥伴關係、亞太地區採購條件與各經濟體內部城鄉差異、私部門(如 Google, Facebook 等)所能創造的供應鏈、政府基金/小額貸款/捐助/群眾募資(如 Kiva 等)。
- b. 分組討論中，我政府代表(行政院性別平等處)提出在地化及永續發展本倡議平臺的重點在於：減少語言隔閡。WE-APEC 線上平臺提供女性創業者 APEC 區域網絡的連結可能性，但對於非英語系國家而言，仍具有使用障礙。需要破除語言隔閡才能建構在地化婦女創業生態圈，進一步回饋至 WE-APEC 網絡平臺。

(二) 美國-婦女與經濟衡量指標(WE Dashboard)工作坊

1. 會議時間：2015 年 9 月 15 日 13:00-17:00
2. 發言紀要：

美國國務院婦女全球議題辦公室資深政策顧問 Greta Schettler 引言說明 Dashboard 倡議以量化數據瞭解婦女參與經濟屏障，有助於識別關鍵領域以支持婦女經濟政策發展的重要性。

3. APEC 秘書處政策支援小組(PSU)資深分析師 Carlos Kuriyama：APEC 領袖採納婦女經濟衡量指標作為政策討論工具，並責成 PSU 每兩年研析提出 Dashboard 指標報告。指標分為 5 大支柱領域共 80 項指標，目標為勾勒出婦女參與亞太地區經濟地位境況，並測量婦女參與經濟相關活動及社會包容性的進步情形。首年指標報告結論發現，在 APEC 區域各經濟體與優先領域中，婦女處境不一；而量化分析有助於辨識在能力建構方面產生需求的領域，例如健全勞動力市場法令架構、防止婦女遭受家庭暴力、著力於婦女職涯發展等。因此，透過領導經濟體帶領能力建構機制，或可為有效促進婦女與經濟各領域發展的作法。此外，也鼓勵 PPWE 針對主管統計政府機關辦理能力建構活動，以改善性別統計可及性。
4. 促進區域整合(US-ATAARI)專案南森公司(Nathan Associates Inc.)性別顧問 Louise Williams：婦女與經濟衡量指標執行計畫(Women and the Economy Dashboard Implementation Plan)重點為透過關鍵指標領域的政策範例相互學習與分享，達到該領域婦女與經濟政策的進展。透過調查研究識別 PPWE 優先領域及舉例說明領導經濟體團隊：
 - (1) PPWE 優先領域包含：健康照顧服務與人身安全(美國)、中小企業培訓與育成(加拿大)、金融服務與知識/儲蓄借貸(美國)、企業競爭機會/網路使用與整備度(加拿大)、職能訓練/女性參與 STEM 領域(美國)/教育程度與學習表現(美國)、運用 ICT 培力女性(中

華臺北)。

- (2) 舉例領導經濟體團隊：女性在交通運輸領域。領導經濟體為美國；協力經濟體為菲律賓、越南；跨論壇包含運輸工作小組及 PPWE；外部夥伴包含 ABAC 與專業協會。

5. 經濟體報告摘要：

(1) 美國：

- a. 領導優先領域：技職教育(3.3)、金融包容性(1.3/1.4)、人身安全(3.5)、教育程度與學習表現(3.1/3.2)、STEM 教育(5.4)。
- b. 執行計畫程序：識別 APEC 工作小組及外部夥伴；與 PSU 合作草擬量化指標；依據指標提出概念性計畫；跨論壇推廣計畫內容；協力調查檢視與指標相關之政策/方案/最佳範例；提出最佳範例/政策建議/經濟體可執行之方案彙編；最後，標示出願意執行政策建議及評估指標進展的協力經濟體及私部門夥伴。
- c. 優先領域預計合作工作小組：(主要)人力資源發展工作小組(HRDWG)教育發展分組(EDNET)、資深財政部長會議與 ABAC；(次要)經濟委員會結構改革新策略 (ANSSR)/ 下一階段結構改革計畫 (RAASR)、科技創新政策夥伴(PPSTI)。

(2) 加拿大：

- a. 領導優先領域：第 3 支柱中小企業培訓與育成(3.4)、第 2 支柱企業競爭機會(2.2)、第 5 支柱網路使用與

整備度(5.2/5.3)。

- b. 以支持微中小型企業為永續經濟成長優先策略，性別平等政策為支持低收入婦女創業重點，並協助夥伴經濟體(亦為近年 APEC 主辦國印尼、菲律賓、越南、秘魯)建構微中小型企業包容性成長環境。
 - c. 目前於國內提案之 APEC 加拿大企業成長夥伴(補助)計畫，以中小企業工作小組(SMEWG)與 PPWE 共同關注之能力建構、創新、金融、國際貿易等為標的，達到協助開發中 APEC 經濟體促進就業、發揮人力資源、性別平等及消弭貧窮等目標。
 - d. 對於 PPWE 的提問：於 PPWE 架構下執行加國補助計畫之可行性、發展中經濟體提案申請意願、其他經濟體協力意願、PPWE 與 SMEWG、HRDWG 跨論壇合作方式等。
- (3) 中華臺北：由行政院性別平等處林諮議冠侗針對我國優先領域進行報告：
- a. 領導優先領域：第 3 支柱中小企業培訓與育成(3.4)、第 5 支柱行動科技、網路使用與整備度(5.1/5.2/5.3)。
 - b. 以執行我獲 APEC 補助之「女性經濟創新發展」多年期計畫(APEC Multi-year Project “Innovation for Women and Economic Development”, 2013-2016)為優先，參考應用 Dashboard 指標。亦感謝美方提出本倡議及 PSU 支援量化數據報告，促使 APEC 領袖承諾採取具體而創新的措施，增進婦女近用市場與資通

訊科技資源。相信婦女與經濟指標倡議的實證取向，以及 MYP 的創新與科技特性，將能使 PPWE 成為更具說服力的論壇。

- c. 奠基於 MYP 研究之發現，說明行動科技與網路使用擴張，使得資通訊科技(ICT)成為培力婦女參與經濟，以及縮減 APEC 區域經濟發展性別差距的有效工具。標示出群眾募資、電子商務、線上學習、社群網絡等 4 項運用創新科技模式如何協助 APEC 區域婦女克服在資金取得、市場進入、能力與技能建構與領導力 4 大領域面臨的障礙。然而，教育程度較低或 ICT 知識不足的婦女，難以運用這些創新工具拓展商機。
 - d. MYP 目標為以資通訊科技培力女性，在 Dashboard 指標運用方面，指標 5.1-5.3 報告發現，具有完善資通訊基礎建設的經濟體，有較友善婦女近用的中小企業培訓資源。指標 3.4 則可用於識別可資蒐集最佳範例的經濟體，以及評估使用 MYP 線上學習方案經濟體的進步情形。MYP 計畫透過個案研究與評估，彙集 APEC 公私部門實務範例成為知識工具包，並透過一款名為 WE boss 的線上學習遊戲軟體來傳播「以資通訊科技培力女性達到包容性成長」的價值觀，敬邀與會者參加隔日舉辦之研討會，以獲取更多資訊。
6. 分組討論發表(印尼、巴布亞紐幾內亞、智利、菲律賓)：印尼關注領域為中小企業培訓與育成，大專院校將納入外部夥伴，預計於 2016 年提出概念性文件，另將循

求菲律賓與越南支持推動；巴布亞紐幾內亞關注領域為金融服務近用性，將循求菲律賓與美國支持推案；智利關注領域為勞動力參與、人身安全等，並表示願意投入美方彙整的 PPWE 優先領域倡議作為協力經濟體；菲律賓關注領域為中小企業培訓與育成，將循求與 HRDWG、秘魯及巴布亞紐幾內亞合作。

7. 美國國務院 APEC 與經濟政策顧問 Deanne De Lima：各經濟體已陸續表達關注議題領域，並將中小企業培訓與育成以及科技運用納為優先領域。期待各經濟體持續發展相關倡議與協同合作。

(三) 韓國 - 女性企業與智慧科技研討會

1. 會議時間：2015 年 9 月 15 日 14:00-18:00
2. 會議形式：

APEC「女性企業與智慧科技」研討會，是韓國亞太女性資訊網絡中心(Asia Pacific Women's Information Network Center, APWINC)於 2015 年 APEC 自提計畫「Women's Business and Smart Technology Seminar and Smart Start-up Support System」中的環節之一。該計畫透過舉辦研討會鼓勵女性企業廣泛使用智慧科技，並在會中提供相關發展之最新資訊，例如：智慧服務(3D 列印、大數據等)，以及分享婦女使用前端科技創業的最佳實踐案例。本場會議主辦單位為韓國淑明女子大學亞太女子資訊網絡中心與菲律賓貿易工業部。

3. 發言紀要：

開幕式場次由韓國 Global Women's ICT Network 副執行長 Ms. Yong Ja Kim 女士致開幕詞，菲律賓貿易工業部次長暨 2015 年 APEC 婦女與經濟論壇主席 Nora K. Terrado 女士、韓國婦女創業協會主席 Ms. Min Jai Lee 女士致歡迎詞，菲律賓職業婦女協會會長 Ms. Myrna Tang Yao 女士與亞洲開發銀行信用投資部代表 Ms. Joeng Ae Bang 女士致祝賀詞。Ms. Yong Ja Kim 女士於開幕詞中除了感謝 APEC、韓國和菲律賓對於此論壇的支持，並強調智慧科技對於婦女企業發展的重要性，希望藉由會議的討論能擴大婦女地位對於社會經濟的影響力。

4. 婦女企業之當前議題與趨勢

此場次由我國源思科技股份有限公司黃總經理肇嘉擔任主持人，講者們分別分享以下內容。

- (1) 菲律賓貿易工業部次長暨 2015 年 APEC 婦女與經濟論壇主席 Nora K. Terrado：近年來，婦女在經濟活動的角色已然轉變。過去 20 年之間，全球經濟的參與者從 5 億人迅速提升至 70 億人，除了婦女的投入比例增加外，婦女在購買與消費力量上也正發揮著前所未有的影響和決定力。女性在科技產業的潛力無窮，女性科技企業主在較少的資本投入下，仍可創造出較男性科技企業主多達 12% 的盈餘，然而婦女在科技領域的參與仍是少數。在當前科技發展的 4 大趨勢(雲端科技、大數據、社群媒體與行動設備)之下，婦女應在變遷迅速的科技發展與經濟中，利用智慧科技與潛力達到包容性成長。

- (2) 韓國亞太女性資訊網絡中心 Myonghee Kim：根據英特爾提出之報告，開發中國家的女性多數被排除在資通訊科技所帶來的機會與利益之外，然而透過資通訊工具，卻能使婦女擴展經濟來源、取得更好的教育條件以及培養獨立的自我意識。Myonghee Kim 以吸塵器為例，表達創新與科技的結合不只是男性的專利，婦女也能透過生活事務而創造技術改革新商品。同時，因為行動網路、3D 列印以及物聯網，婦女開始連結全世界，也因此改變了生活型態。
- (3) 加拿大約克大學全球創業中心主任 Ms. Lorna Wright：智慧科技的出現衝擊了零售、健康照護、製造與服務等產業，但這些科技對女性企業主來說，也帶來成本降低、毛利上升、上下游與客戶的連結管道增加與創造品牌忠誠度等優點。在日新月異的科技進步中，女性企業主應注意市場上的創新 ICT 工具、確立有助於自身企業的技術，並多觀察可替換使用科技的時機點，以因應科技浪潮下的企業新契機。

5. 最佳範例分享

此場次由澳洲澳大利亞聯邦大學兼任教授 Patrice Braun 女士擔任主持人，講者們分別分享以下內容：

- (1) 韓國資訊科技婦女企業協會副執行長 Ms. So Young Lee：科技不只是促進企業聯繫網絡的發展，也可以是製造與生產的工具。3D 列印技術能應用在商品與客製化，在不同材質下甚至能應用於生物科技領域，如器官移植、美容等。Ms. Lee 女士鼓勵婦女要懷抱著更大的夢想，並期許 APEC WEF 能為婦女企業打

造一個包含群眾分享、融資、研發等不同資源的支援平臺。

- (2) 菲律賓 ABS-CBN 媒體數位辦公室主任 Ms. Donald Patrick Lim：社群媒體的發達創造了一個全新的商業與宣傳模式。在 ABS-CBN，一個 8 歲的小女孩，透過增加自製影片的網路點閱率方式，能賺取可比擬成人月薪的收入；透過網路，新創工作室的機器人研發經費能以群眾募資的方式籌措，還同時具有蒐集消費者意見的市調功能。這是一個充滿機會的時代，新科技將讓未來更具挑戰與發展。
- (3) 美國 DMS 國際公司總裁 Magdalah Racine-Silva：科技的演進讓婦女改變了自己的未來，應用程式與行動科技的出現更讓婦女進一步接近微型企業，例如行動支付系統 M-Pesa、虛擬貨幣、電子商務等。藉由 John Gerzema 宣傳新書《雅典娜主義》[The Athena Doctrine: How Women (And the Men Who Think Like Them) Will Rule the Future] 時的演說片段，表達男權主導社會結構正接受挑戰，女權價值觀將是 21 世紀崛起的新趨勢，「如果男人可以更女性化，世界會變得更好」。

6. 克服挑戰、建立妳的企業

此場次由韓國淑明女子大學教授 Ms. Yun Keum Chang 擔任主持人，講者們分別分享以下內容：

- (1) 美國 Care.Com 創辦人兼執行長 Sheila Lirio Marcelo：Care.com 創立於 2006 年，是目前全球最大的護理服

務網站，在投入照護產業後理解到護理是一個以「心」為出發點的事業。從幼兒托育到老齡化社會、從家庭到事業、從生活到經濟，呼籲照護關懷不只是婦女議題，每個人都是產業中的一環。

- (2) 泰國前任全球 BPW 總會長 Chonchanok Virarvan：以自身創業歷程為藍本，提出婦女創業應破除的迷思與可參考的準則。這些建議包括即使沒有建立商店網站依然可以創業，注意電子商務付款細節，網路與社群媒體確為宣傳的好幫手，建立屬於自己的創業與工作團隊，而擁有企業發展野心是必要的，以及身為創業家永遠要思考的更長遠一點，並備有長期發展計畫。

二、 9 月 16 日

(一) 婦女與經濟政策夥伴關係工作會議(PPWE)

1. 會議時間：2015 年 9 月 16 日 8:30-16:30
2. 發言紀要：

首先由論壇主席----菲律賓貿易工業部次長 Nora K. Terrado 女士開幕致辭、歡迎各國代表與會，並簡要回顧自 1996 年 WLN 成立以來、女性議題在 APEC 發展的歷史；時至今日，在 APEC 五大支柱下，仍有待許多工作的推動以形塑友善女性的環境，T 次長最後引用美國前國務卿 Madeleine Albright 之語：「除非我們一起前行，否則沒有人能獨自抵達我們想去的地方」，鼓勵各經濟體共同合作，並促使 APEC 其他工作小組皆能融入性別觀點，以創造真正包容性的經濟成長。

確認議程後，由 APEC 政策支援小組就新發布的婦女與經濟衡量指標(Women and the Economy Dashboard)進行報告，五項優先領域的重點成果包括：在資金獲取(access to capital and assets)上，女性取得金融服務的比例仍低，世界銀行 2014 年的資料顯示，APEC 經濟體中，15 歲以上的女性僅有 11.7%曾經向金融機構貸款，超過六成女性沒有存款帳戶；另外，女性的勞動參與率維持在男性的 77%。在市場進入(access to markets)上，貨品及服務國際市場的持續成長與貿易自由化有關；此外，農村地區飲用水與衛生設備的取得亦有改善，交通的建設則讓女性更容易進入市場。在能力建構與健康(skills, capacity-building and health)上，產婦死亡率從每 10 萬活產 64.1%降至 58.9%，超過九成的嬰

兒是由專業人員照料；然而在愛滋防治上，只有三個經濟體的女性愛滋人口比率呈現下降。在領導力(leadership, voice and agency)上，幾乎所有經濟體對女性職涯發展都未供足夠的法律保障，而女性在國會、內閣首長及政府高級官員所占比例向來偏低，2014年 APEC 地區整體女性政治賦權指數(political empowerment index)僅為 17.1%，距離與男性平等的 100%仍非常遙遠。在創新與科技(innovation and technology)上，女性的科技近用程度普遍提高，手機使用率從 2008 的 32.4%，上升至 2014 年的 54.7%，可合理推論女性同樣從現代科技的發展中受益。

3. PPWE 策略計畫及各經濟體個別行動計畫

主席略述 PPWE 2015-2018 年的策略計畫，聚焦在三大方向：(1)提升 APEC 跨論壇性別相關政策與計畫合作，包括追蹤及測量女性的參與及成長，以及促成各部門進行關於性別敏感度的對話、改革與具體回應；(2)透過五大支柱促進女性的經濟參與；(3)強化 PPWE 與婦女與經濟論壇的基礎和運作結構，PPWE 將提供性別議題與女性經濟賦權相關知識、性別政策與計畫相關資訊，以及有效的機制與作法，以促成各經濟體運用其專業知識，並共享資源和現有網絡。

接續由有意願的經濟體就策略計畫及五大支柱之推動，分享其相關計畫(Individual Action Plan, IAP)的執行狀況。以下摘錄中華臺北、日本、菲律賓、美國、巴布亞紐幾內亞、加拿大等經濟體的報告重點：

- (1) 中華臺北：行政院性別平等處陳科長嘉琦針對「女性創新經濟發展」多年期計畫進行報告，說明中華

臺北在與智利、韓國與菲律賓等經濟體的合作下，蒐集及分析 APEC 區域以 ICT 工具協助女性創業及經營等相關計畫，並於 2013 年 6 月、2014 年 10 月及本屆 WEF 期間分別舉辦「APEC 女性經濟創新與資通訊科技國際研討會暨公私部門網絡會議」、「APEC 善用資通訊科技強化女性企業力國際研討會」及「以 ICT 培力女性達到包容性成長研討會」，發表計畫執行成果，並表示將持續推廣本項議題以強化各經濟體對是項議題關注。

- (2) 日本：分享「女性社長.net」的經驗，透過女性企業資料庫的建置，建立了近 2,000 位女企業主的聯繫網絡。網站以 20 至 40 歲的女性為主要使用者，提供其所需知識與資訊，並媒合其與公私部門合作及進入市場。
- (3) 菲律賓：聚焦於能力建構與市場進入兩項支柱，由政府農業、科技及勞動相關部門提供資通訊科技支持、公私部門合作的「性別回應的經濟轉型行動」(GREAT Women)計畫搭建平臺，協助女企業主和出口商更容易進入全球市場。
- (4) 美國：小型企業管理局分享「為她創新」(InnovateHER)計畫的經驗，該計畫係與微軟公司合作，透過競賽方式鼓勵女性經濟賦權及生產與家庭生活相關的產品與服務；先在全美各地舉辦了 80 場地區性比賽，總決賽於今年 3 月舉行，催生了易使用且環保的驗孕設計，適於女性手術後穿著的防水服裝，可緩解女性疼痛與不適的胸罩等產品。

- (5) 巴布亞紐幾內亞：提出「女性取得金融服務----APEC地區的資料」(Women's Access to Financial Services--Data in the APEC Region)的概念文件，該計畫擬蒐集 APEC 經濟體內對女性提供金融服務的具體資料，以及就男性及女性透過不同金融計畫發展微型及中小型企業進行比較，並根據研究結果指出如何透過經濟體的政策整合與法規完備，藉以協助女性取得貸款及金融服務以提高其經濟參與。此外，計畫亦將透過舉辦工作坊來分享協助女性取得金融服務的最佳範例，並透過出版指導手冊、融資政策及金融改革等，將研究結果推廣至各相關單位。
- (6) 加拿大：報告「微中小型企業專用基金與政策支持」(Dedicated SME Sub-fund and Policy Support Facility)。在其「APEC-加拿大成長夥伴關係」(APEC-Canada Growing Business Partnership)有三大重點：(1)透過專用基金增加對中小企業的直接支持，以及在中小企業工作小組中支持開發中的經濟體；(2)透過專用基金協助開發中經濟體中小型企業的雇用、人力資本發展、性別平等、減貧相關計畫；(3)透過研究及政策夥伴，強化加拿大在中小型企業及其減貧潛力上的政策與研究。

4. 論壇宣言草案

會議討論過程中，美國、俄羅斯及中國對於聲明用字遣詞有較多發言與辯論，我國則由行政院性別平等處楊參議筱雲在女性創新與經濟發展議題提出建議。本次論壇宣言在「女性是包容性成長的主要驅動力」(Women as Prime

Movers of Inclusive Growth)會議主軸下，以「增能：女性與包容性經濟」(Empowered: Women and Inclusive Business)、
「創新：國際市場與全球價值鏈中的女性」(Innovative: Women in the International Market and Global Value Chains)及「復原：女性與永續發展」(Resilient: Women and Sustainable Development)等三子題為架構提出建議，重點摘要如下：

(1) 增能：女性與包容性經濟

- a. 使女性充分發揮作為經濟行動者的潛能，持續推廣促進取得教育訓練與能力建構的計畫(特別是發展中的經濟體)，提供顧問服務以提升女性的認知，並取得進入勞動市場、尊嚴就業與商務的機會。
- b. 持續透過政策與服務的開展，逐年提高女性企業主的數量，以協助女性創業及事業發展。
- c. 鼓勵各經濟體建立可測量及自願達成的目標，包括提升女性在領導與決策位置上的代表性。
- d. 檢視並指出阻礙女性取得資金、市場、技能、創新與技術及其晉升至領導位置的政策。
- e. 鼓勵雇主、企業及政府對人力資本進行投資，以確保所有勞工的身心健康、安全及福利，包括顧及女性在健康與安全的差異需求。
- f. 透過智慧技術協助女性企業主克服傳統企業環境中的難題，並強化其競爭力。
- g. PPWE 將與 APEC 企業諮詢委員會(APEC Business Advisory Council, ABAC)密切合作，以促進女性的

經濟參與，並發展出可提升女性領導人多元化途徑的相關計畫。

(2) 創新：國際市場與全球價值鏈中的女性

- a. 在所有企業營運(包括生產、採購、行銷與消費)的分析架構中整合進性別觀點，確保性別因素被納入考量。採取積極措施，使女人得以成為更有競爭力的受雇者、領導者或企業主，並強化其參與全球價值鏈的能力。
- b. 提供顧問及網絡連結機會，讓女性角色典範的成功故事透過其意志、領導力與決策技能的分享，鼓勵更多人的創業與發展。
- c. 創造使女性得以充分且平等獲取經濟資源的環境，以享有平等機會在全球市場中參與商業活動。

(3) 復原：女性與永續發展

- a. 呼應聯合國「2015-2030 仙台減災綱領」(*Sendai Framework for Disaster Risk Reduction 2015-2030*)所提出：「女性及其參與對於有效管理災害風險，並在降低災害風險之政策、計畫和方案上，考量內容設計、分配資源、落實性別敏感等議題，至為重要；且必須採取適當的能力建構，以培力女性的防災整備及災後謀生的替代能力」。
- b. 提供女性平等機會參與所有層級災害風險預防、處理及復原決策，並加強女性的領導能力和其在各領域的代表性。鼓勵作為社區成員、公司員工及企業主的女性，具備災害風險減緩與氣候變遷調適的知

能。在災難發生期間，女性往往擔負著打理家人所需、守護家人安全健康等生存相關工作，賦予女性能力，使其在社區的復原中扮演重要角色。

- c. 提供女企業主能力建構、技術支持及獲取資本的管道，協助其復原事業的營運，避免災難所帶來的破壞永久掠奪女性的收入與生計。
- d. 歡迎各產業共同促進永續發展，涵納包容性成長並支持許多女性的生計，特別是在女性參與有所成長的部門，例如農業、旅遊業、科學發展、製造業和紡織業等。
- e. 鼓勵公私部門投資「綠色基礎設施」(green infrastructure)，並在性別包容(gender-inclusive)的空間設計上諮詢女性；災後重建中心亦應設置友善空間以確保女性的安全及需求。

宣言以「性別觀點在 APEC 的整合」(Integration of Gender Perspectives across APEC)作結，再次強調 APEC「性別評估指標導引」(Guide on Gender Criteria)及「婦女與經濟衡量指標」的運用，前者有意識地致力於讓女性加入 APEC 各面向的工作，並提升女性在 APEC 地區的參與；後者則是追蹤、衡量及交流進展的工具，用以減低女性在五項關鍵優先領域的經濟參與障礙。因此，PPWE 呼籲各經濟體善用衡量指標，作為回應 APEC 各項工作的政策制訂與能力建構基礎，並擴大與深化統計資料的蒐集，以強化衡量指標的作用。

(二) 以 ICT 培力女性達到包容性成長研討會

會議時間：2015 年 9 月 16 日 9:00 - 17:00

發言紀要：

1. 開幕致詞

會議由我國代表團團長行政院馮政務委員燕揭幕致詞，首先敘明本次會議係我國與菲律賓共同主辦，接續歡迎美國全球婦女議題無任所大使Ms. Catherine M. Russell、電信暨資訊工作小組(TELWG)主席Mr. Andrey Mukhanov及各經濟體代表蒞臨。並說明本次會議係我國現行推動之「女性經濟創新發展計畫(2013-2016)」之成果發表會，是項計畫係呼應亞太地區女性運用ICT可開創商機並提升經濟地位理念倡議，自2013年啟動迄今，除與「中小企業工作小組(SMEWG)」與「TELWG」進行跨論壇合作外，亦與智利、韓國、菲律賓、澳洲(2015始加入)等經濟體共同合作執行，已每年舉行研討會，與各經濟體分享階段成果及討論未來發展。

另介紹會議目的為發表MYP計畫第二階段研究成果、展示女性創業學習手機應用程式(APP)及討論MYP計畫第三年執行及合作規劃，期待藉由本次會議可與各經濟體代表分享交流，促成亞太地區公私部門合作提供婦女使用ICT的服務管道。同時亦呼籲各經濟體領袖及部長們對本項議題重視及廣泛的討論，鼓勵APEC區域內婦女運用ICT工具發展商機，促進區域女性創新發展進而提升亞太經濟成長。

接續由菲律賓貿易工業部次長暨2015年APEC婦女與經濟論壇主席Nora K. Terrado女士以地主國與共同主辦者身份致歡迎詞，肯定此次會議主旨與即將發表之互動研習課程概

念，期待透過分享行動學習模式的經驗和資訊，促進更多參與及建立網絡。

美國婦女議題無任所大使暨代表團團長Catherine M. Russell女士致祝賀詞，指出美國透過醫療福利政策縮短性別落差、因應氣候控制及促進女性賦權之進展，期透過使用APEC各經濟體的合作以發揮最大效用，並分享及推展APEC促進婦女賦權的工具包。俄羅斯電信及大眾傳播部部長顧問Andrey Mukhanov先生以APEC電信工作小組主席身分致祝賀詞，表示資訊通信技術工具將可發揮最大效用以激勵經濟成長，達到改善社會弱勢和邊緣化社群生活標準之目標。

2. 專題演講

菲律賓聯合國婦女國家計畫管理人Aida Jean Manipon：提及聯合國第5項目標，全球領導人將於2030年前簽署推廣使用資訊通信技術的性別平等議題，以達到促進賦權、使用資源和財務服務，發展具韌性的基礎建設等目標，以及促進革新、推展飢餓減緩計畫等。2015年在北京召開的「第4屆聯合國婦女大會與北京宣言暨行動綱領」20週年慶會議，曾提及促進婦女參與使用資訊通信技術以縮短數位落差，並透過教育、具性別敏感度的法律環境、財務資源的使用等途徑推展賦權，以改善勞工和就業條件。

3. 婦女和經濟發展的革新工具包和遊戲式學習應用

- (1) 我國中央研究院經濟研究所張研究員靜貞：發表我國APEC多年期計畫的2013年至2015年關鍵成果。包括分享婦女資訊通信技術創新應用程式的最佳實務範例，以及分析女性得以成功領導企業的重要元

素等。接續以跨國案例訪談和線上學習研究為基礎，介紹計畫當中所研發的遊戲式學習，以及婦女資通訊培力工具包的設計概念。本計畫的第一階段，係針對資通訊技術如何賦權婦女，因而形成：促進創業與就業、創造因應女性企業主需求的網絡等兩項研究發現。

計畫的次階段著眼於透過線上學習吸收商務知識，輔以監督與指導創業前後所關切的事項，並蒐集分析個人背景資料。結果顯示女性企業主所需求之學習主題包括：人力資源管理、理財智慧、行銷技巧、如何進入市場等。

與此同時，亦提出重要觀點：女性在未熟稔資訊通信技術的情況下難以取得市場資訊；但高度發展的資訊通信技術，卻也不等同保證女性具有取得市場資訊的能力，或將其轉化成為事業獲利的助力。因此，專為女性需求所設計的電子學習課程，將能夠協助女性企業家克服挑戰。

- (2) 我國瑞德感知科技股份有限公司林總經理筱玫：提出「透過遊戲與學習，從而幫助使用者完成創業理想」之概念，投入女性線上創業遊戲應用程式「WE boss」(Women Economy)的研發。程式研發目標在於以遊戲方式誘導婦女發展技能，並同時解決時間、成本和空間的限制。該項有趣易懂的應用程式，以互動方式刺激創業初始階段女性的學習意願，使其獲得能力並學會基本商業分析(辨識長處、弱點、機會、威脅)，日後亦可發展不同語言的翻譯版本，終

結居民城鄉之間的通訊落差。

4. 婦女經濟賦權成功案例

- (1) 澳洲Belmont BEC執行長Carol Hanlon女士：提出澳洲職業婦女協會(BPW) 商業育成中心經驗，透過線上訓練賦權婦女，以實際行動協助女性企業主，並已有2萬5,000人獲得協助。訓練當中以基本的「是/否」問題發展出簡單的資料蒐集模式，並以「她們需要此項技能嗎？」的方式檢視課程需求，共呈現9,100項主題及免費的網路線上研討會，以因應中小企業的需求；此外，亦提供SWOT分析、財務評估、個人輔導等服務，提供全年24小時無休的線上支援，分享實際參與者的經驗概況。
- (2) 韓國淑明女子大學Yunkeum Chang教授：以京畿道女性發展中心和女性企業支援中心為例，分享韓國的資訊通信技術課程經驗，包括為女性領導者發展課程，並以資訊通信技術作為關鍵領域；以大環境而言，韓國於1995年後推動20世紀韓國網路發展計畫，後續則為2006年的電子化遠景計畫、2007年的寬頻資訊技術願景。而京畿道女性發展中心自1999年起，與22名女性企業家、48家新設企業發展公共學術合夥關係。女性企業支援中心則在各城市建有14家分處，自2007年起已經營171間婦女商業育成中心。
- (3) 智利Del Desarrollo大學Olga Pizarro Stieповic教授：提出智利的人口統計資料，在企業家總數當中的25%為女性，而該等女性企業主從商的原因當中，71%是發現得以創業的契機，而29%是基於生計。智利的女

性企業主以曾受過教育者為多數，但仍缺乏自信或害怕失敗。另一方面，智利的婦女傾向將最新的資通訊工具優先給予子女和丈夫，自己使用較舊的設備，因而限制了她們的數位與網絡連接能力，同時也因為以西班牙文為母語，因而於理解英文資料時產生阻礙。智利政府和私部門等皆盡力推展創業，但仍需要個人指導的持續支持，例如提出成功女性企業家的實際案例。

- (4) 菲律賓Mansmith & Fielders 顧問公司Chiqui Go董事長：分享參與我國多年期計畫研究之線上訓練和輔導課程的經驗，指出：資訊通信技術基礎設施(連網速度、電腦類型)、人際互動、個人輔導需求、同儕參與等，均會對課程訓練產生影響，並指出語言與時間的彈性管理仍是學習障礙之一。

5. 婦女與數位經濟

澳洲聯邦大學Patrice Braun兼任教授：強調必須提高女性領導的中小型企業的競爭力、加強女性對於地區和全球經濟的參與程度、學習目標技能和發展方法，以及考慮對於女性經營事業的有利環境。例如：如何經由資訊通信技術的整合，協助女性迎頭趕上全球化的發展；並指出在發展資通訊科技的所有階段中，皆應以人為中心進行思考。

6. 婦女友善應用程式

我國OurCityLove Social Enterprise共同創辦人Hannah Chou：據統計，身心障礙者有80%的婦女是依賴家人(丈夫或子女)協助她們操作資通訊工具與行動應用程式，因此該

企業提出以身心障礙者為對象的友善應用程式。在找出身心障礙者容易建立的行業及職涯機會下，應將資訊通信技術作為強大的工具，以協助身心障礙者悠遊於實際生活，發揮資訊通信技術的潛力及與所有社會部門的關聯。最後，呼籲「有障礙的不是人，而是使人有障礙的環境」。

7. 分組圓桌討論

由菲律賓軟體協會主席Ms. Rosario M. Gruet與我國中央研究院經濟研究所張研究員靜貞擔任討論主持人，首先介紹各組圓桌討論規則，並依次說明各組別討論目標、主題、小組主持人等，四項討論主題各自發表內容如下：

(1) 能力建構

包含基層民眾與邊緣化群體之技能知識發展，可針對不同群眾實施訓練和舉辦工作坊。例如以微型企業、小家庭等群體為對象，適當的建立婦女培力賦權、解決語言阻礙和其他通訊問題、提供技術支援等。而為達成前揭條件，基礎建設本身即為關鍵前提。

(2) 創業精神

影響女性企業家的主要挑戰為文化差異、財務可行性、家庭經濟狀況、具偏見的性別角色等。同時，法規和資金的限制、缺乏建立事業自信、技術與知識的支援群體，以及無法善用資訊通信技術而建立或進入市場等，亦是常見障礙。經由資訊通信技術為女性提供永續企業的計畫，必須具有地區合作和共同的願景，以尋求政府的支援及推展議程。

政府對女性領導企業的支持，如取得貸款和簡化貸款流程，提供市場與其他資料來源、建立試驗性計畫、發展資訊通信技術學習工具和能力等，均是切身所需之要點。

(3) 基礎建設

政府指派主管機關積極協助，使資訊通信技術具便利取得性及有效性是極其重要的。基礎建設之推廣，需要具資訊通信技術方面的專業知識者，以提供改善連線品質及啟動健全網絡計畫的建議與遠見。對於資金有限、適當基礎建設不足的國家而言，若有APEC等區域團體的支援和協助，將有助於改善建設與連線品質，對於來自私人組織/機構等其他贊助者，也應提供激勵措施作為回報。基礎建設支援包括最新硬體裝置、郊區網際網路使用、具良好設計的線上學習課程及與之對應的系統相容平臺、可負擔的費率等。

(4) 公私部門夥伴關係

公私部門合作可體現於獎學金、私人協作、政府獎勵、適當政策和支援、資本交流計畫等，並促進不同國家和地區的適當網絡交流。然而，重點在於如何利用此類合夥關係及透過適當的支援管道，以符合中小企業女性的需求。該組建議為：直接與政府機關、肯認並關切婦女議題的公部門人員建立網絡，期以積極推動立法議程、語言翻譯和技術支援，透過政策使女性所領導的倡議更容易取得補助金及獲得資源，並與地區婦女合作建立尋求協助、

補償的窗口。

8. 閉幕致詞

會議尾聲，由我國性別平等處黃處長碧霞代表我方感謝今年會議主辦國菲律賓協助及各經濟體參與，促成本次會議圓滿成功。並介紹本次研討會呼應WEF論壇主題-「女性為包容性成長主要動力」，並提出具體方法，倡議以ICT培力女性達到包容性成長。

並進一步說明，婦女藉由電子商務、線上學習、及創新之資通訊商品或群眾資金募集平臺可以籌資創業、拓展海外市場及培力創業知能等項工作。因此，資通訊科技是消彌兩性在經濟參與差異的重要工具。同時，PPWE亦認同「創新及科技」是推動婦女經濟的五大支柱之一，爰此，是項支柱可視為最重要的。

我國自推行亞太數位學習機會中心（ADOC）計畫迄今（ADOC），致力在亞太區域推動數位學習已逾10年，奠基於此，我們推動「女性經濟創新發展計畫」，鼓勵女性運用ICT發展商機，藉由會議分享計畫的第二階段成果，並收到各經濟體參與者的珍貴意見，我方將整合這些意見納入第三階段執行，促使本計畫可以更臻完善。

接續由合辦單位菲律賓貿易工業部主任Ms. Patricia May M. Abejo致詞，表達很榮幸與我國連續二年共同合作辦理「女性經濟創新發展計畫」成果

發表研討會，並說明該國亦是計畫團隊之一員，亦認同鼓勵女性運用ICT發展商機倡議，肯定本次會議結論，呼籲各經濟體對本項議題重視，並樂於與我國持續在是項議題的合作。

三、 9月17日

(一) 公私部門對話會議

1. 會議時間：2015年9月17日 9:00-17:00
2. 開幕致詞：

2015年婦女與經濟論壇主席菲律賓貿易工業部次長 Nora K. Terrado 女士表示，1996年婦女領導人聯絡網絡(WLN)的成立讓 APEC 官方會議開始關注女性是否在政策中受益。20年後的今天，超過 800 人參與 PPDWE 會議，其中 88% 是女性，亦同時感謝 12% 的男性共襄盛舉。另外，私部門的參與者中，半數以上為企業的創辦者、執行長或經理人，公部門則有 2/3 是部長、次長、署長及大使等高層代表。

20年前，全球經濟的參與者有 5 億人，今天則有 70 億人口。根據世界銀行的報告，全球名義 GDP 排名最領先的經濟體依序為：美國、中國、日本、德國、法國、英國及印度。APEC 區域就占了 3 名，貢獻全球一半以上的 GDP；而在前 25 大經濟體中，10 個在 APEC 區域。eMarketer 的報告則指出，2014 年全球企業對消費者的電子商務已達 1.5 兆，主要來自快速擴張的網路和手機消費，而 APEC 區域的電子商務購買力更甚於北美地區。

在美國，超過 85% 的購買行為由女性所決策，相信在 APEC 區域也應有類似趨勢；西方國家的女性網路使用程度甚至較男性高出 17%，其較常使用手機、定位服務、Skype 及社群媒體等。Gartner 將雲端、社群媒體、大資料及行動性稱之為「力量連結」(The Nexus of Forces)，而我們想知

道的是：這些力量將如何影響女性。

電腦的虛擬化技術始於 1960 年代，技術的發展使得更多人(尤其是女性)可以在家工作。至 2016 年，將有一半的職場人口屬於千禧世代，而出生於 1977 到 1995 年的世代，可看到女性在職場與商務上的影響力，且該世代並不認為女性應在職場或家庭中受到限制。然而，研究顯示我們還有尚未完成的工作，特別是在性別薪資差距方面，例如：加拿大女性的平均薪資占男性的 72%，中國女性則僅占 63%。

若我們能探索並開放更多女性參與經濟活動、培力女性並在社區創造更廣泛的影響，女性將能走得比我們想像得更遠。

3. 貴賓致詞

APEC 企業諮詢委員會 (ABAC) 主席暨菲律賓 Magsaysay 船運協會執行長 Doris Magsaysay-Ho 女士表示，「包容性成長」在 APEC 會議中並不是新議題，貿易壁壘減少為 APEC 區域帶來前所未有的經濟成長與國際投資，但貧富差距卻也隨之擴大，因此 ABAC 以此作為優先議題，確保在金字塔底端的人----通常是女人----能擁有相同的機會。20 世紀初，加拿大社會運動者 Nellie McClung 女士為女性爭取擔任參議員的權利時，曾經預測有一天，女人將透過連結凝聚更堅固的姐妹情誼。

講者以自身經驗為例：「幸運的是，父親不同於多數中國家長，因而造就自己和兩個姐姐深信與弟弟們擁有同等的潛能----即使是在今日仍以男性為主導的航運業。直到生

命中發生兩件重要的事，才體察到男女處境的大不相同。第一件是在與競爭對手跟客戶去打高爾夫球時，這是我認為難以做到的事，因而求助於父親的意見時，他告訴我，勉強自己成為你不是的樣子終將失敗，不要害怕做你自己。我因此付出三倍的努力追求卓越與效率的表現，並發揮女性的專長與特質來關懷及取得客戶的信任；第二項功課是在我的女兒有了孩子之後，我開始常在工作與家庭中掙扎，大部分的職場都假設家中應由長輩來照顧小孩，於是我發現自己生活擔憂的重心已從工作轉移到是否照顧好小孩、何時要接送小孩上下學等。

這兩件事讓我知道公私部門均須創造肯定女人獨特性的環境，並提供女人在職場及家中所需的支持，所幸科技的發展促使彈性工時、在家創業、網路銷售等成為可能。今天各項關於提供女性後援的討論，對於促進所有女性在職場及商務的參與是重要的，ABAC 的成員一直以來參與相關對話，我有幸成為女人連結的一部分，這樣的連結將成為改變世界的力量。」

4. 專題演講：善用群眾的力量

菲律賓媒體 Rappler 執行長 Maria Ressa：從 Fortune 500 及 S & P 500 的企業壽命及前 500 大名單之消長，突顯在全球化及快速變遷的經濟情勢下，企業平均壽命愈來愈短，競爭環境日趨激烈。另從 Facebook 及 Twitter 等社群媒體(social media)的使用人數及相關研究，強調社群媒體具感染性及易上癮的特質，企業必須與時俱進，運用有效的社群媒體來接觸並瞭解目標群體，女性領導的企業亦是如此，讓消費者成為企業經營及決策的一部分。

Maria Ressa 女士另提出群眾外包(Crowd Sourcing，指把工作任務外包給大眾網絡的做法)是新興的商業模式，也是大數據(Big Data)的運用，藉由網路上群眾的智慧與力量，不需耗費大量的經費，達到解決問題的目的。Rappler 公司創立的 AGOs 計畫(Project AGOs)即是整合性平臺，提供由上而下的政府行動方案及由下而上的民間力量處理氣候變遷的問題，例如：颱風過境前後，相關地區民眾皆可上傳颱風第一手資訊、數據、災情及照片等，以利各界掌握最新狀況並參與救援。在資訊化時代，社會問題的解決不再只是仰賴政府，可以運用科技、女性及非營利組織的力量，共同改變這個社會。

5. 專題講座：促進女性經濟參與的 5 項支柱(5 Pillars of Women's Economic Empowerment)

(1) 美國花旗集團數位行銷部客戶關係主任 Heather Carroll Cox：有感於統計數據顯示性別差異不只出現在經濟、教育等領域，尤以科技相關產業更為嚴重。期待藉由今天這個機會，與在座眾多私部門的高階決策者共同提出實際建言或行動，以降低各自領域的性別落差，幫助女性融入數位革命與數位經濟。以美國為例，初級學校中男生女生在數學領域的表現一樣出色，但到了大學階段，女性在科學、科技等學系的比例就大幅減少。統計數據顯示，女性在 GDP 以及企業利潤的貢獻上仍有未開發的潛力，當婦女的潛力被開發並投入勞動，將可在 2025 年前創造出 12 兆美金的經濟貢獻。

(2) 汶萊 LVK Group of Companies 主任 Hafimi bte Abdul

Haadii：在汶萊，女性於生活中時常面對各種挑戰與不平等的現況，雖然汶萊在教育領域等仍有明顯的性別落差，但如今正在推動各領域的兩性平等。此外，也藉由製作影片以表達性別與合作概念，會議中所播放的電影即是由女性導演以及公私部門合作的成果，同時也表示汶萊電影宣傳已步入國際化。即使是小企業，也能連結國際市場。

- (3) 美國 Merck Healthcare 總裁兼執行長 Belén Garijo：首先感謝菲律賓舉辦如此出色的會議，並恭喜該國在 Global Gender Report 中表現優異，在亞洲國家獨占鰲頭、全球排名第 9 位，因此菲律賓也應分享如何促進兩性平等與達到包容性成長。在世界經濟論壇公布的全球性別落差報告中，最好的性別平等驅動力是經濟活動，而部份國家在教育與健康的性別平等則正在倒退。此外，雇用一定比例女性員工的公司將更具競爭力，而 9 月 16 日 PPWE 發表的婦女健康政策工具包則提出多項建議可供參考，最後，建議各國繼續投資在技術勞動的培力以及婦女的勞動投入，這將會是帶領經濟成長的一大要素。
- (4) 我國源思科技股份有限公司總經理黃肇嘉：由政府資源投入而推動的新創公司模式有相當成效，以其公司為例，係藉著我國經濟部技術支援與工研院的整合，花費兩年的時間順利發展出「Juiker(揪科)雲端通訊服務整合平台」的新創事業，顯見政府資源挹注的新創事業成功模式相當值得參考。此外，亦提到跟女性共同創辦人的合作經驗，認為女性的特

質為職場帶來不同的態度及見解，且讓同仁更有向心力及更主動為公司的成功而付出。顯示女性特質的領導方式能對職場的氣氛與團結做出獨特貢獻。

- (5) 美國全球婦女峰會主席 Irene Natividad：美國的公司由女性擔任執行長比例偏低為例，表示女性並沒有真的具有決策權。雖然女性已成為推動全球經濟的一份子，但顯然在決策層上仍置身事外。未來重點是政府、公司企業及女性如何能於領導階層影響經濟，首先須先要理解女性對經濟的貢獻，而非刻板弱勢角色。目前世界的大國都沒有提出有效性的政策去改善女性參與的狀況，不能等待政界或商業界去解決問題，要提升女性領導的比例，女性應主動積極參與經濟或政治決策。

6. 專題講座：年輕女性領導者做為有力的改革驅動者

(Young Women Leaders as Powerful Drivers of Change)

- (1) 開場：透過應用程式線上即時調查與會者屬性，顯示與會者組成如下：
a. 年齡區間：35%為千禧世代 (millennial, 1980 年後出生者)；
b. 婚姻狀態：51%已婚、23%單身、12%交往中、其餘處於猶疑不定 (limbo)；
c. 領導力：認為自己為領導者而非追隨者的與會者佔 94%；
d. 所面臨的挑戰：認為自己面臨財務挑戰而非情感挑戰的與會者佔 61%。
- (2) 菲律賓電視主持人/名人管理與行銷顧問 Boy Abunda：向與談人提問身為千禧世代，如何創業？如何衡量/定義成功？與上一代相較的優勢為何？面臨傳統上男性占有主要領導地位，是否影響與談人需要表現

得像男人？而他們將如何定義自己？

- (3) 中國 PinPoint 創辦人兼執行長/ KG Inc & Seeway 小組創辦人兼主席 Kathy Xiaosi Gong：產品反映創辦人的性格特質，由於從小學習棋藝，故其所經營的企業係以解決問題為導向，並強調善用母語經商，運用社群網絡拓展跨境貿易機會；認為「成功」是關注他人，為他人創造利益/加值，而不是重視自己的利益、採取競爭導向；雖然與母親有相同的堅強意志力，但自己有更多機會，面對男性主導領導地位，當以「不分性別」(unisex)地平衡兩性優勢，並作好自己(be yourself)。重點在於，必須善用方便的資訊以成就創新想法。
- (4) 俄羅斯 Investment Company Center Capital 執行長 Anna Nesterova：由 17 歲創業、24 歲請領育嬰假同時攻讀博士學位經驗，說明所經營企業對於社會事業以及兒童未來發展的關注。「成功」是設定學習目標及擁有學習機會，認為自己比上一代更加忙碌，工作與家庭等各樣挑戰更多，而在面對男性主導領導地位時，當發揮女性的內在潛能。
- (5) 澳大利亞 2Mar Robotics 創辦人兼執行長 Marita Cheng：由主修工程、出國留學及發起向學童倡導理工學習活動之經驗，說明企業關注學童投入理工及科學機會，以及弱勢族群如何運用科技開發潛能(如機器手臂協助身障者吃藥、刷牙、取物、簽名、開門等)，並說明女性創業典範及網絡連結，對於青年女性創業至關重要，所要追求的「成功」應是具有

影響力、能夠幫助他人提升自我；此外，財務管理及永續經營也是關鍵。受惠於母親的辛勤工作，因而更有機會獲得更良好的教育與機會。在澳大利亞的支持性文化下，少有女性因性別而被定型或受到評斷，重點是要能發揮所長並建立學習楷模。

- (6) 加拿大 Start Up Canada 創辦人兼執行長 Victoria Lennox：從小面臨貧窮、家暴、被孤立以及 24 歲時罹患癌症的困境，以及藉由教育改變生活、在牛津創業及榮獲伊莉莎白獎等經驗，說明企業以影響政策、創造社會公益為目標。在金融危機下，創業能活絡經濟，值得政府資金挹注，並強調協力夥伴關係能促成改變。對於政府的建言為：「跟隨創業者。」；因為創業者們具有遠見，且能創造就業機會。「成功」的定義是透過影響政策以革新生活。另外，相較於母親那一代，現在有更多的高科技運用於工作和家庭；而面對男性主導領導地位，應善用女性獨有特質，著眼於培力他人而非改變他人，並運用資源連結以減少性別差距。
- (7) 菲律賓婦女委員會青年董事會成員 Maria May-I Fabros：年齡是社會評價與判斷個人的標準，但每個人應對於身體與生活態度有絕對的自主權。企業應關注流行時尚與女性權益，強調為族群發聲的力量。對於政府的建言為：「投資青年。」，並引述菲律賓民族英雄 Jose Rizal 格言：青年是國家的希望(The youth are the hope of our nation)。相較於上一代，對於自己的生活更有主導權；雖然男性主導領導地位

是難以破除的性別不平等，但女性必須無所畏懼地為自己發聲，並且善用千禧世代對於性別議題的敏感度及創新思維，持續創造新的可能。

7. 專題講座：國際市場與全球價值鏈中的女性(Women in the International Markets and Global Value Chains)

(1) 開場：菲律賓 CNN/新聞媒體工作者 Mitzi Borromeo：以女性做為包容性成長的主要趨動力意味著創新求變。根據經濟合作暨發展組織 (Organization for Economic Co-operation and Development, OECD)，全球價值鏈(Global Value Chains)係當今全球貿易的主要特質，且範圍涵蓋已開發、開發中與新興經濟體系。對於由女性領導的企業而言，創新著實為有效參與區域及全球市場的關鍵。本場次將帶領大家瞭解國際市場的變化、全球價值鏈所帶來的機會，以及女性所領導的企業於發展產品或服務、追求成長、強化競爭力時所面臨的各種挑戰。

(2) 新加坡 SAP Asia Pacific Japan 總裁 Adaire Fox-Martin：「電話於發明後歷經 75 年，才得以使 5 千萬人受惠；但現在的手機遊戲(憤怒鳥) 只要 35 天，就能達到這個數字。」資訊的快速傳遞不僅改變商業與消費模式，也從而影響工作習慣，且對於女性產生更深遠的效益，要如何透過資訊與通訊技術開啟女性的才能、創造商業契機、形成改變與包容性成長，便是重要的課題。行動式生活(mobile lifestyle)象徵著科技傳播的無遠弗屆，其所帶來的衝擊包括：a.女性得以掌握靈活的工作時間，將更有機會在兼顧家庭的考

量下執行遠距工作；b.供應商、採購商與小型企業的連結已然超越本地市場，而將產品或服務銷售到世界各地。依據 Adaire Fox-Martin 的觀察，亞太地區中型等級以下的企業，僅31%為婦女所擁有或管理，但能成為政府機關供應商或接受大量訂單者卻不到1%；基於鼓勵女性加入全球價值鏈的立場，應從三件事情著手：a.減低進入市場的成本與障礙；b.富有彈性的時間分配；c.在地的商務網絡連結；建議各經濟體對於企業進行性別多元的評估，或至少確保女性能公平擠身於管理階層。

- (3) 土耳其 PepsiCo Asia, Middle East and Africa, 資深副總裁暨人力資源主管 Ümran Beba: 百事公司(PepsiCo AMEA) 係擁有全球規模最大的食品與飲料品牌組合，其中有 19 個不同的產品系列，其年零售額均超過 10 億美元。公司的主要業務包括 Frito-Lay、Quaker、Pepsi-Cola、Tropicana 和 Gatorade 等知名品牌，亦包括其他數百種耳熟能詳的產品，服務全球 200 多個國家的消費者。百事公司雖然年營業收入近 600 億美元，全體員工共同秉承永續發展的承諾，致力於減少對環境的影響，並培育具包容性的企業文化，因此能在強勁的經濟營收和回饋全球社會之間找出平衡點。在「多元」及「永續」兩大主軸下，前者重視不同意見、性別、文化以追求創新，後者從人類與環境尋求長遠經營途徑。而基於在永續發展方面的努力，百事公司於 2010 年四度入選道瓊斯永續性發展世界指數(Dow Jones Sustainability Indices

World)，並第五次入選道瓊斯永續性發展北美指數(DJSI North America)。該指數以 3 個面向評估企業：
a.經濟層面：包含公司治理、風險及危機管理、創新管理、供應鏈管理；b.環境層面：評估該公司影響的生態效益、環境衝擊、氣候策略；c.社會層面：利害關係者參與、勞工實務、評估該公司對人力資源的重視、人才吸引及保留、企業社會責任等項目。

- (4) 菲律賓 DigitalFilipino.com 業主 Janette Toral: 自 1999 年起，身為 DigitalFilipino.com(數位菲律賓)網站經營者暨電子商務倡議人，強調 APEC 的環境擁有最多的電子商務交易行為，從而引領更多的投資進入亞太地區，因此以電子商務做為推動經濟成長的助力絕對不能小覷；再者，以現狀評估至 2020 年時，電子商務交易將達到 9.9 兆美元，且中國將成為最大的電子商務市場，可望達到 2.1 兆美元。與此同時，菲律賓透過電子商務路徑圖(Roadmap)，促使整體環境條件漸趨改善，期於 2020 年能使電子商務達到國內生產總值的 25%，並建立 10 萬家微型、小型和中型企業；資訊科技、電子商務等並非以男性為主體的知識領域，為實現前揭目標、吸引更多年輕女性投入並成為真正的領導者，應強化有利於電子商業發展的基礎設備、增進連網速度、跨境電子商務政策、電子商務教育，總體規劃菲律賓互聯網與寬頻、國家體系設置單一窗口、數據隱私委員會，以及簡化稅制、更新法規、提升行政效率等措施，皆屬不可或缺的要素。

8. 專題講座：女性與永續發展(Women and Sustainable Development)

- (1) 開場：菲律賓影視製作公司 Probe Productions Inc. 總經理暨社群網站 Rappler 特約編輯 Cheche Lazaro：本場次主題著重於女性投入災後復原工作及在相關工作上所扮演的角色。
- (2) 菲律賓南甘馬仁省第 3 區眾議員 Maria Leonor：身為國會議員，關注選區內獨居老人及弱勢族群，敦促政府滿足前述族群的基本生活需求。同時，亦提倡強化女性經濟能力，鼓勵女性自由創業以維持家庭生計。堅信卓越的公共服務在於關注每一個人，個人行為決定社會的組成，對於領導者的定義係「如何使人們共同建設國家」。
- (3) 亞太社會企業副總經理 Jeremy Prepscius：BSR 是從事傳遞知識及提供教育訓練的社會企業，與企業合作建立公平與永續發展的就業環，合作夥伴遍布亞洲各地，包括巴基斯坦、孟加拉、中國、菲律賓等。BSR 藉由為期 12 個月的 Herproject 訓練計畫，藉由同儕教育強化女性復原力，促使女性發揮在全球供應鏈中的角色。另 BSR 亦提倡 Herhealth 計畫，促進企業藉由關注女性員工健康以建構永續性職場環境；該計畫推廣已使得實施家庭計畫的女性員工從 40% 提升至 60%，另亦提升防治愛滋病的概念。
- (4) 智利能源公司 ESB SA Clean Energy 創辦人暨執行長 Andrea Irarrázaval Olavarría：分享自身在學習 1 個月的英語即以英語公開演說的特殊經驗。從事潔淨能

源事業，於智利創立 ESB SA 能源公司，致力於減少二氧化碳和溫室氣體的排放量，使用微型藻類並取得專利，以之建設減少氣體排放的發電廠。該項專利已超過 38 個國家使用，包括歐盟、墨西哥，土耳其和多明尼加。除此之外，亦以社會企業家的身分積極參與許多論壇，在智利促進婦女創業與發展。

- (5) 巴布亞紐幾內亞能源公司 Origin Energy 總經理 Lesieli Taviri：任職於太平洋地區最大的液化石油氣供應商之一，提出在巴布亞紐幾內亞，仍有多數人以燒柴等方式使用天然資源。隨著經濟發展，預定於 2030 年前，將全國電力使用率提升至 70%，讓 12% 的家戶使用智慧電表。平時亦致力於幫助巴布亞紐幾內亞婦女消除進入職場的阻礙，促進婦女經濟參與。

9. 專題講座：婦女與包容性經濟(Women and Inclusive Business)

- (1) 開場：菲律賓 ABS-CBN 記者 Karen Davilla：本場次主題著重於建構女性能力、增進女性在經濟參與。
- (2) 亞洲開發銀行技術顧問 Sonomi Tanaka：介紹亞洲開發銀行與中美洲開發銀行合作的研究計畫-Investing in Women's Empowerment through Inclusive Business，預計於 2016 年 2 月召開論壇發表結果。計畫的主要內容係探討「包容性企業」商業模式：在追求利潤之餘，也必須對社會有正面影響，亦即讓金字塔底端的低收入人口獲益。在金字塔底端大部分為女性人口情形下，截至目前為止，包容性企業確實可以

促進女性增加經濟能力，且在施行性別平等政策的國家其成果將益發顯著，平均而言開發中國家的婦女受益人口為 60% 會受益，已開發國家則為 20%。

- (3) 雅芳亞太地區資深副總經理 Nilesh Patel：幫助女性經濟獨立、從事女性增能工作已有 129 年，是第一家提供女性經濟獨立機會的企業，並投入約 10 億美元於此。藉由播放影片，說明該公司如何提供女性就業機會、協助女性成長，建立得以代代相傳的事業。雅芳公司藉由訓練，使女性員工銷售技巧提升，助其收入穩定致經濟獨立，且注重人際之間的關懷，因而員工在從事行銷時建立良好人際關係。在諸多努力下，致使員工流動率不高，更有三代皆從事雅芳行銷員的案例。
- (4) 可口可樂菲律賓地區副總經理 Adel Tamano：強調 3W 元素(well-being, women, water)，所以非常重視女性員工，預計於 2020 年前藉由公司之全球價值鍊，使 500 萬女性企業主增加經濟能力。目前已幫助 52 國 86 萬 5,000 名女性增能；例如：2011 至 2014 年，在菲律賓 43 個城市推行 20 個計畫，以 236 位訓練師協助 3 萬 6,000 名婦女，期在 2015 年再增加 1 萬 5,000 名婦女受益，並於 2020 年前成長一倍。另外，在菲律賓發起 Sari Sari 計畫，培植具創業潛力女性，提供必要知識、技巧及態度訓練，使其成為成功的女性創業者，目標為 2020 年前培訓 500 萬名女性。
- (5) 新加坡婦女協會執行長 Malathi Das：身為職業律師，對於性別、婦女、兒童和老人的議題有興趣，並負

責監督新加坡 CEDAW 影子報告的執行。新加坡婦女協會(Singapore Council of Women's Organisations, SCWO)是婦女組織協調機構，負責溝通、聯繫各婦女組織和婦女領袖使其合作，宗旨係為婦女促進平等空間、平等發言和平等價值。新加坡仍對妻子表現優於丈夫的情況有所顧忌，因而造成在職場發展的阻礙，是以應加強心理建設，促使婦女提升領導力及經濟參與。

10. 閉幕致詞

- (1) 中國 PinPoint 創辦人及執行長 Kathy Xiaosi Gong：
從自身經驗出發，分享成長及創業歷程中的夢想、力量與愛的體會，女性應運用特有的天賦能力，持續成長並為他人創造價值，而創業本身就是浪漫的冒險，也是讓理想付諸實現的方式。女性不應只是犧牲自我、退讓及忍耐，並期勉所有的 WEF 女性參與者，共同發揮自己與生俱來的創造力、影響力及愛的力量，讓世界變得更美好。
- (2) 秘魯婦女工業會理事長 Ana. Maria Choquehuanca：
回顧自 1998 年迄今，婦女議題在 APEC 的崛起與演變，並於 2011 年造就了婦女與經濟論壇的重要歷史。秘魯與中華臺北、南韓合作致力於運用 ICT 協助女性就業及創業，秘魯也與澳洲合作支持女性經濟能力與領導力之提升，協助女性從復原力到潛力的探索與發揮。作為 2016 年的 APEC 主辦國，秘魯已然就緒並將與各會員國針對高度重視之議題持續研究、

發展及倡導，達成婦女經濟賦權；以短片介紹秘魯的自然秘境之美，預告明年 APEC 的精彩可期。

- (3) 菲律賓婦女企業委員會主委 Ma. Aurora “Boots” Geotina-Garcia: 強調 PPDWE 的對話是改變的開始，經過振奮人心的故事分享、最佳實務典範及實證研究的發表，參與者皆受到激勵。未來將依循 WEF 所設立的五大支柱，協助婦女創造改變及發揮影響力；藉由論壇討論引導 APEC 各經濟體繼續向前邁進，在亞太地區啟動發展與包容性成長的力量，並強化公私部門合作。最後，感謝菲律賓貿易及工業部 (Department of Trade and Industry)、APEC 企業諮詢委員會 (ABAC) 及公私部門對話會議 (PPDWE) 籌辦單位的群策群力，共同圓滿完成本年度會議。

(二) 臺美雙邊會談

1. 會議時間：2015 年 9 月 17 日 10:30-11:30

2. 出席人員：

美方：美國無任所大使 Catherine M. Russell、辦公室幕僚長 Mala Adiga

我方：馮政務委員燕、黃處長碧霞、楊參議筱雲、王參事志發、陳科長嘉琦、林諮議冠佐

3. 發言紀要：

- (1) 雙方皆認同本年大會所定主題，即女性係包容性經濟成長主要驅動者及「革新者」(change makers)，以及驅動和平、經濟賦權、教育機會平等之關鍵角色；

其中科技運用、導師機制(Mentor)、青年參與均為提升婦女參與經濟之關鍵要素。

- (2) 我肯定美方建立 WE-APEC 線上網絡平臺，將有助於建構婦女經濟網絡生態圈；將規劃在地化推動進程，以政府角色強化在地婦女創業生態圈的形成。我方邀請 R 大使於今(2015)年 11 月召開婦女經濟相關會議期間，或於明年平臺上線發表時訪臺，以彰顯美方發起本倡議之形象及我方參與之效果。
- (3) R 大使回應稱，美方可分享在肯亞、越南等地推動婦女創業導師機制的經驗。關於伊知悉我留美學生銳減係因我係已開發國家而較難取得大學獎學金，以及英、澳等國來臺辦理留學展，指示其辦公室幕僚長 Mala Adiga 繼續留意。有關我邀訪乙節，R 大使表示由於今年年底前行程緊湊，倘明年行程許可時願優先考量。

(三) 臺日雙邊會談

1. 會議時間：2015 年 9 月 17 日 15:30-16:30

2. 出席人員：

日方：日本內閣府政策協調審議官石原一彥、內閣府男女共同參劃局擔當大塚幸寬、政策計畫調查官酒井香世子、推進官石橋英宣。

我方：馮政務委員燕、黃處長碧霞、楊參議筱雲、王參事志發、陳科長嘉琦、李科長筱白、楊科長玫瑩、林諮議冠佺、李研究員立璿。

3. 發言紀要：

- (1) 雙方就婦女經濟賦權之政策、在老年化、少子化、家庭規模縮小等情況下女性角色之負擔、工作與家庭平衡、托育與長期照顧政策作為等議題，分享雙方之政策與措施。我方邀請石原次長或其代表來臺擔任 12 月 1 日「台歐盟性別平權研討會：包容及永續成長」之主講者或與談人。
- (2) 石原次長向我分享日方促進私部門女性僱用新法，例如規範 301 人以上之企業，應訂定促進女性僱用措施並對外公告，此措施雖無罰則，惟將透過公告形成之同儕壓力使企業跟進。為支持婦女投入勞動力市場，日方採取擴大托育資源、推動長照保險等作為，現亦研議廢除配偶津貼，以及辦理政府採購時優先適用友善女性企業等措施。公部門方面則促進僱用女性措施，預計於 2020 年前達成 30% 高階公務員為女性之目標。
- (3) 石原次長表示來臺擔任講者事宜向其上層請示裁決，惟已指定內閣府男女共同參劃推進官(參事)石橋英宣(Hidenobu Ishibashi)擔任本案聯絡窗口。

四、 9 月 18 日

(一) 高階對話會議

1. 會議時間：2015 年 9 月 18 日 8:30~13:00
2. 發言紀要：

- (1) 由 WEF 主席菲律賓貿易工業部次長 Nora K. Terrado 女士開幕致詞：歡迎各經濟體團長、APEC 秘書處、

ABAC 及代表團與會者，並感謝與會者在 PPWE 及 PPDWE 的投入，後由 PPWE 主席及 PPDWE 主領報告會議結論。今年為橫濱市與馬尼拉締結姊妹市 50 周年，橫濱市市長亦將發表演說；後續由各經濟體團長分享對於「女性係包容性經濟成長主要驅動者」(Women as Prime Mover of Inclusive Growth)的洞見，並採納本年度 APEC WEF 宣言。

- (2) APEC 秘書處幕僚長(Chief of Staff)Irene Sim：APEC 支持女性青年領袖，尤其在 PPDWE 架構下鼓勵其參與經濟發展。從 1998 年 WLN 正式成立，到 2011 年 PPDWE 強化公私部門連結，已為促進婦女權益及政策發展建立機制。APEC 將持續確保將 PPWE 倡議推廣至各論壇與工作小組推動，並擴及科技創新、能源與投資等領域。
- (3) 本屆貿易部長會議主席暨菲律賓貿易工業部長 Gregory L. Domingo：肯定本屆會議議程與婦女與經濟五大支柱的連結性。菲國特別重視中小企業及初創企業的女性參與，從而成為創業家、擔任管理職及雇員等。中小企業貢獻 35% 的出口產值，不僅提供就業機會，更是整體供應鏈的創新來源，而有效發揮人力與科技資源、增加生產力。在貿易部長會議中已通過長灘島行動議程，致力於為微中小型企業參與區域與全球貿易提供便利措施，透過提升貿易便捷化嘉惠女性。女性對於經濟貢獻的潛能極大，因女性未參與勞動力市場以及經濟參與機會的限制，已造成 APEC 區域每年 890 億美元的損失，爰此應

於 APEC 各論壇將女性參與納入主流，重視其對於能力建構的需求。尤應特別於中小企業工作小組架構下，包括：創業、創新、財務、經商環境、市場進入及國際化等議題中，將女性企業主整合融入全球產業價值鏈。長灘島行動議程重視女性微中小型企業，確立 APEC 將運用性別統計衡量微中小型企業的經濟與社會效益，以及女性參與經濟的進展。明年菲律賓將主持 APEC 投資暨貿易委員會，也將持續關注女性經濟賦權及其潛能發揮議題。

- (4) 日本橫濱市市長 Fumiko Hayashi：鑒於安倍首相重視此婦女議題並展現具體措施，今(2015)年日本婦女在經濟參與方面有其重大進展。除了提及今年在東京召開堪稱「女性版本的達沃斯論壇」的全球女性領袖國際論壇，橫濱市特別重視健全幼托體系以減少婦女參與公共領域之障礙，透過增建設施及媒合下，已成功將幼托等待名單人數縮減為 0；該等努力已在日本全境展開，並有多樣化資源支持婦女創業與網絡連結。身為由 20 個日本市長所參與的市長聯盟第 1 位女性主席，在聯盟中與男性市長們溝通交流，反映女性參與及多元選擇已然改變日本政治經濟面貌。在公共治理上，受到 APEC 倡議啟發，從中透過各國經驗交流，以促進婦女經濟政策。橫濱市也與馬尼拉在該議題有著豐碩的交流成果，界定女性在包容性成長的關鍵角色就是其一，透過公私部門與國內外的共同合作，將這樣的價值觀與具體實踐經驗傳遞到全世界。

(5) PPWE 主席 Emmeline L. Verzosa：正式通過 PPWE 在巴布亞紐幾內亞的第 1 次會議所草擬之 2015-18 策略計畫，計畫以建構永續、包容、平衡的 APEC 區域經濟發展為目標，使女性從中增能並獲得成就；著重跨論壇發展性別政策、五大支柱支持婦女經濟賦權，強化 PPWE 及婦女與經濟論壇組織地位。重要議題包含：與 HRDWG 及 HWG 合作推動婦女健康與工作生活平衡、與 TELWG 推動智慧科技與資通訊科技(ICT)運用、運輸/災害應變/能源領域的性別議題、結構改革/教育/市民參與以縮減性別差異、長灘島行動議程、PSU 完成婦女與經濟衡量指標 (Dashboard)報告、美國 WE-APEC 平台、日本婦女領導力個別行動計畫(IAP)/災害重建/女性創業與市場進入、中華臺北女性創新經濟發展多年期計畫、巴紐金融服務倡議、加拿大微中小型企業補助等。PPWE 會議也完成本年度婦女與經濟宣言，特別重視婦女與包容性商業發展、婦女參與國際貿易與全球價值鏈、婦女與永續成長等議題。身為 PPWE 主席，鼓勵建構男女性共同參與的性別平等與婦女經濟賦權，以達到包容性經濟成長。

(6) PPDWE 主席 Ma. Aurora “Boots” Geotina-Garcia：代表 PPDWE 共 800 名與會者，總結會議成果如下：
a. 女性千禧世代的崛起不容小覷，投資女性至關重要，特別是在 STEM 及科技研發領域；b. 鼓勵建構 ICT 基礎建設，協助女性企業主連結客戶端及市場、價值鏈、導師機制、網絡及電子商務資源；c.重視女

性領導力，設定公司董事會名額及重視性別多樣性；
d. 兼顧金字塔底層婦女處境，最大的隔閡不在於貧窮所造成的社會隔離而是心理阻礙，因此婦女經濟賦權亦需重視自信心建立。引述亞洲開發銀行的性別與包容性商業研究，具有包容性的商業模式能夠鼓勵婦女發揮潛能及脫貧，同時兼顧教育、水資源、能源等領域的優先需求，所謂的商業經營模式並不侷限於社會企業、企業社會責任及微型企業，而是市場與經營取向能照顧底層族群需求的多元商業模式。最後，鼓勵增加政府、商業部門、公民社群的共同合作，協力促進婦女賦權及包容性成長。

(7) 各經濟體團長報告：

- a. 澳大利亞：G20 及 WEF 都揭示連結公私部門共同推動婦女經濟賦權的重要性，G20 領袖承諾在 2025 年前將性別差距降低 25%，這也是澳大利亞政策優先目標。女性在經濟處境上落後於男性，不僅是人力資源的浪費，亦造成每年 890 億美元的經濟損失。澳大利亞面臨人口高齡化、收入成長趨緩、投資停滯等挑戰，目前勞動力參與率仍有很大的性別落差（男性 83%、女性 71%），其中 78% 的女性受僱於私部門，因此公私部門合作以驅動社會改變、設定就業目標、健全托育服務、改革稅務、協助女性取得高階職位及投入具潛能的產業，都是婦女經濟賦權的重要工具；澳大利亞政府也設定目標，不論其補助與投資標的屬性，至少 80% 的補助與投資必須在執行過程中重視性別議題。APEC 各經濟體都在促

進婦女經濟賦權上占有重要角色，而此議題不僅是婦女議題，更是經濟與文化議題，需要男性參與以加速進展及目標達成。

- b. 汶萊：面對女性負擔家庭照顧的傳統角色，其工作與家庭的雙重負擔極重，認為公私部門夥伴關係應成為造成改變的重點。目前已設定 2035 年勞動力市場達致性別平權的目標，也致力於鼓勵年輕女性運用線上創業、使用社群網絡與科技資源。
- c. 加拿大：雖半數以上的大學學生為女性，但仍有著女性企業經營規模較小、出口貿易產值較低，以及由於技能建構差異導致女性勞動力參與率與薪資較男性為低落等問題。認為資金取得對於女性企業主在經營方面甚為重要。為鼓勵女性參與經濟、造就對於區域經濟的實質貢獻，加國協助 APEC 發展中的經濟體在微中小型企業、手工藝品創業等補助投資，例如菲律賓 The Great Women Platform。此外，重視學習與貿易知識之拓展，例如於菲國協助低學歷青年就業的 Job Start 計畫，其中即有 4/5 為女性。強調女性多樣化角色(就業者、創業者、消費者、照顧者)對於包容性成長的重要性，例如減少早婚情況將有助於婦女對於下世代的教育投資。加國將持續透過政策與公私部門共同合作，提供資金促進婦女就業及參與經濟發展。
- d. 智利：提出經濟成長並不必然造就包容性成長。根據性別差距報告，智利女性雖在健康及教育方面有所成就，但於經濟及政治參與方面進展較少。女性

的能力及參與不應被浪費，必須重視女性在科學與商業領域的投入。智利已透過制度化作為，在婦女節設立性別平等部(ministry of gender equality)作為專責性別平等議題的高層體制；也發起 ISO 制度，對於組織的性別平等進行認證；人身安全議題在議會中列入討論，期形成更完善的保障措施；勞動參與方面，遵循 ILO 第 189 號公約保障家務勞動者權益；支持 WE-APEC 倡議與平臺建立、健康婦女與健康經濟體倡議；辦理女性投入 STEM 領域研討會；標示女性微中小型企業出口的重要性；以及女性復原力、政治參與等議題，也強調金融服務對於婦女的包容性。

- e. 中國：大會主題所定義的包容性是一種氣度。女性占世界一半以上的人口，誠如聯合國秘書長潘基文所言，缺乏半數人口的參與，將無法達成全球目標。中國透過法規政策、性別平等評估機制、社會政策、經濟政策培力女性，例如婦女小額擔保貸款共提供 2,340 億元。與加拿大提及的情況相同，中國的女性以投入中小企業為主，因此政府投資 600 億中小企業發展基金以鼓勵創業。目前互聯網家行動計畫為加速婦女經濟成長的關鍵，如同企業家馬雲所言「阿里巴巴的商業機密是：70%買家及 55%賣家都是女性」。支持亞太婦女透過互聯網等手段建立信心、技術，是包容性成長的捷徑；而建立商業網絡協會能幫助女性深入參與全球經濟。此外，也必須正視無酬家務勞動問題，以及鼓勵男性參與。

- f. 印尼：認同並實踐 UN Women 建構的發展目標，其中之一即為婦女與經濟，並預計在 2030 年以前達成性別平等。印尼致力於運用 ICT 增進女性取用網路資源、增加女性參與決策、落實性別預算及評估、建立具性別敏感度的就業中心、透過性別預算以監督性別友善平等政策等情形。
- g. 日本：提出 3 項政策建議：(a)架構企業內的工作與家庭平衡措施及推動公部門的女性領導力，例如 APEC 女性領導力 IAP，使各經濟體提出 2020 目標，共同促進婦女領導力在亞太地區的提升；(b)肯認男性參與能締造雙贏，於 2015 年設定創造友善女性環境使其發揮潛能的政策目標，鼓勵及支持性別平等社會氛圍；(c)女性參與災後重建的重要性，在地震災害重建經驗下學習女性在家庭的關鍵角色及參與決策等，而有助於災後重建及增進家庭成員的健康及安全。就上開議題日本與聯合國等國際組織陸續召開研討會，並透過 APEC 場域及在婦女與經濟論壇的對話交流中，推動實質進展。
- h. 韓國：面對少子化議題，運用「招募、穩定就業、再就業、領導職務 (Recruit, Retention, Re-start, Representation)」的 4R 政策，增加婦女參與經濟的機會。招募方面，重視 20 至 30 歲年齡層男女性就業差異情形。穩定就業方面，因應韓國長工時(一年超過 2000 小時，較智利、美國、OECD 平均、日本、澳洲為高)，推動工作與家庭平衡措施，包含彈性工時/縮短工時/在家工作/遠距工作、家庭成

員照顧方案(長者照顧假、家庭照顧假等)、托育系統(職場托育中心、育嬰假等)、工作福祉(健康教育、諮商服務等)；重視男性參與，推動週三家庭日以鼓勵家庭成員共享晚餐、就業父母中心提供父職教育、友善家庭企業認證等；提出量化數據分析，說明受認證企業有較高的產值與較低的員工流動率。再就業方面，設立女性再就業協助中心，提供諮商、教育訓練、實習媒合、聘雇後導師機制等多元服務。領導職務方面，在公部門設定於 2017 年時，女性參與政府委員會及高階職務分別達到 40.9% 與 15% 之目標，在私部門發佈上市公司執行職務性別比例。

- i. 馬來西亞：於 1989 年建立婦權制度，近年則重視女性勞動力參與而於 2014 年時達到 53%、開展各種方案諸如：(a) flexWorkLife.my 計畫以呼應工作與生活的平衡；(b) 鼓勵女性回歸職場的 Career Comeback 計畫；(c) 預計於 2017 年女性在公部門的決策參與達 33%；(d) 推動女性在董事會的參與(女性董事計畫、女性董事註冊系統)、參與 30% Club 倡議，以公營事業董事會及資深管理職女性參與達 30% 為目標，商業領導者亦承諾在各層級及董事會組成上兼顧性別平等。
- j. 巴布亞紐幾內亞：8 成民眾住在農村地區，女性在各村落負擔多重角色。重視微型企業發展，認為 ICT 的運用不只在在大企業，應著重小企業運用 ICT 的潛能。呼籲在經濟全球化下重視社會、文化與信

仰多樣化。運用性別預算、將禁止對婦女歧視的觀念入法，作為婦女經濟賦權的基礎。先前國內的性別平等議題較關注在性別暴力，參與 APEC 有助於將經濟議題納入國內發展策略。

- k. 秘魯：成立專責性別平等議題的新興部門，國家性別政策規劃中，重視科技運用、打擊性別暴力，以及性別主流化。認為推動婦女參與經濟可運用五大支柱架構，在基礎建設與政策上給予支持。
- l. 菲律賓：以包容性成長為目標，重視微中小企業的立法、政策與投資。感謝加國政府協助推動 great women 方案。發現菲律賓企業相較於外商公司有更高的女性參與管理階層比例，顯示菲國女性參與經濟的潛能。認為在婦女經濟發展上，相互分享、導師機制、培訓資源及取得資金至關重要。
- m. 俄羅斯：發現全球女性創業精神增長速度超過男性企業，認為中小企業貿易便捷性應屬關鍵；鼓勵婦女著眼於能力建構，特別是在 STEM 領域及全方位培力；鼓勵運用 ICT 提供招募機會，以及兼顧工作與家庭的平衡。認為 APEC 平臺有助於為婦女參與經濟設定共同目標與進程時間表，可借鑑各國政策交流，以瞭解：女性企業家如何連結網絡及與政府合作、女性創業家如何克服困難與挑戰、高科技企業如何增加女性參與等議題。
- n. 新加坡：認為平等教育為婦女培力的基礎，重視高等教育公平性。女性接受高等教育的比例已達 94.29%，使得新加坡 25 至 64 歲的勞動參與力結構

得到改善，且目前 52.4% 的勞動參與者為女性。法律、工程等領域仍為男性主導，需要增加女性參與；透過法律及政策改革，將有助於提供女性公平機會，也必須禁止對於婦女的就業歧視。此外，女性企業信貸支持、企業及董事會女性比例也是政策重點。

- o. 中華臺北：分享與菲方合辦「以資通訊科技培力女性達到包容性成長」研討會成果，該計畫係 PPWE 架構下第一個多年期計畫。認為女性潛能發揮是驅動包容性成長動力，以推動社會企業行動方案為例，透過網絡建立及政府補助，促進青年(半數為女性)發展經濟及社區成長。將透過 APEC 多年期計畫及中小企業網路大學校建構線上學習資源，呼籲各經濟體可於婦女創業育成中心培力婦女運用 ICT 工具與資源參與經濟。
- p. 泰國：女性的勞動力參與情形在 APEC 區域間算是領先，政策重點則在於打擊性別暴力、保護婦女免於遭受職場性騷擾、建構友善職場環境。泰國國王也關注婦女賦權，性別預算為重要工具之一，有助於建構監督機制。目前在新議會產生後持續修憲，希望能擴大保障婦女權益。作為東盟一員，會持續將婦女議題帶入議程，支持婦女參與社會進程，投入更多的培訓及能力建構資源。
- q. 美國：今年為北京行動綱領 20 週年，透過檢視而發現性別平等發展方面仍有許多未竟之業。美國致力於以實證數據及網絡連結支持全球婦女創業，例如：(a) 婦女與經濟衡量指標，已於 APEC 官網上線

公布；(b)We-APEC 線上平臺也已正式上線。此外，總統十分重視亞太地區勞工充分參與經濟，致力於全方位的婦女經濟賦權方案，包含婦女與健康、婦女參與男性主導的交通產業等。總統夫人也特別重視女性教育議程，關注青年女性科技知識學習。認為在賦權婦女與女童方面，政府負擔重要角色，並當積極與私部門與非政府組織連結協力。

- r. 越南：國內婦女占總人口的 48%，並揭示婦女對於推進經濟所能發揮的重要作用。2014 年國內婦女參與經濟逾 20%，預估將持續上升。政府支援女性中小型企業主，使其得以發揮潛能。關注越南在全球價值鏈中處於下游的特別挑戰，期望在 APEC 框架中持續推動婦權，使越南婦女能充分融入經濟發展並從中受惠。

- (8) 企業諮詢委員會(ABAC)：關注老年化趨勢及婦女發展、婦女承擔照料老人及小孩責任，以及托育決策影響婦女重返職場可能性等問題。期望企業能提供彈性措施，協助婦女平衡工作與生活、穩定就業。此外，教育與培育政策亦為重點，認為 ILO 相關規範有助於婦女充分發揮潛能。肯定健康婦女與健康經濟體、Dashboard 等倡議，並強調 ICT 與電子商務等能協助婦女創業，及取得工作與家庭的平衡。ABAC 將持續協助 PPWE 在五大支柱領域的進展，鼓勵女性在公私部門參與決策及進入董事會，促進婦女運用科技、鼓勵年輕女性創業家，擴散 PPDWE 公私部門對話典範經驗。

- (9) 主席總結報告並通過本屆婦女與經濟論壇宣言：肯定 Dashboard 能使 PPWE 有效評估婦女參與經濟的進展，強調婦女在區域與全球價值鏈所能發揮的重要作用，鼓勵各經濟體發展友善金融政策等措施，支援女性企業主進入國際市場，以及鼓勵企業領袖投入協助建構友善女性職場的環境。在能力建構方面，強調鼓勵女性進入 STEM 領域，並正視目前仍有性別隔離，使婦女無法進入勞動力市場等問題。當於各領域為婦女參與經濟設立行動議程。在宣言方面，強調運用五大支柱全面支持女性參與經濟，以達包容性成長。
- (10) 前後屆主席結語：中國說明其重視保障婦女權益之立場，其國家主席習近平與聯合國秘書長潘基文於 9 月底共同主持全球婦女高峰會。秘魯則播放歡迎影片，邀請各經濟體參與 2016 年由其主辦之會議。

(二) PPWE 管理委員會

1. 會議時間：14:30-17:00
2. 會議形式：本會議重點為 PPWE 策略(2016-2018)計畫決議、2016 年 APEC 主辦國秘魯報告工作計畫(work plan)，最後為本次會議結論，摘要說明如下：

(1) PPWE 策略計畫決議

首先由本屆 PPWE 會議主席 Emmeline L. Verzosa 女士主持開幕，表示 PPWE 策略計畫經 16 日討論已大致底定，僅就如何維持及加強跨論壇合作等方面，商請各經濟體發表意見。美國主張其「健

康女性與健康經濟體」計畫即連結 PPWE、健康 (Health WG)、人力資源發展 (Human Resource development WG) 工作小組，藉由推動 APEC 計畫落實跨論壇理念。另澳大利亞亦表達藉由視訊及電信會議方式亦可強化跨論壇合作可能。

(2) 報告 2016 年工作計畫(work plan)

由 2016 年主辦國秘魯代表 Romy Tincopa 說明，簡介明年 WEF 會議主題為突破婦女在全球市場之經濟整合藩籬(Breaking barriers to economic integration of women in the global market)，就 5 項優先議題討論，分別為：a.以財務知識獲取資金(Financial literacy for access to capital)； b.以數位素養締造經濟包容 (Digital literacy for economic inclusion)； c.以照護系統破除障礙而達致包容性經濟 (Care systems to breakdown barriers for inclusive growth); d.經濟發展因性別暴力所付出的代價 (Costs of Gender-based violence in the economic development); e.女性微中小型企业主國際化機制 (Mechanisms for Micro & SME internationalization of women entrepreneurs) 等項。時程規劃為 3 天，循例召開「婦女與經濟政策夥伴關係」、「公私部門對話」及「高階政策對話」等會議。

(3) 會議結論

主席宣布 2016 年將召開 1 次 PPWE 會議，於 6 月 22 日至 24 日在秘魯首都利馬舉行。

參、 會議觀察與建議

本次 PPWE 會議確認五大支柱為亞太地區推動女性經濟參與之優先議題，而 WEF 會議宣言除呼應主題「女性為包容性成長主要驅動力」，各項計畫實際成果亦列為參考重點。爰將未來各機關政策落實之方向建議依 WEF 會議觀察劃分說明如下：

一、 建立與其他經濟體合作模式

我國於本屆 WEF 會議期間與主辦國菲律賓合作舉辦研討會、除可吸引較多經濟體參加與關注，藉以擴大宣傳我 MYP 計畫成果亦可提升我在 APEC 能見度，亦獲得諸多經濟體表達合作意願，具有深化我國與各經濟體關係成效，另亦為我企業提供行銷管道，公私部門合作促進我國企業商機，全案成效頗佳，爰與各 APEC 主辦國合作推動計畫模式，可作為往後我 PPWE 與其他經濟體合作模式。【行政院性別平等處、財團法人婦女權益促進發展基金會】

二、 提供婦女創業學習平臺

PPWE 已將資通訊科技視為促進女性參與經濟的必要工具之一，並建議將 ICT 廣泛運用於知識學習與商務推廣。我國執行之「女性創新發展多年期計畫」研究主軸為協助女性企業主運用 ICT 工具進而創業或拓展商機，並透過線上應用程式，提供包括財務及人事管理與網絡建立等。計畫相關成果婦女創業知識 WE boss 應用程式(APP)獲得多個經濟體肯定，並表示願與我合作。該程式預計本年年底完成，建請相關單位提供素材以充實內容，並於完成後提供資訊平臺宣傳及提供我國有興趣創業的婦女下載使用。【行政院性別平等

處、經濟部、勞動部、財團法人婦女權益促進發展基金會】

三、 建立婦女線上創業學習評估機制

我國推動婦女運用 ICT 工具，拓展商機已行之多年，現有諸多線上學習平臺提供婦女創業學習課程，為使資源符合婦女創業之實際需求，且提供使用者自我衡量創業準備及個人能力改善程度，強化學習動機與持續性，建議相關單位充實線上學習平臺內容，進而建置行動版及線上創業學習評估機制。【經濟部、勞動部、教育部】

四、 強化性別統計工具之應用

因 APEC 區域各經濟體婦女處境不一，量化分析將有助於識別當前婦女參與經濟需求，故 APEC 婦女與經濟衡量指標(Dashboard)計畫，於 2013 年即受到美國、菲律賓與馬來西亞等國的支持。建請相關機關可透過各領域內性別統計工具之建立，有效追蹤檢視婦女參與各經濟領域發展，作為衡量當前政策成效參考。【個別行動方案(IAP)執行機關】

五、 推廣「健康女性與健康經濟體」倡議

健康問題有時阻礙婦女得到經濟機會或能力。因此，為解決婦女特定健康相關問題，建請政府相關單位以及私部門企業，對人力資本進行投資，確保所有勞工的身心健康、安全及福利，包括顧及女性在健康與安全的差異需求。同時，PPWE 發展之「健康女性與健康經濟體」政策工具包，可作為相關行動指導，提供包括工作場所健康和安全的政策建議和實務、健康與察覺、性別暴力、性和生育健康，及工作與生活的平衡。【衛生福利部、勞動部、經濟部】

六、 建立女性創業生態圈

PPWE 確認五大支柱為提升女性經濟參與程度之重要策略，而促進女性企業/創業則是當前各國主要目標，相關機構分別依專業功能建置各式輔導機構。因此，為達成專業分工機制之綜效，宜以建立生態圈方式，依五大支柱積極推動下方目標。【經濟部、勞動部】

(一) 協助取得創業資金(Access to Capital)

藉由女性成功創業範例，善用 ICT 幫助創業者取得資金來源資訊及建構企業管理行銷知識。為協助女性增加取得資金來源的資訊(包含偏遠地區之女性企業主)，建請相關單位以多元管道提供資金取得訊息，並持續推動金融知識訓練課程，俾利女性取得啟動資金。

(二) 改善婦女進入市場管道(Access to Markets)

婦女企業參與國際貿易市場已是當前全球化潮流，而家庭照顧責任與缺乏專業貿易知識，往往是阻礙女性企業成功投入全球市場因素。主管機關宜檢視相關法規、措施及執行成效，使婦女對內可保持工作與家庭的平衡，對外則有潛力投入國際市場，並針對婦女創業主要產業(零售、食品加工業等)提供國際貿易標準之宣導。

(三) 提升婦女創業知能(Skills and Capacity Building)

強化婦女競爭力就是增加國家經濟成長力，年輕女性更是不容忽視的成長潛力。相關單位宜持續辦理婦女創業培育課程，與大專院校或民間企業共同合作，將年輕女性列為課程設計與重點培訓對象。

(四) 建立婦女領導能力(Leadership)

建請借重成功女性創業者的經驗，協助有志創業者學習

並建立標竿目標。同時，可強化女性企業家網絡以提升女性創業能量。美國亞太女性企業家網絡已建置完畢，請相關機關多加利用並應用此平臺協助企業主發展商機。

肆、附錄

附錄一：2015 年婦女與經濟論壇大會議程

APEC Women and the Economy 2015 Fora:
Notional Agenda

<p>Parallel events: (16-18 September 2015) LUXE PHILIPPINES Product/Selling Fair of GREAT Women, OTOP Elites, and Manila FAME enterprises</p> <p>ICONOGRAPH: Women Icons of APEC APEC Women Icons Exhibit</p>

15 September 2015

Arrival in Manila	
Registration (Pick-up of ID badges)	
08:30H - 12:30H	<p>WE-APEC Workshop: Setting the Agenda for Action <i>co-hosted by:</i></p> <ul style="list-style-type: none"> ▪ U.S Department of State ▪ United States - APEC Technical Assistance to Advance Regional Integration (US-ATAARI)
13:00H - 14:00H 14:00H - 17:30H	<p>The APEC Women and the Economy Dashboard: Developing an Implementation Plan Working Lunch Working Meeting <i>co-hosted by:</i></p> <ul style="list-style-type: none"> ▪ U.S Department of State ▪ United States - APEC Technical Assistance to Advance Regional Integration (US-ATAARI)
14:00H - 18:00H	<p>APEC Women's Business and Smart Technology Seminar: Including & Leveraging Smart Technology for Empowering APEC Women Entrepreneurs <i>co-hosted by:</i></p> <ul style="list-style-type: none"> ▪ Asia Pacific Women's Information Network Center (APWINC) (Republic of Korea) ▪ Department of Trade and Industry (Philippines) <p><i>co-organized by:</i></p> <ul style="list-style-type: none"> ▪ Global Women's ICT Network (Republic and Korea) and Team Asia (Philippines) <p><i>supported by:</i></p> <ul style="list-style-type: none"> ▪ Ministry of Gender Equality and Family (Republic and Korea)
18:00H - 20:00H	<p>Dinner for the Seminar Participants <i>hosted by:</i></p> <ul style="list-style-type: none"> ▪ Asia Pacific Women's Information Network Center (APWINC) of Korea

**Asia Pacific Economic Cooperation 2015
Policy Partnership on Women and the Economy (PPWE) 2 Meeting**

ANNOTATED AGENDA
16 September 2015 | 08:30H – 16:30H

1. **Welcome and Opening Remarks**
 - 1.1 Mme. Nora K. Terrado, APEC WE 2015 Fora Chair, to welcome delegates to Metro Manila.
2. **Family Photo**
3. **Adoption of the PPWE 1 Meeting Summary**
 - 3.1 PPWE Chair to invite members to adopt the PPWE 1 Meeting Summary which was submitted to the SCE Chair
4. **Adoption of Agenda**
 - 4.1 PPWE Chair to invite the members to endorse the agenda
5. **Update on the utilization of the Guide on Gender Criteria for APEC Project Proposals (by Penelope Howarth, APEC Secretariat Gender Focal Point)**
 - 5.1 PPWE Chair to invite the PPWE Program Director to update the members on the use of Guide on Gender Criteria for APEC Project Proposals
6. **Update on the Use of the Women and the Economy Dashboard**
 - 6.1 PPWE Chair to invite the representative from the APEC Policy Support Unit to provide updates on how the PPWE and other working groups or economies have used the data and Dashboard indicators
7. **Discussion on the Implementation of the PPWE Strategic Plan 2015-2018 (5 min. per each economy)**
 - 7.1 Economies to discuss the implementation of the PPWE Strategic Plan
 - 7.2 Economies to present their IAP aligned to the Strategic Plan and 5 Priority Pillars on a voluntary basis. Economies who have already reported in the past may present their recent actions and developments. They can also relate it to the IAPs they previously reported.
8. **Coffee / Tea break**
9. **Discussion on the Implementation of the PPWE Strategic Plan 2015-2018**
 - 9.1 Presentation of Concept Note on “Women’s Access to Financial Services-Data in the APEC Region” sponsored by Papua New Guinea
 - 9.2 Canada’s reporting on “Dedicated MSME Sub-fund and Policy Support Facility”

10. Report on projects of other APEC fora with PPWE participation or infusion of gender equality and women's economic empowerment provisions
 - 10.1 PPWE Chair to report on initiatives of other APEC fora in integrating gender equality and women's economic empowerment

11. Draft Statement of the Women and the Economy 2015 Fora
 - 11.1 Economies discuss the draft Women and the Economy 2015 Fora Statement to be endorsed to the High Level Policy Dialogue on Women and the Economy

12. Lunch break

13. (cont'd) Draft Statement of the Women and the Economy 2015 Fora
 - 13.1 Economies discuss the draft Women and the Economy 2015 Fora Statement

14. Chair's Closing Remarks
 - 14.1 PPWE Chair offers to close the meeting

Seminar on Empowering Women through ICT for Inclusive Growth

Agenda

Wednesday, 16 September 2015

Summit Halls E & F, the Philippine International Convention Center (PICC)

Metro Manila, Philippines

09:00H – 09:30H	Registration
09:30H – 09:40H	Opening and Welcome Remarks
	<p>Hon. Joyce Yen Feng Head of the Chinese Taipei Delegation to APEC WE 2015 Fora Minister without Portfolio, Chinese Taipei</p> <p>Hon. Nora K. Terrado Chair, APEC WE 2015 Fora Undersecretary, Department of Trade and Industry, Philippines</p>
09:40H – 09:55H	Guest of Honor Speech
	<p>Hon. Catherine M. Russell Head of the United States Delegation to APEC WE 2015 Fora Ambassador-at-Large for Global Women's Issues Department of State, United States</p> <p>Mr. Andrey Mukhanov Chair, APEC Telecommunications Working Group (APEC TEL) Adviser to the Minister, Ministry of Telecom and Mass Communications of the Russian Federation</p>
09:55H – 10:15H	Keynote Speech
	<p>Ms. Aida Jean Manipon Country Program Manager UN Women Philippines</p>
10:15H – 10:45H	Group Photo and Coffee Break
10:45H – 11:20H	<p>Panel Session on Innovation for Women and Economic Development and the Toolkit and Game-Based Learning Application Moderator: <i>(5 minutes)</i></p> <p>Ms. Patricia May M. Abejo Director, Department of Trade and Industry, Philippines</p> <p>Panelists: <i>(10 minutes for each speaker)</i></p> <p>Ms. Ching-Cheng Chang Research Fellow at Institute of Economics, Academia Sinica, Chinese Taipei</p> <p>Ms. Hsiao-Mei Lin Co-founder and CEO of HEX, Inc. Thunder Sensing, Inc., Chinese Taipei</p> <p>Open Forum <i>(5 minutes)</i></p>

11:20H – 12:10H	<p>Panel Session on Successful Cases of Women's Economic Empowerment by Economy Presentation Moderator: <i>(5 minutes)</i> Ms. Ching-Cheng Chang, Chinese Taipei</p> <p>Panelists: <i>(8 minutes for each speaker)</i> Ms. Carol Hanlon, CEO of Belmont BEC, Australia Ms. Kio Chung Kim, President of Global Women's ICT Network, Republic of Korea Ms. Olga Pizarro Stieповic, Professor of Del Desarrollo University, Chile Ms. Chiqui Go, President of Mansmith & Fielders, Inc., Philippines</p> <p>Open Forum</p>
12:10H – 13:30H	Luncheon
13:30H – 14:00H	<p>Presentation on the APEC Women's Participation in the Digital Economy <i>(15 minutes for each speaker)</i> Dr. Patrice Braun Adjunct Professor, Collaborative Research Network Federation University Australia</p> <p>Presentation on "Interaction of Women Friendly App" Ms. Hannah Chou Co-founder of OurCityLove Social Enterprise, Chinese Taipei</p>
14:00H – 15:30H	<p>Overview and Mechanics of Breakout Session Facilitator: Ms. Rosario M. Gruet, Co-founder of Software Products Incubation, Philippines Ms. Ching-Cheng Chang, Chinese Taipei</p> <p>Overview of Breakout Session (4 discussion group leaders)</p> <ul style="list-style-type: none"> — Capacity Building and Training — Entrepreneurship — Infrastructures — Public-Private Partnership and Network <p>Breakout Session Proper</p>
15:30H – 16:00H	Coffee Break
16:00H – 17:00H	<p>Report on Breakout Session Results Discussion on Next Steps Moderators: Ms. Rosario M. Gruet, Philippines Ms. Ching-Cheng Chang, Chinese Taipei</p> <p>Open Forum</p>
17:00H – 17:10H	<p>Closing Remarks Ms. Pi-Shia Huang, Director General, Department of Gender Equality, Chinese Taipei Ms. Patricia May M. Abejo, Director, Department of Trade and Industry, Philippines</p>

**APEC Women and the Economy 2015 Forum:
Women as Prime Movers of Inclusive Growth
15 – 18 September 2015
Reception Hall, Philippine International Convention Center**

NOTIONAL AGENDA

17 September 2015

APEC WOMEN AND THE ECONOMY 2015 OPENING CEREMONY	
08:30H – 08:35H	Preliminaries / Short Safety Briefing (5 min.)
08:35H – 09:05H	Welcome Remarks and APEC Overview Video Presentation (20 min.) <ul style="list-style-type: none"> ▪ Ms. Nora K. TERRADO CHAIR, APEC WE 2015 Fora Undersecretary, Department of Trade and Industry
	Opening Speech (10 min.) <ul style="list-style-type: none"> ▪ Ms. Doris Magsaysay-Ho Chair, APEC Business Advisory Council President and CEO, Magsaysay Maritime Corporation
09:05H – 09:15H	Harnessing the Power of the Crowd (10 min.) <ul style="list-style-type: none"> ▪ Ms. Maria Ressa Chief Executive Officer Rappler
09:15H – 09:30H	Facilitated Audience Participation (with Q&A and Polling) (15min.) <ul style="list-style-type: none"> ▪ Ms. Maria Ressa Chief Executive Officer Rappler
09:30H – 09:45H	World Economic Forum’s Global Gender Gap Report (15 min.) <ul style="list-style-type: none"> ▪ Ms. Saadia Zahidi Senior Director Gender Parity, Human Capital and Constituents World Economic Forum
09:45H – 10:00H	Break to prepare for the President’s arrival (everyone should be seated)
PUBLIC PRIVATE DIALOGUE ON WOMEN AND THE ECONOMY (PPDWE)	
10:00H – 10:15H	Protocols, Preliminaries and Introduction of VIP Keynote Speaker (10-15 min.) <ul style="list-style-type: none"> ▪ Hon. Gregory L. Domingo Chair, Ministers Responsible for Trade Secretary, Department of Trade and Industry
10:15H – 10:30H	Keynote Speaker (15 min.) <ul style="list-style-type: none"> ▪ H.E. Benigno Simeon Aquino III President of the Republic of the Philippines
10:30H – 10:45H	Photo Opportunity with the President
10:45H – 11:00H	Coffee / Tea break
11:00H – 12:00H	Panel Session on the 5 Pillars of Women’s Economic Empowerment <ul style="list-style-type: none"> On access to capital and assets <ul style="list-style-type: none"> ▪ Ms. Heather Carroll Cox Chief Client Experience Digital and Marketing Head, Citi On access to markets <ul style="list-style-type: none"> ▪ Ms. Hafimi bte Abdul Haadii Director/Shareholder LVK Group of Companies

	<ul style="list-style-type: none"> ▪ Mr. Nilesh Patel Senior Vice President & President, Asia Pacific Avon Products Inc. ▪ Atty. Adel Tamano Vice President for Public Affairs and Communications Coca-Cola Philippines ▪ Ms. Malathi Das President Singapore Council of Women's Organisations 	Young Global Leader, World Economic Forum
16:10H – 16:20H	Coffee / Tea break	
16:20H – 17:20H	WOMEN AND SUSTAINABLE DEVELOPMENT	
Resiliency Women and Sustainable Development	<ul style="list-style-type: none"> ▪ Ms. Maria Leonor "Leni" Robredo 3rd District Representative, Camarines Sur, Philippines ▪ Mr. Jeremy Prepscious Vice President, Asia Pacific Business for Social Responsibility (BSR) ▪ Ms. Andrea Irarrázaval Olavarria Founder and Chief Executive Officer Clean Energy ▪ Ms. Lesieli Taviri General Manager Origin Energy 	Moderator: Ms. Cheche Lazaro President, Probe Productions Inc. Editor-at-Large, Rappler
17:20H – 17:30H	Integration and Synthesis (10 min.)	
	<ul style="list-style-type: none"> ▪ Ms. Cheche Lazaro President, Probe Productions Inc. Editor-at-Large, Rappler 	
17:30H – 17:45H	Summary of the PPDWE Recommendations (15 min.)	
	For endorsement to HLPD (to be incorporated in the WE Statement)	
17:45H – 18:00H	Closing Remarks (5 min. each)	
	Past, Future, and Present Host Economy Private sector Lead representative	
	<ul style="list-style-type: none"> ▪ CHINA Ms. Kathy Xiaosi Gong Founder & CEO, PinPoint Founder & Chairwoman, KG Inc & Seeway Group ▪ PERU Ms. Ana María Choquehuanca President Peruvian Association Industrial Women – PERU MISUR ▪ PHILIPPINES Ms. Ma. Aurora "Boots" Geotina-Garcia Chair, Women's Business Council Philippines 	
19:00H – 21:00H	Welcome dinner with cultural show (to be held at Sofitel Hotel)	

**Asia Pacific Economic Cooperation 2015
High Level Policy Dialogue (HLPD) on Women and the Economy**

ANNOTATED AGENDA
18 September 2015, 08:45H – 12:30H

08:45H – 09:00H

1. Family Photo

- Ministers and Heads of Delegation have their Family Photo

09:00H – 09:05H

2. Welcome remarks

- Ms. Nora K. Terrado, HLPD Chair, opens the meeting
- Chair outlines arrangements and seeks adoption of the agenda

09:05H – 09:10H

3. Introductory Remarks

- Chair invites the APEC Secretariat Chief of Staff, Ms. Irene Sim, to deliver the introductory remarks

09:10H – 09:20H

4. Economic Empowerment of Women for Inclusive Growth

- Chair invites the APEC Ministers Responsible for Trade Chair Secretary Gregory L. Domingo

09:20H – 09:25H

5. Opportunities and Challenges for Women's Economic Empowerment in Japan

- Chair invites Hon. Fumiko Hayashi, Mayor of Yokohama City, Japan

09:25H – 09:40H

6. Coffee / Tea break

09:40H – 09:50H

7. Report by the PPWE Chair

- Chair invites the Policy Partnership on Women and the Economy (PPWE) Chair to provide a brief summary on the outcomes of the APEC PPWE meeting on September 16

09:50H – 10:00H

8. Report by the PPDWE Lead

- Chair invites the Lead to provide a brief summary on the outcomes of the Public Private Dialogue on Women and the Economy (PPDWE) on September 17

9. Policy recommendations of the Heads of Delegations

- Chair invites the Minister/ Heads of Delegation of the 21 economies to provide policy recommendations focusing on areas for Women as Prime Movers of Inclusive Growth

11:50H – 12:10H

10. Concluding Remarks – Setting the Action Agenda for Women’s Economic Empowerment

- Chair summarizes the agreements and policy recommendations of the 21 economies

12:10H – 12:15H

11. Adoption of Women and the Economy Statement

- Chair asks Ministers, high-ranking officials and private sector leaders to consider and approve the statement

12:15H – 12:30H

12. Remarks by the HoD of the Past, Present, and Future Chair

- Chair invites the Minister/ Head of Delegation of People’s Republic of China, Philippines, and Peru

12:30H – 14:00H

13. Lunch break

14:00H – 15:00H

14. Press Conference

附錄二：2015 年婦女與經濟論壇宣言

APEC Women and the Economy 2015 Fora Statement Women as Prime Movers of Inclusive Growth

- 1 We, APEC Ministers, Heads of Delegations, Senior Officials, private sector leaders, and representatives from non-governmental organizations, met in Manila, the Philippines, from 15 to 18 September 2015 for the High-Level Policy Dialogue on Women and the Economy within the APEC Women and the Economy 2015 Fora.
- 2 We acknowledge the APEC host theme of “Building Inclusive Economies, Building a Better World” focusing on four priorities: 1) enhancing the regional economic integration agenda; 2) fostering small and medium enterprises (SMEs) participation in regional and global markets; 3) investing in human capital development; and 4) building resilient and sustainable communities.
- 3 This meeting builds on the foundation of the first APEC Ministerial Meeting on Women, also held in Manila in 1998, which paved the way for the drafting of the Framework for the Integration of Women in the APEC agenda. The Framework has guided all APEC fora in mainstreaming women in APEC processes and activities.
- 4 We welcome the recognition by the APEC Leaders of the vital contribution of women to economic development and prosperity of the Asia Pacific and beyond, as well as their commitment to take concrete policies and innovative measures to further enhance women’s economic empowerment, and greater inclusion of women in the regional economy, in particular, through improved access to capital and assets; access to markets; skills, capacity building,

and health; women's leadership, voice and agency; and innovation and technology. We will work to ensure women's equal opportunities, participation, and benefits in innovative development, economic reform, and growth.

- 5 We recognize that 2015 is a landmark year as we celebrate the 20th anniversary of the Beijing Declaration and Beijing Platform for Action (BPfA) agreed by 189 United Nations (UN) Member States during the Fourth World Conference on Women in 1995, where investing in gender equality and women's empowerment was acknowledged. The BPfA recognizes that women make significant contributions to the economy and calls for the promotion of women's economic rights and independence, including access to employment, appropriate working conditions and control over economic resources, and equal pay for equal work and work of equal value.
- 6 We encourage APEC economies to take concrete steps towards addressing gender disparities in women's labor force participation. We recognize the commitments of G20 leaders in 2014 to reduce the gender gap by 25 percent by 2025.
- 7 Recognizing that APEC presents an opportunity for international collaboration between policy makers and industry leaders, including those in the APEC Business Advisory Council (ABAC), the Policy Partnership on Women and the Economy (PPWE) will work closely with ABAC to further advance women's economic participation and develop programs that will train and promote diverse pipelines of women leaders.
- 8 We commend economy-led efforts under the PPWE to enhance women's entrepreneurship, including in disaster reconstruction, to encourage women's participation in the

economy using smart technology and other ICT tools, and to empower women through leadership as described in Annex A.

Women as Prime Movers of Inclusive Growth

9 The main theme of the APEC WE 2015 Fora, “Women as Prime Movers of Inclusive Growth,” reaffirms women’s crucial role in achieving economic prosperity and women’s leadership roles as imperative for competitiveness and success in the private, and public sectors. Inclusive growth is seen as growth that provides opportunities for all, including women as both drivers and beneficiaries of this development, which in turn can promote greater gender equality.

10 The APEC WE 2015 Fora also tackled three sub-themes: **Women and Inclusive Business**, which highlighted how women from the base-of-the-pyramid are empowered as producers, suppliers, distributors, workers, and/or consumers; **Women in the International Markets and Global Value Chains**, which discussed how women leaders use innovation as a means to breaking barriers and effectively competing in global value chains and regional economies; **Women and Sustainable Development**, which highlighted success stories and case studies on women’s resilience, including health and wellness linked to productivity, family management and human capital development, and disaster preparedness and business continuity planning in the context of the changing climate and environment.

11 We recognize that to address issues within these sub-themes more efficiently, Senior Officials approved the holding of two PPWE meetings this year; the first of which was graciously hosted by Papua New Guinea in Port Moresby from 03 to 05 May 2015. This is to provide ample time for economies leading projects under the PPWE and across other APEC fora

to ensure that gender equality and women's economic empowerment is being pushed forward for consideration by Senior Officials, Ministers, and APEC Leaders.

12 We welcome the outcomes of the Public Private Dialogue on Women and the Economy (PPDWE), which highlighted inspiring stories and the unique role of women as prime movers of inclusive growth. It also provided an educational and interactive forum for sharing good practices and insights into tapping women's potential through, for example, leveraging technology and e-commerce. It also emphasized that women are more than just a niche market but rather a driving force for economic change. The PPDWE called on all stakeholders to continue pursuing a women's economic empowerment agenda to create new opportunities for women, highlighting in particular the need for collaboration between the public and private sectors.

Empowered: Women and Inclusive Business

13 We remain committed to realizing the full potential of women as economic actors in the global economy and will continue to promote access to education, training and capacity-building programs, particularly for developing economies, and mentoring services to enable women to widen their awareness and gain access to labor markets, quality employment, and business opportunities. We commit to strengthen social protection as it impacts women's ability to fully participate in the economy.

14 We shall continue to foster the increase in the number of female entrepreneurs year by year by developing policies and services to assist women's business start-up and business development.

- 15 Bearing in mind the importance of enhancing women's participation in the economy particularly focusing on leadership, decision-making and management, we encourage each economy to establish and pursue measurable and aspirational voluntary goals, including women's representation in leadership and decision-making roles.
- 16 We also encourage companies, employers, and entrepreneurs, along with governments, to invest in human capital to ensure the physical and mental health, safety, and well-being of all workers, including working to address the unique health and safety challenges faced by women in the workplace.
- 17 We recognize the importance of inclusive growth and the contribution of vulnerable groups to the growth and stability of the global economy. Youth, persons with disabilities and indigenous peoples experience increased levels of poverty and social exclusion, with women and girls in each of these categories experiencing even greater challenges.
- 18 We call on public and private sector stakeholders to promote and respect gender diversity at all levels of employment, and encourage both sectors to develop mechanisms to collect sex-disaggregated data, formulate policies to ensure the achievement of gender equality and women's empowerment, and provide public transparency regarding actions taken.
- 19 We acknowledge that building a gender-responsive world requires a social transformation of all members of society. We encourage women and girls and men and boys to take an active stand in promoting gender equality and women's empowerment and advocating for mutual respect and shared responsibility. We recognize that promoting gender equality and women's empowerment will bring benefits not only for

women and girls but also men and boys through inclusive growth.

20 We encourage exploring the possibility of promoting fair trade programs to support more women in rural-based economies to participate in cross-border trading. We recognize that this will provide more women with access to markets for their products and generate income to sustain their livelihood.

Innovative: Women in the International Market and Global Value Chains

21 We emphasize that gender is an important aspect in the international markets and global value chains. Therefore, it is important to integrate gender into the overall business operations analytical frameworks, including production, sourcing, marketing, and consumption, to ensure gender is accounted for. Taking proactive measures will enable women as employees, leaders, and entrepreneurs to become more competitive and improve their ability to participate in global value chains. This will facilitate the development of competitive advantage for women's enterprises and improve their functional position in the value chain as well as coordinate the support of various enablers and service providers.

22 We listened to success stories of role models who exemplified the transformation of women and provided a mentoring and networking opportunity for dynamic women trailblazers. These provided lessons and recommendations for women to take ownership and propel the development process by harnessing their motivation, leadership, and decision-making skills.

23 We recognize the importance of innovation for women and economic development and, therefore, encourage APEC economies to work towards creating an enabling environment for women to fully and equally get access to economic resources and equal opportunities to participate in business in the global markets.

Resilient: Women and Sustainable Development

24 We acknowledge the strength and exceptional spirit of resilience of women and girls in the Asia Pacific and emphasize their important role in adapting to climate change, reducing and managing disaster risks, spurring economic development, and further strengthening the ties of communities.

25 We recognize the “Sendai Framework for Disaster Risk Reduction 2015-2030” adopted at the Third UN World Conference on Disaster Risk Reduction in March 2015, which stipulated “Women and their participation are critical to effectively managing disaster risk and designing, resourcing and implementing gender-sensitive disaster risk reduction policies, plans and programmes; and adequate capacity building measures need to be taken to empower women for preparedness as well as build their capacity for alternate livelihood means in post-disaster situations.”

26 We encourage economies to provide women with equal opportunities to participate in decision-making roles at all levels of disaster risk reduction, response, and recovery and to enhance women’s leadership capabilities and representation across the board. We also encourage women as integral members of our community, company workers, and entrepreneurs to be equipped in disaster risk mitigation and climate change adaption. During times of disasters, women have been known to take on tasks related to survival, such as

administering provisions for their families and seeing to their safety and good health. Empowering women such as through entrepreneurship reinforces their roles as champions of community resilience in the face of disaster.

27 Women entrepreneurs should also be provided with capacity building, technical support, and access to capital to enable them to run resilient enterprises. This will ensure that devastations brought about by disasters will not permanently rob them of their income and livelihood.

28 We encourage efforts towards promoting business continuity programmes to support women-owned enterprises to get up on their feet after disasters and carry on re-building their lives and businesses. Reducing barriers to accessing financial capital and technical assistance as part of business continuity planning would help to ensure recovery of loss of businesses.

29 We welcome industries and sectors' efforts to promote sustainable development as they embrace inclusive growth and support the livelihoods of many women, in particular in those sectors where the proportion of women is increasing.

30 We advocate for public and private investments on “green infrastructure” and for women to be consulted on gender-inclusive spatial designs. Disaster recovery centers should also set up women-friendly spaces to ensure the safety and specific needs of women.

Integration of Gender Perspectives across APEC

31 We commend efforts by APEC sub-fora to integrate gender in their work, including ongoing collaborations with the PPWE (See Annex B). We call on all APEC sub-fora to continue integrating gender equality and women's empowerment in their work planning and annual reports.

32 We recognize the updated Guide on Gender Criteria and the APEC Women and the Economy Dashboard as useful tools to ensure mainstreaming of gender perspectives across APEC. Assessing projects using the Gender Criteria enables a conscious effort in engaging women in all aspects of APEC's work and in increasing women's participation in the region. The APEC Women and the Economy Dashboard is a tool to track, measure, and communicate progress in reducing barriers to women's economic participation across five key priorities. We call on APEC economies to leverage the Dashboard as a tool to inform policymaking and capacity building across all APEC work streams, and to improve and expand data collection to strengthen the utility of the Dashboard.

Towards achieving gender equality and the empowerment of all women

33 We, APEC ministers, heads of delegations, senior officials, representatives of non-governmental organizations and private sector leaders, affirm Women as Prime Movers for Inclusive Growth and commit to work towards achieving gender equality and the empowerment of all women, and building a better world.

APEC Women and the Economy Fora 2016

34 We look forward to our next meeting in Peru for the APEC Women and the Economy Fora and other related activities in 2016.

Toward APEC Philippines 2015 Economic Leaders' Meeting in Manila

35 We agree to present this APEC Women and the Economy 2015 Fora Statement as our contribution to the APEC

Economic Leaders' Meeting in November in Manila, the Philippines.

Annex A: Current PPWE Initiatives

Women's Entrepreneurship

- 1 The Women's Entrepreneurship in APEC (WE-APEC) initiative, which was launched in 2014, examined each economy's efforts across government, private sector, and business network services to promote and support women's entrepreneurship. The findings of the WE-APEC gap analysis under this initiative offered a detailed view of the landscape for women entrepreneurs in the APEC region. The economy assessments can be utilized to strengthen eco-systems that support women's entrepreneurship. The WE-APEC online platform, www.we-apec.com <<http://redirect.state.sbu/?url=http://www.we-apec.com>>, offers a dynamic directory of service providers for women-owned businesses across APEC and provides a way for governments, the private sector, business networks and entrepreneurs to connect to each other.
- 2 The survey on “Good Practices of Women’s Entrepreneurship in Local Communities in the Process of Disaster Reconstruction” as well as the workshop held in March 2015 in Sendai, Japan, on the occasion of the Third UN World Conference on Disaster Risk Reduction highlighted the important perspectives for women’s economic empowerment. These include the need for technical skills and knowledge support; the provision of gender-sensitive services to meet individual needs; the importance of strategic partnership, access to finance and local ownership; fostering management skills including human resource management; and increasing profits, innovation and access to the market.

Women and Smart Technology

- 3 The Women's Business Smart Technology Seminar reaffirmed the potential and importance of women's active participation in the economy through smart technology and promoted the building of knowledge partnerships and formulating regional strategies on the use of smart technology.

Women's Leadership

- 4 The 50 Leading Companies for Women in APEC Project aimed to demonstrate practices in improving women's leadership by showcasing efforts of about 50 companies in the APEC region to empower women in their workplaces. The project can inspire other companies to learn and enhance women's leadership and representation in their own respective workplaces.
- 5 The Individual Action Plan (IAP) for the Enhancement of the Ratio of Women's Representation in Leadership Project was launched to promote women's participation in the economy at all levels, particularly on leadership, decision-making and management. The IAPs will serve as mechanisms for measurable and aspirational voluntary goals which economies could work toward by the end of 2020, with a view to assessing progress of ratio of women's representation in leadership.

Women in ICT

- 6 The PPWE Multi-year Project "Innovation for Women and Economic Development: Facilitating Women's Livelihood Development and Resilience with ICTs" is an on-going project, which provides women entrepreneurs an opportunity to exchange views on policies and practices of using ICT tools and assist them in establishing and expanding their enterprises.

Annex B: Partnerships with Other APEC Working Groups

- 1 The PPWE has partnered with other APEC working groups to incorporate gender equality and women's empowerment into their sector-specific public-private dialogues, ministerial meetings, and projects and programs to ensure that barriers to women's economic empowerment are addressed across sectors.

Human Resource Development Working Group (HRDWG)

- 2 The PPWE is collaborating with the HRDWG to implement training programs for developing the skills of women, fostering an enabling environment to create better quality jobs for women, and establishing capacity building centers to help women achieve competencies to meet the demands of industry, as well as enhance educational opportunities for women and girls.

HRDWG and Health Working Group (HWG)

- 3 Full participation of women in the economy is essential to achieve inclusive economic growth; however, women's ability to access the economic opportunities is sometimes hindered by health concerns. Thus, the PPWE worked with the HRDWG and HWG on the "Healthy Women, Healthy Economies" initiative. A Policy Toolkit was developed to address health-related barriers specific to women so they can join, remain and rise in the work force. The Policy Toolkit includes policy recommendations and practices on: workplace health and safety; health access and awareness; gender-based violence, sexual and reproductive health; and work/life balance. The Policy Toolkit can serve as a guide to APEC member economies in implementing actions on a

voluntary basis and choosing actions appropriate for their economy.

Emergency Preparedness Working Group (EPWG)

- 4 Recognizing that the Asia-Pacific is the most natural disaster-affected region, the PPWE collaborated with the EPWG to identify and address the needs and concerns of women and girls in emergency preparedness and post-disaster recovery and resilience.
- 5 The outcome of the PPWE project “Good Practices of Women Entrepreneurship in Local Communities in the Process of Local Reconstruction” has been shared with the EPWG as a valuable reference for achieving inclusive and sustainable recovery in the post-disaster phase, which can also contribute to the enhanced linkage between the two working groups.

Small and Medium Enterprises Working Group (SMEWG)

- 6 The case for increased participation of women-led SMEs in export and global markets is compelling from both a developmental and economic perspective. Recognizing that APEC economies can grow and create jobs by offering gender-responsive trade promotion services, the project “Promoting SME Development: Assisting Women-Owned SMEs Access the Global Markets” focused on strengthening trade promotion agencies to better serve women-led SMEs.

Economic Committee (EC)

- 7 The project capacity building for the reduction of educational gender gaps through structural reforms was launched to enhance education with equal opportunities for women in APEC economies. With this purpose, the project focuses on improving the capacity of civil servants to adapt, design, implement and evaluate gender gap reduction policies. The

project is directly related to the ANSSR, as well as the SME and Women Development pillar, which has driven the recent activities of the Economic Committee.

2015 年亞太經濟合作婦女與經濟論壇宣言

婦女為包容性成長的趨動力

- 1 APEC 部長、各經濟體代表團團長、資深政府官員、民間團體領袖及非政府組織代表於 2015 年 9 月 15 日至 18 日齊聚菲律賓馬尼拉，在 2015 年亞太經濟合作婦女與經濟論壇進行婦女與經濟高階政策對話。
- 2 我們確認 2015 年 APEC 主題「建立包容經濟、打造美好世界」著重於四項優先領域：1)提升地區經濟整合，2)提升中小企業在區域及全球的市場參與，3) 投資人力資源發展，以及 4) 建立永續及具韌性的社區。
- 3 此次會議根基於 1998 年馬尼拉首次 APEC 婦女事務部長會議，替 APEC 各論壇擬定婦女整合架構鋪路。該架構引導各 APEC 工作小組在 APEC 計畫和活動中使婦女事務成為主要趨勢。
- 4 我們樂見 APEC 領袖認同婦女對亞太和各地經濟發展與繁榮的重要貢獻，及經由資金和資產運用、市場准入、技能與能力建構、健康與婦女領導力、創新和科技等面向，採取具體政策和創新措施提升婦女經濟賦權，及使婦女更能參與經濟的承諾。
- 5 2015 年是慶祝聯合國 189 個成員於 1995 年第四屆婦女大會確認性別平等和女性賦權 - 北京宣言暨行動綱領 20 週年的里程碑。我們認同北京宣言暨行動綱領對婦女經濟所作的重要貢獻，並呼籲提升女性的經濟權利和獨立性，包括就業、合適的工作條件、經濟資源掌控權、同工同酬及同值同酬。
- 6 我們鼓 APEC 經濟體採取具體措施以面對女性勞動參與的性別差異，並認同 2014 年 G20 領袖提出於 2025 年前減少百分之二十五性別落差的承諾。

- 7 我們鼓勵 APEC 婦女經濟政策夥伴將與 APEC 企業諮詢委員會促進婦女經濟參與、發展訓練，或提升各類女性領導者計畫的合作，並提供決策者和企業領導人，包括 APEC 企業諮詢委員會成員在內一個國際合作的機會。
- 8 我們讚賞 APEC 婦女經濟政策夥伴於災後重建等各時期，在經濟上促進婦女創業、鼓勵婦女運用智慧科技和其他資訊與通信科技工具、參與經濟及藉由所述領導力賦權婦女所作的努力(附錄 A)。

婦女為包容性成長的趨動力

- 9 2015 年 APEC 婦女領袖論壇主題「婦女為包容性成長的趨動力」重申婦女在實現經濟繁榮中的關鍵角色，及婦女在公私部門競爭力和成功上重要的領導角色。包容性成長可使每個人獲得機會，包括在此項發展身兼驅動者和受益者的婦女，進而推動性別平等。
- 10 2015 年 APEC 婦女與經濟論壇另有三項子題：「婦女與包容性事業」強調金字塔底部婦女如何成為製造商、供應商、經銷商、工作者和/或消費者，「國際市場和全球價值鏈中的婦女角色」討論婦女領導者如何運用創新突破障礙及在全球價值鏈和區域經濟中有效競爭，「婦女與永續發展」著重女性韌性的成功故事和事例研究，包括生產力、家庭管理和人類資本發展相關健康和完備，以及多變氣候和環境的災害預防和事業持續運作規劃。
- 11 我們認同資深政府官員為了更有效地處理各項主題，同意舉行二次 APEC 婦女經濟政策夥伴會議，第一次於 2015 年 5 月 3 日至 5 日由巴布亞紐幾內亞莫士比港主辦，使女性經濟政策夥伴關係和其他 APEC 論壇的經濟主導計畫，有充裕時間確保推行性別平等及婦女經濟賦權，並供資深政府官員、部長和 APEC 領袖考量。

12 我們樂見婦女與經濟公私部門對話會議的成果，其著重激勵人心的故事及婦女身為包容性成長驅動力的獨特角色，其亦舉行教育和互動論壇，分享透過科技和電子商務的運用發掘女性潛力的良好實務和洞察。強調婦女不僅為利基市場，亦為經濟改變的驅動力。婦女與經濟公私部門對話會議呼籲所有利害關係人持續進行婦女經濟賦權議項，提供婦女新的機會，尤其須重視公私部門間的合作需求。

增能：婦女與包容性經濟

13 我們持續致力實現婦女身為全球經濟行動者的全部潛力，亦將繼續推行教育、訓練和能力建構計畫，以期發展經濟及指導各項服務，使婦女增進見聞及順利進入勞動市場，獲得高品質的工作和商業機會。我們承諾加強社會保護，使婦女有能力充分參與經濟。

14 我們應發展協助婦女創業和業務發展的政策和服務，持續使女性企業家人數逐年增加。

15 我們應牢記促進婦女參與經濟的重要性，尤其應著重領導、決策和管理；鼓勵各經濟體自發建立及追尋可測的遠景目標，包括婦女在領導和決策方面的展現。

16 我們同時鼓勵公司、雇主和企業家及政府投資人力資本，確保員工身心健康及安全，包括解決婦女在工作場所面臨有關健康和安全的獨特問題。

17 我們認同包容性成長的重要性及弱勢群體對全球經濟成長和穩定的貢獻。青年、身心障礙者和原住民經歷程度不等的貧困和社會排外，其中各群體的婦女和女孩甚至經歷更大的挑戰。

18 我們呼籲公私部門利害關係人在工作各層面促進及尊重性別多樣化，及鼓勵公私部門發展蒐集性別分類數據的機

制、規劃可確保達成性別平等和婦女賦權的政策，以及使採取的行動公開透明。

19 我們承認建立性別回應的環境需要社會全部成員的轉型。我們鼓勵婦女、女孩、男人和男孩積極促進性別平等和婦女賦權，提倡相互尊重和責任分擔。我們認同促進性別平等和婦女賦權不僅對婦女和女孩有益，透過包容性成長亦對男人和男孩有益。

20 我們鼓勵擴展推行公平交易計畫的可能性，以支持更多鄉村經濟體內婦女參與跨境貿易。我們認同此行動將使更多婦女進入產品買賣市場，產生收入以維持生計。

創新：國際市場和全球價值鏈中的女性

21 我們強調性別是國際市場和全球價值鏈中重要的環節。因此將性別整合至整體商業運作分析架構內則甚為重要，包括生產、採購、行銷和消費，確保將性別考慮在內。採取積極措施可確保婦女作為員工、領導者和企業家皆更具競爭力，改善婦女參與全球價值鏈的能力。此將促進發展女性企業家的競爭優勢及改善婦女在價值鏈的功能位置，並結合各類具能力者和服務提供者的支援。

22 我們聽取婦女轉型楷模的成功故事，提供生氣勃勃的女性先驅們一個指導和網絡連結機會。這類故事提供婦女運用動機、領導和決策技能，接掌領導權和推動發展程序的教訓和建議。

23 我們認同女性經濟創新發展的重要性，因此鼓勵 APEC 經濟體為婦女創造可充分及公平取得經濟資源和參與全球市場業務平等機會的有利環境。

復原：女性與永續發展

- 24 我們承認亞太婦女和女孩具有韌性的長處和優秀精神，並強調他們在適應氣候變化、減少和管理災難風險、刺激經濟發展及進而強化社群聯結的重要角色。
- 25 我們認同2015年3月第三屆聯合國世界防災會議通過的「2015年-2030年仙台減災綱領」，載明「婦女及其參與為有效管理災害風險及設計、取得資源及實行性別敏銳減災政策、計畫和方案的關鍵，需採取適當的能力建構措施賦與婦女防備權利及在災後建立其他生活方式的能力。」
- 26 我們鼓勵經濟體提供婦女平等機會參與各階層減災、應變和恢復的決策，以及全面提升婦女領導能力和展現。我們亦鼓勵身為社群不可缺成員、公司員工和企業家的婦女們，具備災害風險緩釋和氣候變遷調適。眾所皆知婦女在災害期間承擔求生相關任務，例如管理家人糧食及照看家人的安全和健康。婦女賦權，例如：經由企業家的身分，強化婦女面對災害時展現社群韌性鬥士的角色。
- 27 能力建構、技術支援和資本取得亦應提供女性企業家使其建立具韌性的企業，確保災害造成的蹂躪不會使女性永遠喪失收入和生計。
- 28 我們鼓勵為了支援女性擁有的企業，使其在災後重新站起，重新經營生活和事業，所推行事業持續計畫的努力。經由事業持續計畫減少取得金融資本和技術援助的阻礙，協助確保從事業損失中復原。
- 29 我們樂見產業和部門懷抱包容性發展對促進永續發展呈現的成果，以及對婦女比例漸增的部門婦女生計提供的支援。

30 我們提倡對「綠色基礎設施」進行公私部門投資及與婦女商議性別包容性的空間設計。災害復原中心亦應建立婦女友善空間，確保婦女的安全和特定需求。

APEC 性別觀點整合

31 我們讚賞APEC各工作小組整合性別的成果，包括目前與女性經濟政策夥伴關係的合作(見附錄B)。我們呼籲所有APEC各工作小組在工作規劃和年度報告中持續整合性別平等和女性賦權。

32 我們認同更新後的性別準則指導和APEC婦女與經濟衡量指標，確保使性別觀點在APEC成為主流趨勢之有效工具。使用性別準則指導評估各計畫，意在使APEC各工作層面可思及婦女事務及增加婦女的區域參與。APEC 婦女與經濟衡量指標是追蹤、衡量及傳達五項重要優先範疇內減少婦女經濟參與阻礙進展的工具。我們呼籲APEC經濟體將衡量指標作為在各APEC工作小組間通知決策和能力建構的工具，以及改善和擴展數據蒐集加強衡量指標適用性的工具。

朝達成性別平等和婦女賦權前進

33 APEC部長、各經濟體代表團團長、資深政府官員、民間團體領袖及非政府組織和私部門領導者們，確認婦女為包容性成長的趨動力，並承諾朝向達成性別平等和婦女賦權及建立更好的世界而努力。

2016年亞太經濟合作婦女與經濟論壇

34 我們衷心期待2016年在秘魯舉行的下屆亞太經濟合作婦女與經濟論壇及其他相關活動。

朝2015年菲律賓亞太經濟合作經濟領袖會議前進

35 我們同意將此份2015年亞太經濟合作婦女與經濟論壇聲明，作為我們對11月於菲律賓馬尼拉舉行之亞太經濟合作經濟領袖會議的貢獻。

附錄 A：目前的女性經濟政策夥伴關係倡議

女性創業

- 1 APEC 婦女創業網絡(WE-APEC)倡議於 2014 年提出，檢視各經濟體在政府、私部門和事業網絡服務各層面對促進及支持婦女創業展現的成果。依此倡議進行的 WE-APEC 差距分析成果為 APEC 區女性企業家提出詳細景像，其經濟評估可用於加強支持婦女創業的生態系統。WE-APEC 線上平台 www.we-apec.com <<http://redirect.state.sbu/?url=http://www.we-apec.com>> 為 APEC 女性擁有的事業提供服務供應者名冊，亦提供政府、私部門、事業網絡和企業彼此聯繫的方法。
- 2 第三屆聯合國世界防災會議的「災後重建期間地方社群婦女創業良好實務」調查，及 2015 年 3 月的日本仙台研習會，強調婦女經濟賦權的重要性，包括技術和知識支援的需求、提供性別敏銳服務滿足個別需求、策略合夥及取得財力和地方所有權的重要性、培養人力資源管理等管理技能，以及增加獲利、創新和市場佔有。

婦女和智慧科技

- 3 女性企業與智慧科技研討會重申婦女經由智慧科技積極參與經濟的潛力和重要性，以及促進建立知識夥伴關係及擬定使用智慧科技的地區策略。

女性領導力

- 4 APEC 50 大傑出女性領導企業計畫，意在展現 APEC 區約 50 間企業職場賦權女性及證明改善女性領導能力的實務成果。此計畫可啟發其他企業學習及提升女性在職場的領導與表現。

- 5 提高女性領導比率個別行動計畫，旨於促進婦女在各層面對經濟的參與，尤其在領導、決策和管理方面。對於在 2020 前經濟體可達成之可測及遠景目標，個別行動計畫將作為評估女性具領導權比率進展的機制。

女性與資訊科技

- 6 進行之女性經濟政策夥伴關係多年計畫「女性經濟創新發展：以資訊與通信科技促進女性生計發展和韌性」，提供女性企業家運用資訊與通信科技工具交換政策和實務看法的機會，並協助女性建立及擴展其企業。

附錄 B：與其他 APEC 工作小組的夥伴關係

- 1 女性經濟政策夥伴關係和其他 APEC 工作小組合作，將性別平等和婦女賦權結合部門特定公私會談、部長級會議和方案和計畫，以確保解決部門各處對婦女經濟賦權的阻礙。

人力資源發展工作小組

- 2 女性經濟政策夥伴關係協同人類資源發展工作小組實施各項訓練計畫發展婦女技能、營建有利環境替婦女創造更高品質的工作，並建立能力建構中心協助婦女獲得符合產業需求的能力，以及增加婦女和女孩的教育機會。

人力資源發展工作小組和健康工作小組

- 3 婦女充分參與經濟是達成包容性經濟成長的關鍵，但婦女得到經濟機會的能力有時受到健康問題的阻礙。因此，女性經濟政策夥伴關係和人類資源發展工作小組及健康工作小組合作提出「健康女性、健康經濟」倡議。為了解決婦女特定健康相關阻礙，故發展政策工具包，使其可加入、維持及提升勞動力。政策工具包內含對工作場所健康和安全的政策建議和實務、健康和體認、性別暴力、性和生殖健康及工作與生活平衡。政策工具包可作為 APEC 成員經濟國自發執行行動及為其經濟選擇適當行動的指導。

緊急應變工作小組

- 4 基於認同亞太是最常受自然災害侵襲的地區，女性經濟政策夥伴關係協同緊急應變工作小組確認及處理婦女和女孩在緊急準備和災後復原時的需求和問題。
- 5 女性經濟政策夥伴關係計畫「災後重建期間地方社群婦女創業良好實務」的成果已與緊急應變工作小組分享，作為

災後時期完成包容和持續復原的有價值參考，亦可促進二個小組之間的連結。

中小企業工作小組

- 6 從發展和經濟的觀點上，女性領導的中小型企業參與出口和全球市場的數目漸增。基於認同 APEC 經濟體提供性別反應貿易促進服務可增加及創造工作機會，故「促進中小型企業發展：協助女性領導的中小型企業進入全球市場」計畫著重在加強貿易促進會，使其提供女性領導的中小型企業更好的服務。

經濟委員會

- 7 此項為了減少教育性別落差透過結構改革進行的計畫能力建構，在替 APEC 經濟體內婦女提升受教育的公平機會。為此，此計畫著重於改善公務員改編、設計、實行及評估減少性別落差政策的能力。此計畫與結構改革新策略及中小型企業和婦女發展有直接相關，其推動經濟委員會最近的活動。

附錄三：婦女經濟政策夥伴關係(PPWE) 策略計畫

Strategic Plan 2015-2018

Asia Pacific Economic Cooperation (APEC) Policy Partnership on Women and the Economy (PPWE)

The PPWE is composed of members of the public and private sector from APEC economies, which includes women leaders, representatives, entrepreneurs and officials from government, businesses, academia and civil society, who work with other APEC fora, the APEC Business Advisory Council (ABAC), and international organizations.

The PPWE will advance the implementation of the Framework for the Integration of Women in the APEC agenda and promote women's economic empowerment through the five pillars: (1) access to capital and assets; (2) access to markets; (3) skills, capacity building, and health;(4) leadership, voice, and agency; (5) and innovation and technology.

1. Vision

Strong, sustainable, balanced economic growth in the APEC region that is more inclusive and enabling for women to succeed and advance.

2. Mission Statement

The PPWE will mainstream, elevate, and integrate gender responsive policies and programs focused on women's economic empowerment into APEC activities to advance gender equality.

3. Objectives

Objective 1:

Strengthen the integration of gender responsive policies and programs across APEC fora

- 1.1 The PPWE will promote the generation of gender sensitive data and analysis across all APEC fora guided by the APEC Women and the Economy Dashboard.
- 1.2 The PPWE will conduct multiple consultations, workshops, skills building training sessions and activities jointly with other APEC fora to supplement and strengthen women's ability to fully participate in the economy.

Outcomes:

- 1.1 Women's increased engagement and advancement across APEC economies is tracked, measured and communicated.
- 1.2 Increased number of APEC fora with gender-responsive policies and projects as stated in their Strategic and Work Plans, and Ministerial Statement.

Targets:

- 1.1 By APEC Economic Leaders' Meeting (AELM) 2015, publish first report of baseline indicators with a follow up [workshop or conference?] on recommendations for action in specific areas in the PPWE's five priority pillars.
- 1.2 By AELM 2015, disseminate results of the APEC Women and the Economy Dashboard workshop to all APEC fora.
- 1.3 By AELM 2018, evidence-based gender responsive policy recommendations are integrated into relevant APEC activities and statements, including across at least 10 APEC fora consistent with objective number 2.
- 1.4 Annual Women and the Economy Forums conducted and statements disseminated and follow up action discussed in priority APEC fora, including SOM, SCE and working groups.

Objective 2:**Advance women's economic participation through five priority pillars**

The PPWE will work in collaboration with APEC fora, ABAC, the private sector and other key stakeholders to identify and pursue best practices, policies, programs, and structural and other reforms to increase women's economic empowerment, particularly for women in the informal economy.

Outcomes:

- 2.1 Women have increased access to markets.
- 2.2 Women have increased access to capital in both formal and informal economies as well as enabling the latter to transition to the formal sector.
- 2.3 Skills, capacity and health of women are strengthened to prepare them for success in the workforce, business and entrepreneurship.
- 2.4 Women are increasingly represented in leadership roles across both public and private sectors.
- 2.5 Technology and Innovation advances economic growth through women's business enterprises and women entrepreneurs, including through increased use of Information and Communications Technology (ICT) and Science, Technology, Engineering and Mathematics (STEM) assets by women.

Targets:

- 2.1 At the end of each year, the lead economy for each priority pillar to submit a report to PPWE and the SOM Steering Committee on ECOTECH (SCE) on activities under this outcome, including identifying follow up actions.

2.2 By AELM 2015, identify one new cross-fora program and activity to be implemented jointly with other APEC fora.

2.3 By AELM 2016 and 2017, have at least one new joint program and activity for each priority pillar under implementation.

2.4 By end 2018, have gender responsive policies integrated into programs and activities of 10 of the APEC fora¹ with direct links to PPWE five priority pillars.

Objective 3:

Strengthen the foundation and operating structure of the PPWE and the Women and the Economy Forum

The PPWE's communications require a new level of strategy and ability to regularly interact between economies and generate information and analysis on PPWE's achievements and regional progress to Senior Officials, Ministers and Leaders. New practices are proposed to enable PPWE to become an effective and better-established mechanism that enables the PPWE to provide information regarding gender responsive programming and policies across all APEC fora.

Outcomes:

3.1 PPWE will generate and facilitate sharing of knowledge, learning and expertise on gender issues and women's economic empowerment across APEC, both in meetings and in intersessional discussions.

¹ Illustrative APEC fora linked to PPWE five priority pillars include:
Access to Markets: SMEWG, CTI, MAG, SCCP, ATCWG, PPFS
Access to Capital: SMEWG, EC, FMP
Skills, Capacity Building and Health: HRDWG, HWG, PPFS, ACTWG
Leadership: TPTWG, HRDWG, ABAC and the private sector partners
Technology and Innovation: TELWG, PPSTI

3.2 PPWE will provide information regarding gender responsive programming and policies to APEC fora working towards an APEC framework on gender mainstreaming.

3.3 PPWE has effective mechanisms and practices to leverage its members' expertise, resources, and existing networks.

3.4 PPWE shares periodic updates and experiences in terms of implementing the PPWE strategic plan.

Targets:

3.1 By AELM 2016, PPWE has established an Annual Work Plan process, including reporting on progress at the conclusion of annual plans. PPWE's annual workplans will include a communication plan for its engagement, including external communications and delegations of responsibility.

3.2 Agreed PPWE annual workplans are submitted by SCE 1 meeting each year for approval, and include at least 2 PPWE meetings to be held each year, if necessary.

3.3. By the WEF 2017, develop Guidelines on gender mainstreaming into APEC fora. [for further discussion]

4. Critical Success Factors

The capacity of this plan to achieve the Mission Statement and Objectives depends upon:

- **Communications** - PPWE members from all member economies communicating effectively and consistently to address annual work plans and strengthen engagement via face to face meetings and video/teleconferences intersessionally.
- **Coordination** - PPWE is able to secure buy-in and commitment on gender issues through coordinated efforts with other APEC fora and APEC entities.

- ***Linkages*** – PPWE is able to identify and strengthen strategic links with relevant International Financial Institutions and International Organisations to support the integration of gender considerations in APEC.²
- ***Leadership*** - APEC member economies agree to implement policy recommendations emerging from APEC leaders and ministers on gender.
- ***Resources*** – Adequate human and financial resources are made available to implement projects by PPWE and/or jointly with other APEC fora.
- ***Partnership*** – PPWE members are able to ensure the private sector has a robust role in PPWE activities and meetings.
- ***Reporting*** – APEC member economies report individual action plans annually on progress on agreed upon targets and indicators in the priority pillars.
- ***Awareness and commitment*** – PPWE is able to advance the implementation of the 1999 *Framework for the Integration of Women* and to sustain previous achievements in maintaining awareness on gender issues.

² Examples include UN Women, UN Development Programme (UNDP), UN Conference on Trade and Development (UNCTAD), United Nations International Trade Center, the World Bank, Asian Development Bank, and the Inter-American Development Bank

5. Implementation Schedule – PPWE 2015-2018

The following provides an implementation schedule based on Objectives I-III identified above. The action/activities (timeline) are ideas or activities in process at the time of the drafting of the strategic plan, and have flexibility to be changed/modified depending on how priority pillars develop.

Objective 1: Strengthen the integration of gender responsive policies into programs across APEC fora			
By 2018, have gender responsive policies integrated into programs and activities of ten of the APEC fora ³ with direct links to PPWE five priority pillars			
At the end of each year, the lead economy for each priority pillar to submit a report to PPWE and the SOM Steering Committee on ECOTECH (SCE) on activities under this outcome, including identifying follow up actions.			
Outcome	Targets	Programs and Activities	Timeframe/Activity Lead
1.1 Women’s increased engagement and advancement across APEC economies is tracked, measurable and communicated	1.1 By WEF 2015 publish first report of baseline indicators with a follow up conference on recommendations for action in specific areas in the PPWE’s five priority pillars.	Implement activities related to the Dashboard; Report on baseline indicators and disseminate results of progress annually to all APEC fora	Results were completed and published by the APEC Secretariat PSU
	1.2 By AELM 2015 disseminate results of the data conference to all APEC fora.	Make presentations related to the PPWE’s work plan and key priorities at working group meetings and SCE	From 2015 Lead: PPWE Chair
1.2 PPWE’s data analysis guides and facilitates gender-sensitive policy dialogue and reform and sector specific responses in key APEC documents (including Strategic and Work Plans, Independent Assessments and responses, Ministerial statements)	1.3 Annual Women and the Economy Forums conducted, statements disseminated and follow up actions discussed in priority APEC fora, including SOM, SCE and working groups.	Review other APEC foras’ strategic plans and where available, ministerial statements, to link ongoing APEC work to PPWE objectives and support where possible and find ways to ensure the incorporation of gender issues and women’s economic engagement in the work plans and activities of other APEC fora.	From 2015

³ Illustrative APEC fora linked to PPWE five priority pillars include:
 Access to Markets: SMEWG, CTI, MAG, SCCP, ATCWG, PPFS
 Access to Capital: SMEWG, EC, FMP
 Skills, Capacity Building and Health: HRDWG, HWG, PPFS, ACTWG
 Leadership: TPTWG, HRDWG, ABAC and the private sector partners
 Technology and Innovation: TELWG, PPSTI

		Ensure that all PPWE initiated projects are endorsed by at least one APEC forum other than PPWE	From June 2015 All Project Overseers (POs)
Objective 2: Advance women's economic participation through five priority pillars			
By 2018, have gender responsive policies integrated into programs and activities of ten of the APEC fora with direct links to PPWE five priority pillars			
At the end of each year, the lead economy for each priority pillar to submit a report to PPWE and the SOM Steering Committee on ECOTECH (SCE) on activities under this outcome, including identifying follow up actions.			
Outcome	Targets	Programs and Activities	Timeframe/Activity Lead^d
2.1 Women have increased access to capital	By AELM 2015, identify one new cross fora program and activity to be implemented jointly with other APEC fora.	Establish linkages between the WEF / PPWE track and the SFOM / Finance Ministerial Meeting track	PNG: Concept Note on Women's Access to Financial Services-Data in the APEC region
	By AELM 2016 and 2017, have at least one new joint program and activity.	TBD	
2.2 Women have increased access to markets	By AELM 2015 identify one new cross-fora program and activity to be implemented jointly with other APEC fora.	Implement self-funded "Promoting SME Development: Assisting Women-Owned SMEs Access the Global Markets" jointly with SMEWG	October 2014-June 2015 Australia
		Trade facilitation under GREAT Women Project (to work with SME and Finance)	By 2016 Philippines
		Women in transportation initiative	United States
		Successful cases of women owned SMEs and foreign trade	Chile
	By AELM 2016 and 2017, have at least one new joint program and activity.	TBD	

<p>2.3 Skills, capacity and health of women are strengthened to prepare them for success in the workforce and in business.</p>	<p>By AELM 2015 identify one new cross fora program and activity to be implemented jointly with other APEC fora.</p>	<p>Utilize data study and consultative process with each economy to identify critical reform that would have the largest impact on women’s ability to be able to participate in the labor force and secure decent jobs. (2015 -2016)</p> <p>Good Practices of Women Entrepreneurship in the Process of Disaster Reconstruction (2015)</p> <p>Cooperate with HRDWG, HWG, and Economic Committee on two joint initiatives (2014-2016)</p> <p>Capacity building for the reduction of educational gender gaps through structural reform (October 13-15, 2015)</p>	<p>TBD</p> <p>Japan, 2015</p> <p>Chile</p>
	<p>By AELM 2016 and 2017, have at least one new joint activity for each priority pillar under implementation.</p>	<p>Develop and implement two capacity building programs (2015-2016)</p> <p>Technical Vocational Skills Training (with HRD) PHL: Technical skills, capacity, and incubation</p>	<p>Chinese Taipei</p> <p>Philippines</p>

<p>2.4 Women are increasingly represented in leadership roles across both public and private sectors</p>	<p>By AELM 2015 identify one new cross fora program and activity.</p>	<p>Completed Japan self-funded project "50 Leading Companies for Women in APEC" and shared the results of the project with APEC economies and other APEC fora.</p> <p>Implement "the Individual Action Plan for the Enhancement of the Ratio of Women's Representation in Leadership" (2015-2020)</p> <p>Women in Corporate Boards</p>	<p>Japan</p> <p>Japan</p> <p>Philippines and others [TBD] <i>[COMMENT FROM JAPAN: We are still in the process of considering the possibility of this cooperation. We have not yet been able to consult with the Philippines how we can cooperate. Therefore, we would like to make a slight amendment.]</i></p>
	<p>By AELM 2016 and 2017, have at least one new joint activity.</p>	<p>Implement APEC Women's Leadership program (2015-2016)</p> <p>Launch Women's Entrepreneurship in APEC (WE-APEC) Initiative</p> <p>Healthy Women, Healthy Economies</p>	<p>Japan</p> <p>United States</p>

2.5 Technology and Innovation advances economic growth through women's business enterprises and women entrepreneurs, including through increased female use of Information and Communications Technology (ICT) and Science, Technology, Engineering and Mathematics (STEM) assets.	By AELM 2015 identify one new cross fora program and activity.	MYP project – with other APEC fora such as the TELWG, SMEWG, etc.	Chinese Taipei
	By AELM 2016 and 2017, have at least one new joint activity for each priority pillar under implementation.		
Objective 3: Strengthen the foundation and operating structure of the PPWE and the Women and the Economy Forum			
By 2018 have gender responsive policies integrated into programs and activities of ten of the APEC fora with direct links to PPWE five priority pillars At the end of each year, the lead economy for each priority pillar to submit a report to PPWE and the SOM Steering Committee on ECOTECH (SCE) on activities under this outcome, including identifying follow up actions.			
Outcome	Targets	Indicative activities (<i>for discussion</i>)	Timeframe/Activity Lead
3.1 PPWE will generate and facilitate knowledge, learning and expertise on gender issues and women's economic empowerment across APEC, both in meetings and intersessionally	By the end of each year, PPWE has established an Annual Work Plan process, including reporting on progress at the conclusion of annual plans. PPWE's annual work plan will include a communication plan for its engagement, including external communications and delegations of responsibility.	<i>Conduct annual conference (Women and the Economy Forum) to report from baseline indicators and disseminate recommendations for action in specific areas in the PPWE's five priority pillars.</i> <i>Maximize the use of the tele- and video conferencing for improved communication and closer coordination.</i>	Host economy

<p>3.2 PPWE will provide information regarding gender responsive programming and policies to APEC fora.</p>	<p>By the end of each year, agreed PPWE annual work plan are submitted by SCE 1 meeting each year for approval, and include at least 2 PPWE meetings to be held each year, if necessary.</p>	<p><i>PPWE conducts a minimum of 2 working group meetings each year (one focused on planning, one focused on policies and reporting for the host year), if necessary</i></p>	<p>PPWE Chair</p>
<p>3.3 PPWE has effective mechanisms and practices to leverage its members' expertise, resources, and existing networks</p>		<p><i>Each economy holds annually private sector forum/meeting in the economy, or rides on various existing platforms, where feasible, to incorporate private sector, academia, entrepreneurs, and civil society's voice and expertise into policy discussion.</i></p> <p><i>Representatives and inputs from these forums are taken forward by each economies delegation to the APEC WEF and reports are relayed back to each economies private sector working group.</i></p>	<p>All economies</p>

Appendix 1: History of the APEC Policy Partnership on Women and the Economy (PPWE)

“As endorsed by Senior Officials in Big Sky, Montana, in May 2011, the APEC Policy Partnership on Women and the Economy (PPWE) provides a streamlined and effective mechanism to integrate gender equality and women and the economy considerations and elevate the influence of women’s economic issues in APEC. The PPWE advances the Framework for the Integration of Women in APEC based on the principle that gender equality is a cross-cutting issue within APEC. The PPWE, in conjunction with APEC processes, will provide the vehicle for SOM to continue work on issues that affect the economic empowerment of women in the APEC region.

The PPWE also promotes the full and equal participation of women in APEC economies through the Trade and Investment Liberalization and Facilitation (TILF) and Economic and Technical Cooperation (ECOTECH) agendas. The PPWE will provide policy and practical advice to APEC fora and Senior Officials to increase women’s economic participation and drive economic growth in the APEC region”.³

In 1998, APEC Leaders endorsed the recommendations of the first Ministerial Meeting on Women in Makati City, Philippines, which resulted in the formation of the Senior Officials' Meeting (SOM) Ad-Hoc Advisory Group on Gender Integration (AGGI). The AGGI was tasked to assist with the implementation of the "*Framework for the Integration of Women in APEC*" within APEC groups, and to provide recommendations on gender integration. Its mandate expired in 2002 and Ministers then endorsed the establishment of the *APEC Gender Focal Point Network* (GFPN) to continue to advance the implementation of

³ Taken from PPWE Terms of Reference

the Framework and to sustain the AGGI's achievements in maintaining awareness on gender issues.

The PPWE was established at the second Senior Officials' Meeting in May 2011 held in Big Sky, Montana, USA. It combined the former APEC Gender Focal Point Network (GFPN) and the private sector-oriented *Women's Leadership Network* (WLN) – creating a single public-private entity to streamline and elevate the influence of women's contributions towards economic growth and foster women's economic empowerment across the APEC region.

The Women and the Economy Summit in San Francisco, USA, in September 2011, and the adoption of *the San Francisco Declaration* were significant milestones in identifying priority areas to advance women's economic participation: access to capital, access to markets, skills and capacity building, and women's leadership.

In 2012, the second APEC *Women and the Economy Forum* (WEF), held in Russia, elevated the importance of women's contributions to the innovative economy, business opportunities and human capital.

In 2013, the APEC WEF held in Indonesia, emphasized the need for investments in structural reforms, human capital, infrastructure, and information and communication technologies and development of women led SMEs, to achieve significant gains in women's economic participation.

In 2014, the APEC Women and the Economy Forum held in Beijing, China, identified three key areas for harnessing women's power for Asia-Pacific prosperity: women and green development, women and regional trade cooperation, policy support and women's economic empowerment, and put forward

proposals for actions.

In 2015, the SOM Steering Committee on ECOTECH (SCE) endorsed the holding of two PPWE Meetings annually, if necessary and that the PPWE Terms of Reference be amended accordingly. On May 3-5 2015, the APEC PPWE conducted its first meeting which was held in Port Moresby, Papua New Guinea to tackle pending matters from the 2014 APEC Women and the Economy Forum in Beijing, China. The meeting endorsed the 2015 Work Plan, finalized the Strategic Plan for 2015-2018, discussed the Guide on Gender Criteria for APEC Project Proposals, and updated the PPWE Terms of Reference. The review of the draft one Ministerial Statement with the theme “Women as Prime Movers of Inclusive Growth” was made and will be submitted intersessionally to allow other economies to submit their inputs and project proposals. Further, economies that were not represented in the PPWE 1 Meeting were given the opportunity to submit their proposed projects before Project Session 2 funding approval in line with the Strategic Plan for 2015-2018.

The key members of PPWE are:

1. Economy public and private PPWE delegates
2. Women and the Economy Program Director
3. ABAC representative

Appendix 2: Women in the Economy - Problem Analysis

- 1. Access to Markets** – A lack of ability to access to markets impedes the growth of women-owned businesses and restricts the number of jobs created. Participating in global supply chains and government procurement represent substantial opportunities to expand business for women-owned enterprises. Key barriers include: corruption; a lack of access to information on how to access public and private sector opportunities; lack of knowledge of, or access to resources that enable businesses to meet international standards and requirements necessary to protect the health and safety of citizens; impediments which inhibit women’s mobility, including safe transportation, ability to travel outside the home or outside the country; or lack of ability to obtain national identity cards; a lack of formal and informal networks; and lack support services and facilities which provide information and support services to women entrepreneurs.
- 2. Access to Capital** – Discriminatory legal and regulatory systems and banking practices pose specific hurdles for women’s access to capital and assets. Private sector engagement, physical infrastructure and regulatory reforms including ability to open a bank account; ability to access to technology for financial services; reforms affecting credit bureau and registry systems; or women’s ability to own, manage, control and inherit property are present barriers to women’s advancement.
- 3. Skills, Capacity Building, and Health** - Women face barriers to full access to, and participation in, education and training that can prepare them for success in the workforce and in business. Research shows that the majority of APEC

economies have at least one law or regulation that restricts women's ability to be able to participate in the economy. APEC economies and all fora must consider and pursue efforts to increase women's access to decent jobs and healthy lifestyles; ability to work in the same jobs and to work the same night hours; legal reforms; tax reforms; anti-discrimination and harassment laws including those specific to the workplace; and most significantly, awareness campaigns and prevention of gender-based violence.

4. **Women in Leadership, Voice and Agency** – Globally, women are either excluded or under-represented in leadership roles across the private and public sectors and these figures remain relatively stagnant. The lack of childcare provisions has been cited as a major impediment for women to both being able to join or return to the labour market as well as obtain leadership and decision making roles.
5. **Technology and Innovation** – Information and communication technology (ICT) as well as Science, Technology, Engineering and Mathematics (STEM) are sectors that provide significant economic growth potential for the APEC region. However effort must be given to i) develop policies, programs and structural reforms that close the gender technology divide; ii) ensure that women have effective access to and knowledge of how to use ICT tools to further economic opportunities and start and grow their businesses; and iii) focus on women's ability to access and rise in ICT and STEM jobs and opportunities.

附錄四：性別評估指標導引 Gender Criteria

Guide on Gender Criteria for APEC Project Proposals

Contents

1. WHY ARE THERE GENDER CRITERIA?
2. HOW DO I ANSWER THE GENDER CRITERIA?
3. HOW ARE THE CRITERIA ASSESSED?
4. FREQUENTLY ASKED QUESTIONS
5. CHECKLIST
6. FURTHER HELP

1. WHY ARE THERE GENDER CRITERIA?

In 2011, APEC Leaders and Ministers once again recognized that gender is a cross cutting theme in APEC and that women are critical to the achievement of sustainable economic development in the region. This recognition is based on an understanding that women's full participation in economic activity is often constrained by gender-related barriers in their access to resources, including education and training, financial institutions, decision-making mechanisms, etc.

In 1999, Ministers endorsed The Framework for the Integration of Women into APEC the key document setting out APEC's commitment to implementing gender analysis, collecting and using sex-disaggregated data, and increasing women's participation in APEC fora and activities.

In 2005, APEC Leaders again recognized the significant contributions that women have made to the economic development across the region and made a commitment to

ensuring the integration of gender in the activities across all APEC fora.

In 2006 Ministers requested that APEC economies and fora allocate the necessary resources for gender mainstreaming activities in their work and encourage women to participate in decision-making process.

In 2011, the High Level Policy Dialogue on Women and the Economy, held in San Francisco under the Chairmanship of the United States' Secretary of State, adopted a Declaration which states that the full potential of women to contribute to the Asia-Pacific regional economy remains untapped. It also welcomed the establishment of the APEC Policy Partnership on Women and the Economy (PPWE), which streamlines and elevates the influence of women's contributions towards economic growth and fosters women's economic empowerment across the region, tasking it to work with other APEC entities to provide effective policy recommendations on women and the economy to APEC member economies.

In this context, the PPWE acts as an institutional mechanism for reporting to the Steering Committee on ECOTECH (SCE) on APEC gender activities and outcomes. The broad goal of the PPWE will be to provide linkages between APEC fora, APEC economies and the APEC Secretariat to advance the economic integration of women in the APEC region for the benefit of all economies.

To effectively do this, the PPWE will conduct eight basic tasks:

- Assist APEC fora and actively cooperate with them to identify and address priority gender equality and women and the economy issues within their work, including inviting the Chairs of the relevant sub-fora to the PPWE meetings to discuss issues that are relevant to each group.

- Promote and report on women's representation across APEC and within individual fora.
- Assess the use of gender equality criteria in project proposals, reporting and evaluation, revising the gender equality criteria, where appropriate and seek to ensure that at least one Secretariat representative from member economies has specific gender equality and women and the economy expertise at all times.
- Collect and share best practices in gender equality integration amongst fora and on an annual basis select one topic area of best practice to be featured at the PPWE meeting.
- Support and report on the progress of implementation of gender integration within individual fora and across APEC economies, including following up on the implementation of policy recommendations on women and the economy called for by APEC Leadership.
- Proactively engage key members of PPWE, including private sector members and APEC Business Advisory Council (ABAC), especially the host economy ABAC member to be selected to be PPWE Women and the Economy advisor, as well as other relevant stakeholders, including international organizations, to advance women's economic empowerment in APEC.
- Collaborate/assist in the development of project proposals in the area of women in the economy.
- Propose recommendations and areas of priority for advancing gender equality and women and the economy integration in APEC.

2. HOW DO I ANSWER THE GENDER CRITERIA?

APEC project proposals contain one question on gender considerations.

To demonstrate your project will benefit women, and in particular will not disadvantage women, you need to describe what you are doing to include women and women's perspectives in the design, implementation and evaluation of your project.

How? Ways in which you can demonstrate you are doing this include, but are not limited to, the following:

- by analyzing if there are significant, relevant gender disparities in the sector in which your project is working and if so, ensuring that any which affect your project are addressed through project activities/inputs (Note: although it is less common, this could include gender disparities which affect men adversely); and/or,
- by describing how women will be included in the planning of the project, including in decision-making processes; and/or
- by describing how women will be consulted during the development of the project; and/or
- by describing what processes are in place to actively encourage women to participate in the implementation of the project; and/or
- by describing how the results of the project will be disseminated to women, women's groups, peak bodies, or women's government agencies; and/or
- by describing how the project will collect and use sex-disaggregated data to analyze the impact of the project on women.

To demonstrate how the objectives of your project provide benefits for both women and men, you need to describe:

- how does your project aim to implement or facilitate or contribute to APEC objectives? and,
- in what way the project benefits or impacts (if any) women or men.

How? Ways in which you can demonstrate that the objectives of your project will benefit both women and men include, but are not limited to the following:

- By specifically setting out how the objectives of the project will encourage both women and men's participation in economic, technical, trade and business activities. For example:
 - The project will provide gender-sensitive training to women in economic or technical areas which have a small concentration of women, thereby empowering women to enter that field.
 - By describing how the project will streamline business regulation processes, thereby encouraging women-operated small and medium enterprises to move into the formal sector.
- By describing how the objectives of the project will contribute an understanding of gender considerations (or gender analysis) in APEC objectives. For example:
 - The conference/research/training will include a specific component on the issue as it relates to women.
 - Gender-sensitive indicators are utilized for monitoring the impact of the project.

- The project's reports and recommendations will focus on the longer-term outcomes for women and men.
- By describing how the project will encourage women's participation in APEC. For example:
 - The project will collect and use sex-disaggregated data from participants (according to sex, age and urban/rural precedence).

3. HOW ARE THE GENDER CRITERIA ASSESSED?

The PPWE terms of reference have established a Project Assessment Standing Committee (PASC) to assist the Women and the Economy Program Director in assessing the proposals submitted to APEC. It will provide advice to the Program Director on the extent to which the gender criteria are addressed in project proposals. The group will facilitate technical assistance if necessary. Once running, the APEC Secretariat will send APEC proposals to the PASC for its review.

In assessing your response to the gender criteria, the Project Assessment Panel will be looking for evidence that the PO has genuinely investigated the gender considerations relevant to the project. To make a judgment about this the Assessment Panel will consider the following:

- 1) Does the proposal answer the question?
- 2) Does the proposal provide evidence or examples?
- 3) Where evidence and examples are not used, is a rationale provided?

- 4) Does the proposal demonstrate an understanding of the objectives of the *Framework for the Integration of Women in APEC*?

4. FREQUENTLY ASKED QUESTIONS

Q. *I think my project is “gender neutral”. Do I still have to answer the gender criteria?*

Yes. Experience has shown that when analyzed more deeply, very few projects are actually gender neutral. Therefore while the Project Assessment Panel understands that not all projects will have tangible impacts on or benefits for both men and women, **if you think your project is genuinely gender neutral, you must support your assertion with evidence.** In particular, you need to be sure that your project does not have different impacts for men and women (unless these are intentional and designed to mitigate past gender inequalities). If you assert that your project is “gender neutral”, you should use statistics or research to support the assertion where possible.

Q. *My project does not benefit women...*

Are you sure? Have you investigated fully whether there benefits for women in the objectives of your project or whether there is a simple way that your project could benefit women? You should check with your Gender Focal Point before you submit your proposal (see section 5 below for details).

Q. *My project is not specifically aiming to benefit women. Will I be marked down?*

No. However, even if this aim is only a small part of your project you should indicate this. While, your project does not have to be targeted at women to successfully address the gender criteria, the Project Assessment Panel is looking for evidence

that the PO has thought about how gender is relevant to the project. So you should describe where possible how the project might affect women and men differently, and how you have attempted to address these issues, *where possible*.

Q. I cannot find statistics, data, or research to support my responses to the gender criteria. Will I be marked down?

No. You should indicate in your response that there is no supporting data or research readily available and what you have done to find alternative sources of data (i.e., how you know that it is unavailable). You should still attempt to provide a rationale for your response.

Q. I will be unable to collect sex-disaggregated data about my project. Will I be marked down?

No. Sometimes it will not be possible or relevant to a project to do so. However, you should explain why, to demonstrate to the Project Assessment Panel that you have thought about and investigated this issue.

5. CHECKLIST: HAVE I ANSWERED THE GENDER CRITERIA?

Before you submit your proposal you should be able to tick the following boxes:

I have investigated and thought about how:

- The project affects women or could benefit women, and in particular, does not disadvantage women.
- How the objectives of the project provide benefits for women.

I have demonstrated this in the proposal using evidence in the form of:

- Examples

- Research
- Statistics
- Other rationale

6. HOW CAN I GET FURTHER ASSISTANCE?

Speak with your Economy Gender Focal Point, or your Fora Gender Focal Point.

Focal Points are members of the APEC Gender Focal Point Network. You can find out who your economy and fora Gender Focal Points are through the APEC Secretariat or the APEC Information Management Portal website:

http://member.aimp.apec.org/acms_sites/gfpn/Lists/Contacts/AllItems.aspx

Glossary (Gender)

Sex	Identifies the biological differences between men and women.
Gender	Identifies the social relations between men and women. It refers to the relationship between men and women and how this is socially constructed. Gender roles are dynamic and change over time.
Gender Analysis	The methodology for collecting and processing information about gender. It provides disaggregated data by sex, and an understanding of the social construction of gender roles, how labour is divided and valued. Gender analysis is the process of analyzing information in order to ensure development benefits and resources are effectively and equitably targeted to both women and men. It is also used to anticipate and avoid any negative impacts development may have on women or on gender relations. Gender analysis is conducted through a variety of tools and frameworks.
Gender Awareness	An understanding that there are socially determined differences between women and men based on learned behaviour, which affect their ability to access and control resources. This awareness needs to be applied through gender analysis into projects, programs and

	policies.
Gender-Disaggregated Data (or Sex-Disaggregated-Data)	Data that show the differences between the situations of women and men, girls and boys. Gender-disaggregated data are necessary for good gender analysis.
Gender Division of Labour	Who (women or men, young or old) does what in terms of different types of work, such as productive work in factories, in offices, and on the land; reproductive work as in cooking, cleaning, and caring for family members; and community activities such as attending meetings.
Gender Equality	The result of the absence of discrimination on the basis of a person's sex in opportunities, in the allocation of resources or benefits, and in access to services.
Gender Equity	Fairness and justice in the distribution and outcomes of benefits and responsibilities between women and men. Women-specific programs and policies are often required to correct existing inequalities.
Gender Mainstreaming	The process of ensuring that women and men have equal access and control over resources, development benefits and decision-making, at all stages of the development process and in all government projects, programs and policy.
Gender Neutral	Can be determined only after a rigorous gender

	<p>analysis has taken place and the economic, social and demographic impacts on women and men have been undertaken and it can be determined both quantifiably and qualitatively that the impact of any measure is the same.</p>
<p>Gender Planning (or Gender-Sensitive Planning)</p>	<p>The process of planning development programs and projects that are gender sensitive and that take into account the impact of gender roles and gender needs of women and men in the target community or sector</p>
<p>Gender Responsive Budget</p>	<p>An application of gender mainstreaming in the budgetary process. It means a gender-based assessment of budgets, incorporating a gender perspective at all levels of the budgetary process and restructuring revenues and expenditures in order to promote gender equality.</p>
<p>Gender Roles</p>	<p>Learned behaviors in a given society/community that condition which activities, tasks or responsibilities are perceived as male and female. Gender roles are changeable, and are affected by age, class, race, ethnicity, religion, and by the geographical, economic and political environment. Both women and men play multiple roles in society. Women often have reproductive, productive and community managing roles. Men focus more on productive roles and community politics.</p>

Gender-Sensitive (or Gender-Responsive)	Addressing the different situations, roles, needs, and interests of women, men, girls, and boys.
Productive Roles	Activities carried out by men and women in order to produce goods and services for sale, exchange, or to meet the subsistence needs of the family. For example, in agriculture, productive activities include planting, weeding, animal husbandry.
Reproductive Roles	Activities needed to ensure the reproduction of the society's labor force. This includes child bearing, child rearing, and care for family members such as elderly, children, and workers. These tasks are unpaid and mostly done by women.
Occupational Segregation (Vertical and Horizontal)	<p>Horizontal segregation refers to the distribution of women and men across occupations.</p> <p>Vertical segregation refers to the distribution of men and women in the job hierarchy in terms of status and occupation.</p>
Triple Burden	Refers to the fact that women tend to work longer and more fragmented days than men as they are usually involved in three different gender roles reproductive, productive and community work.

附錄五：我國婦女經濟個別行動計畫 (IAP)

一、資金融通機會 Access to Capital

(一) 幫助婦女排除信貸障礙 To help women apply for business startup loans

為減輕獨立負擔家計且未具有豐富資本作為擔保之女性在申請創業貸款時的困難，提供相關優惠貸款，例如：施行「中小企業信用保證基金」、「青年築夢創業啟動金貸款」、「微型創業鳳凰貸款」等專案。其中 2014 年女性申請人數 338 人(占總人數 75.11%)，獲貸金額達 1 億 561 萬元，占總金額比為 73.05%；自 2011 年迄 2014 年止，女性申請人數占總人數比率均達 70% 以上。

To help single mothers who do not have sufficient capital apply for business startup loans, the government has designed preferential loans (via the Phoenix Micro Startup Program, Young Entrepreneur Loans, and Government Credit Guarantees for SMEs). Government Credit Guarantees for SMEs are designed to provide counterparty guarantees for business loans and mid-term operating funds required by female entrepreneurs. In 2014, 338 women applied for assistance (accounting for 75.11% of all applicants) and received US\$3.48 million in loans (accounting for 73.05% of total loans). Between 2011 and 2014, the ratio of female applicants each year was more than 70%.

(二) 建立「平民銀行」機制 Implementing the “Credit Union Empowerment” civilian bank pilot program

建立「平民銀行」機制，以微型貸款概念，協助原住民、新移民、中低收入戶、單親等經濟弱勢者，由具社工人

力之非營利組織(NPO)及縣市政府推薦，媒合合適之儲蓄互助社。截至 2014 年 12 月 31 日止共 126 戶個案參與，其中女性 105 戶(占 83%)。

This program, based on the concept of microfinance and established to encourage rural women's participation in cooperatives and credit unions, provides assistance to disadvantaged groups, including indigenous people, new immigrants, middle-to-low-income families and single-parent families. Local governments and nonprofit organizations with social workers were asked to recommend and match suitable credit unions to these groups. As of the end of 2014, a total of 126 applications were received for this program, 83% of them from women.

(三) 舉辦資金媒合會協助婦女開拓商機 Holding investment matchmaking meetings to help female entrepreneurs capture opportunities

舉辦資金媒合會，引進創業投資者及天使投資人參與，爭取資金挹注機會，協助婦女創業。2014 年引入創投天使家數 23 家，投增資金額 7,058 萬元，資金挹注較 2013 年增加 35.73%。

At 2014 investment matchmaking meetings, 23 venture capitalists and angel investors were invited to meet outstanding female entrepreneurs offering investment opportunities. The investment agreements from these meetings totaled US\$2.17 million in value, an increase of 35.73% over the previous year.

(四) 將性別議題納入審核金融機構申請增設分支機構之考核加分事項 Including loans to female entrepreneurs as a

criterion for assessing financial institutions' applications to establish new branches

自 2013 年起，我國金融監督管理委員會（我經濟體金融機構的最高主責單位）將女性中小企業主之放款核貸績效結果，做為審核金融機構申請增設分支機構之考核加分事項之一，以鼓勵金融機構承作對女性中小企業主之放款業務。

Since 2013, the Financial Supervisory Commission has included the loan approval rate for female SME owners as a criterion in its assessment of banks' applications to establish new branches. This has been done to encourage financial institutions to offer more loans to female SME owners.

二、 市場進入機會 Access to Markets

(一) 設置女性事業網頁專區，增加產品曝光機會 Building a Women's Marketplace website to increase exposure of female entrepreneurs' products

自 2007 年起建置「台灣婦女企業網」網站，展示女性企業公司及產品資訊，於 2012 年新增設「女性事業專區」網站，展示原住民及農村婦女之產品，成功運用網路協助婦女拓銷，加深國內外業者對台灣婦女企業及商品印象，2014 年 1 至 6 月共舉辦 44 場說明會，1,016 人參加。

Chinese Taipei began establishing the Taiwan Women's Business Network in 2007 to feature enterprises established by women and their products. In 2012, a "Women's Marketplace" was added to "Go Fun," a website selling local products. The Marketplace provides a sales channel for female micro-business entrepreneurs and indigenous and rural women. These websites have successfully expanded

sales to impress businesses at home and abroad with the image of Taiwanese female entrepreneurs. From January to June of 2014, 44 seminars of the Taiwan Women's Business Network were held, attracting 1,016 participants.

於「多元購好玩」網站建構「女性市集專區」，增加多元團體女性產品行銷管道曝光機會，促進各鄉鎮婦女特色產業及行銷推廣女性生產者之商品。

To build public-private partnership and create local employment opportunities, the government has set up the MEPP GO Fun website, to which has been added the Exclusive Women Entrepreneurs' Page targeted primarily at women. The product intros also describe the businesses' distinctive features or provide heartwarming stories about the entrepreneurs, with the expectation that these will resonate with consumers and help market the products.

(二) 協助偏遠地區及弱勢團體婦女行銷產品 Creating business opportunities for rural women and women in socially disadvantaged groups

自 2008 年輔導農村婦女利用農業副產物，結合農村文化與傳統手工技藝，開發農村婦女巧藝產品以及協助建置實體(如手工藝推廣中心)和網路產品銷售通路。2014 年輔導該計畫之女性經營人數為 152 人，較 2013 年成長 16.91 %。

Since 2008, the Council of Agriculture has been helping rural women to develop handicraft products integrating rural culture and traditional handicraft techniques with agricultural byproducts. The council also helped them establish physical and virtual sales channels. In 2014, the

council helped 152 female business owners to sell handicraft products, an increase of 16.91% over the previous year.

另針對原住民婦女行銷產品部分，2014 年全臺實體銷售平臺為 1 處，虛擬平臺為 5 個，已輔導女性經營者 33 人，較 2013 年成長 76.74%，增加原住民農產品與手工藝品的曝光與銷售管道；並透過「阿優依原住民精品百家店」網路平台行銷原住民藝品。

As for marketing products by indigenous women, the government in 2014 set up one physical store and five online stores, and provided business guidance to 33 women (up 76.74% from 2013). In addition, the government also helped indigenous women market their wares online.

(三) 助偏遠地區及弱勢團體婦女就業 Creating job opportunities for rural women and women in socially disadvantaged groups

輔導農村婦女成立田媽媽班，創立「田媽媽」餐廳，。2011 年至 2014 年，輔導田媽媽班數共 573 班，班員 9 成以上為女性，計有 4,834 人次。

另針對原住民婦女就業部分，委託專業團隊採個別產業輔導方式，協助部落形塑特色觀光產業，以增進原住民婦女就業，2011~2013 年協助原住民婦女從事觀光產業計 2,897 人。

The government has held the “Tian Mama Program” training course in the hope of boosting rural women’s employment. From 2011 to 2014, 573 such courses have been held, attracting 4,834 participants, over 90% of whom were women.

Professional teams have been entrusted to provide consultation services for individual businesses and help indigenous communities to implement independent management, build local tourism environments, and develop tribe-specific tourism industries, so as to create job opportunities for indigenous women. From 2011 to 2013, the plan successfully helped 2,897 indigenous women find jobs.

三、 技術與能力建構 Skills and Capacity Building

(一) 專為女性辦理創業課程 Providing training courses for female business owners

整合學習資源，提供多元數位學習環境，帶動企業運用數位學習，節省人力培訓成本。且針對女性提供不同階段創業之經營技巧之創業研習課程。2014 年女性創業女性產業主題班共計 915 人參與，較前年增加 163%，2011 年至 2013 年，育成中心由 73 家增加至 86 家，培育婦女企業家由 507 人成長至 612 人，成長幅度達 21%。另於中小企業網路大學校網站中設置「創業女王必備寶典」專屬數位學程，提供創業規劃、財務管理、創新行銷等 23 門數位課程，2012 年至 2014 年累計新增女性學員 51,741 名，女性使用比例佔 51%。

經濟部中小企業處整合學習資源，提供多元數位學習環境，帶動企業運用數位學習，節省人力培訓成本。自 2012 年 6 月起針對女性企業主設立「創業女王必備寶典」專屬數位學程，提供創業規劃、財務管理、創新行銷等 23 門數位課程，鼓勵女性企業主提升相關知能，自 2012 年至 2014 年 12 月底止累計女性學員 5 萬 1,741 名，女性使用比例佔 51%。

The government is integrating learning resources, providing a diverse digital learning environment, encouraging enterprises to utilize e-learning, and saving manpower training costs. Free entrepreneurship training courses have been given to equip businesswomen with skills for each of the stages of startup operation. In 2014, 915 people participated in women's entrepreneurship and women's industry classes, up 163% from the previous year. From 2011 to 2013, the number of incubation centers increased from 73 to 86, and female entrepreneurs trained there increased 21%, from 507 to 612.

Furthermore, the Access to Entrepreneurship for Women e-learning course and the Outstanding Professional Executive training course were opened at SME Online University. Twenty-three digital courses in business operations, financial management, innovation and marketing were provided to help businesswomen develop related competencies. From 2012 to 2014, a total of 51,741 women became new students of the online university and accounted for 51% of all members.

(二) 建構女性創業網絡與資訊交流平台 Female entrepreneurship networks and information exchange platforms

建立交流平台，讓女性企業主分享經驗，促成創業成功及協助行銷產品並提供諮詢服務全程陪伴創業者。政府推動微型創業鳳凰計畫，2011至2014年，累計女性學員3萬858名，其中有11,303名接受創業諮詢輔導，協助4,682名女性創業，並為1萬2,491名女性創造就業機會。

Female entrepreneurship networks and information exchange platforms were constructed to create experience

exchange opportunities for businesswomen and help them set up companies successfully. An entrepreneurship service window was established to provide professional consultation and guidance services for female entrepreneurs. From 2011 to 2014, the Phoenix Micro Startup Program provided courses for a total of 30,858 women trainees as well as startup consultant services for 11,303 women trainees, assisted 4,682 women to establish businesses and provided 12,491 job opportunities for women.

(三) 培育女性青年企業人才

辦理大專畢業生創業服務計畫，建立校園產學合作創新創業機制。由創業團隊提出育成創業營運計畫，學校育成中心研提輔導計畫書共同申請，審查通過者獲政府補助 50 萬元之創業基本開辦費，協助創業 6 個月。2011 年至 2013 年，大專畢業生創業服務計畫參與人數計 428 人，其中女性 206 人，占總數之 48%。

The Ministry of Education launched the U-start College Graduates' Entrepreneurial Venture Program in 2009. It was designed to establish an innovative entrepreneurial mechanism to assist new college graduates to bring their entrepreneurial dreams to life. The program is also expected to stimulate further industry-academic collaboration and a more innovative and vibrant entrepreneurial culture on college campuses.

The U-start program is open to applicants who graduated from college within the last five years. Each successful application is awarded about US\$16,667. The campus incubator must provide the associated team with a six-month business incubation service. During 2011-2013, 206 women

participated in this program, accounting for 48% of all participants.

(四) 於國內偏鄉地區設置數位機會中心(簡稱 DOC)

為提升偏遠地區民眾數位能力的生活應用，於國內 157 個偏鄉設置 207 個數位機會中心(簡稱 DOC)，辦理社區民眾上網之教育學習，自 2007 年至 2013 年執行「縮減婦女數位落差計畫」，2011~2015 年 3 月各 DOC 辦理各項電腦基礎及數位應用課程共 9,064 班，71,354 小時，培訓總人數 142,311 人，其中女性教育訓練人數有 94,742 人，參與課程比率占 66.57%。各族群參與課程人數統計為：中高齡(女性占 66.49%)，原住民(女性占 61.91%)，新住民(女性占 87.34%)。

Digital Opportunity Centers were established in remote areas in Chinese Taipei to help the local population to better apply digital technology skills in their daily lives. The Bridging the Digital Divide for Women Program was implemented from 2007 to 2013 to subsidize nonprofit organizations and schools for providing a 24-hour basic computer skill training program for women in rural areas. Between 2011 and March 2015, a total of 9,064 courses were opened, and 94,742 women took part (66.57% of all participants).

四、 女性領導力 Women's Leadership

(一) 辦理「婦女創業菁英計畫」

自 2012 年起辦理「婦女創業菁英計畫」，選拔婦女創業菁英，培育婦女創業亮點，樹立女性創業成功典範。其中 2013 年菁英競賽第 2 名，係為本年我國 women's Icon 代表瀚潮物流股份有限公司蕭美萍總經理，其經營公司

自成立迄今 17 年，從環南市場的小攤販成功升級為目前國內最大生鮮物流公司。7 年年營收至今成長 260%，採用高學歷人才，為傳統農業注入高科技的人材，另在一級主管中，女性主管的比例佔主管人數中的 45%；女性員工在全數員工的 60%，以保障女性工作權益。

Since 2012, the Female Innovative Entrepreneurship Project has been selecting and developing outstanding female entrepreneurs to become models of success. In 2013, the second-place winner of the competition was Mei Ping-hsiao, whose company Han-chao Logistics Co. saw revenues grow 260% since it was established 17 years ago. Even more, the company became the largest fresh food logistics company in Taiwan. Han-chao has broken the stereotype of a hot, humid vegetable market and built a clean, efficient business environment. Highly educated staff, especially women, bring technological savvy to a traditional agricultural business. Some 45% of managers and 60% of employees are female at the company, which is committed to protecting women's right to work.

(二) 公務機關率先推動任一性別比例不得低於三分之一原則 Setting examples of successful female entrepreneurship

自 2003 年起辦理金馨獎，鼓勵公務機關拔擢優秀女性公務人員。簡任(派)公務人員：2015 年 3 月底全國簡任(派)公務人員總計 8,631 人，其中女性 2,641 人，占 30.6%。持續推動任一性別比例不得低於三分之一原則，定期追蹤管考政府各部會委員會及公設財團法人董監事成員比例及任一性別比例三分之一達成情形，迄 2015 年 7 月，各部會所屬委員會委員達 96.34% 已符合三分之一性別比例原則，各部會主管之國營事業董事已達 25%，自 2003

年 0% 提升至 2015 年之 25%；各部會主管之國營事業監察人(監事)，由 2013 年 58.33% 提升至 2015 年之 87.5%，另公設財團法人董事及監察人(監事)自 2010 年起列管迄今，三分之一性別比例達成度呈成長趨勢，董事部分由 13.08% 提升至 50%，監察人(監事)部分由 47.83% 提升至 74.5%。

The Gender Mainstreaming Award was established in 2003 to encourage government agencies to give promotions to outstanding female public servants. By the end of March 2015, women accounted for 30.6% of the 8,631 senior-rank officials in the central and local governments. The government continues to promote the “one-third” principle—that males and females should comprise at least one-third of the members of any committee—and regularly monitors compliance by agencies and state enterprises. By July 2015, the one-third principle was achieved by 96.34% of government agency committees, 25% of state enterprise boards of directors, 87.5% of state enterprise boards of supervisors, 50% of public foundation boards of directors, and 74.5% of public foundation boards of supervisors.

(三) 獎勵提高工會理事、監事之性別比例措施 Incentives to raise ratio of women leaders at labor unions

勞動部及所屬機關、各縣市政府辦理各類經費補助計畫時，將工會理事、監事之性別比例列為補助金額審酌項目之一。2014 年度各級工會之女性理事、監事所占比率為 31.1%，與 2013 年女性理事、監事比率 28.4% 相較，增加 2.7%，顯見採行之措施已發揮成效。

When planning subsidies for labor unions, the Ministry of Labor and local governments consider women's

representation on a union's board of directors or supervisors as a criterion for granting funds. As a result, women accounted for 31.1% of directors and supervisors of all labor unions in 2014, an improvement over the 28.4% of the previous year.

(四) 各政黨當選名單中，婦女不得低於二分之一之規定
At least half of each party's elected officials must be female

為增加女性參政機會，提高立法委員女性候選人及當選人比例，政府機關於列席政黨相關會議時，請政黨推薦公職人員參選人時，適當考量性別因素；邀集政黨辦理各項會議、說明會時強調性別平等觀念，持續深化性別平等意識，並鼓勵女性參選。

To increase women's political participation and raise the ratio of female legislative candidates/elected officials, the government has asked all political parties to consider gender representation when nominating candidates for elected office. In addition, political parties are encouraged to conduct meetings to discuss and deepen awareness of gender equality, and to encourage more women to run for office.

(五) 營造性別平等工作環境 Gender equality in the workplace

為鼓勵企業建構性別平等工作環境，業已將「營造性別平等工作環境」納入 2013 年度納入國家磐石獎、小巨人獎及新創事業獎等相關企業表揚獎項之評選標準。第 13 屆新創事業獎，已將獎項評審指標中「組織定位」項目之評審重點「企業社會責任」包含「企業營造性別平等工作環境」等 6 項（全重占總分 5%）

To encourage businesses to create a women-friendly working environment, MOEA has included “gender-equal working environment” in the evaluation standards for corporate awards such as the 2013 National Award of Outstanding SMEs, the Rising Star Award, and the Business Startup Award. For the 13th Business Startup Award, the MOEA has increased the weight of the “Corporate Social Responsibility” criteria, which includes creating an equal working environment for all genders.

(六) 營造友善職場環境，鼓勵企業推動「工作與生活平衡」措施 Encourage companies to promote work-life balance

- 辦理「工作與生活平衡」宣導講座與研習工作坊，培養企業規劃工作生活平衡措施種子成員。Organize work-life balance workshops, train staff to implement work-life balance measures.
- 建立專家入場輔導制度，協助企業建立「工作與生活平衡」服務措施。Bring experts on site to help businesses institute work-life balance mechanisms.
- 設置「工作生活平衡資源網」資訊平台，提供企業推動「工作與生活平衡」資訊新知。Establish a work-life balance resource website providing businesses with related information and knowledge.
- 補助企業「推動工作生活平衡補助計畫」，積極輔導企業推動「工作與生活平衡」。Sponsor work-life balance subsidy projects at companies and provide guidance to businesses.
- 訂定「哺集乳室與托兒設施措施設置標準及經費補助辦法」，針對設置員工哺（集）乳室、托兒設施或托

兒措施之雇主，提供部分經費補助。Under the Regulations on Subsidy and Standards for Establishing Breastfeeding (Breast Milk Collection) Room, Childcare Facilities and Measures, employers receive partial subsidies for setting up breastfeeding rooms, child care facilities and child care measures.

五、 創新與技術 **Innovation and Technology**

(一) 關注女性研發人力，定期作動態調查

科技部每年進行全國科技動態調查，對全國大專校院、研究機構及公民營企業研發經費及研發人力，並將調查結果彙整出版科學技術統計要覽，研發人力包含歷年全國、企業部門、政府部門、高等教育部門及私人非營利部門之女性研發人力依人力別區分、依學歷區分及依科技領域區分資料。調查數據，男女性研發人力比例約為3:1。今於科技部專題研究計畫主持人中，女性研究人員占比已連續3年提升，2014年占比達22.89%。與6年前(2011年)相較，共提升2.31%。

Each year, the Ministry of Science and Technology (MOST) conducts surveys on R&D spending and personnel at the nation's universities, research institutions and public/private businesses. The results are compiled and published in the "Indicators of Science and Technology, ROC." R&D personnel, including females, are divided according type of personnel, education background and scientific discipline. According to the survey, male R&D personnel outnumber females by roughly 3:1. For MOST-sponsored research projects, the percentage of female principal investigators has been on the increase for three consecutive years, reaching

22.89% in 2014—a significant increase from the 2.31% of 2011.

(二) 女性參與 STEM 領域 Women in STEM

目前普通型高級中等學校推動生涯輔導工作方式主要透過「生涯規劃」課程教學、辦理相關活動、個別諮商與團體輔導。課程教學部分，現行普通高級中學課程綱要，選修科目「生涯規劃」主題三—生活角色與生活型態已列有性別角色與生涯發展等議題，並鼓勵女學生可往理工領域方面發展，拓展更多生活經驗與多元視野，讓高中學子理解過去女性在理工領域的相關成就，成為一種典範轉移，並兼具激勵作用。大專校院男、女性學生就讀「科技」學系之比約為 2：1，雖男性學生就讀「科技」學系仍較高，惟自 97 學年度起，女性學生就讀「科技」學系之比率每年約呈 0.3%~0.4%之成長率增加，有逐年提高之趨勢。

Currently, career counseling in senior high schools is conducted through the “career planning” curriculum, related activities, as well as individual and group counseling. Under the “career planning” curriculum, students learn about gender roles and career development choices. Female students are encouraged to develop interests in science and engineering and expand their life perspectives. Other activities teach high school students about the many achievements of women in science over the years. In college, the ratio of male to female students majoring in science and technology is roughly 2:1. However, the proportion of females majoring in science and technology has been increasing by 0.3% to 0.4% every year since 2008.

(三) 女性運用 ICT 創業與產品行銷 Helping women entrepreneurs to use ICT to market their products

- 電子商務為未來重要拓銷管道，透過網絡連結可消除融入外國市場之障礙，台灣婦女企業網以網路行銷方式，促進女性企業家運用資通訊科技行銷，提升進入全球市場之能力，並有多個成功行銷海外案例，歡迎各會員體類似的網站相互連結，以共同創造女性網路行銷機會。E-commerce is already an important marketing channel and will continue to be in the future. Internet linkages can overcome many barriers to selling goods overseas. The Taiwan Women's Business Network uses online marketing techniques; it encourages women entrepreneurs to use ICT in marketing as a means to enter the global market. It has accumulated many successes in this regard. Chinese Taipei welcomes other APEC member economies to link similar sites with the Taiwan Women's Business Network as a means of creating more opportunities for female entrepreneurs to market their products.
- 我國於 2007 年針對婦女推出微型創業鳳凰計畫，藉由創業課程、諮詢輔導及創業貸款協助婦女創業。因應數位時代的來臨，特別增加了數位學習課程，充實創業者網路拍賣實務與行銷技巧、商品攝影與修圖技巧、社群與部落格經營及行銷應用等，增進創業者的數位應用能力，讓創業者能夠應用 e 化網絡行銷。In 2007, Chinese Taipei rolled out a Phoenix Micro Startup Program to help women by providing business startup courses, consultation services and loans. In preparation for the digital era, the program also offers courses on online auctions, marketing techniques, commercial

photography, community networking, blogging and marketing applications.

- 運用公立就業服務機構之外展人員，主動發掘有就業需求及意願之婦女，及開發適合之工作機會協助就業。 Outreach teams from public employment service institutions have been studying women's employment needs and wishes and developing appropriate job opportunities.
- 中小企業處為推動企業及其從業人員運用數位學習，建置數位學習入口網-「中小企業網路大學校」，共提供上千門包含產、銷、人、發、財層面之學院課程，以及線上演講廳、有聲書摘、電子書等增值學習服務。 To encourage businesses and their employees to utilize digital learning, the SMEA has set up a digital learning platform (Small and Medium Enterprise Online University) that provides thousands of courses on production, marketing, human resources, R&D, and financial management. Added-value services are also offered, such as online lectures, audio book excerpts and e-books.
- 自 95 年成立至 104 年至 7 月底止，已有累計逾 54.8 萬名學員加入，其中女性學員超過 24 萬 6 千名，占整體學員數 45%，總計推動運用數位學習達 4,829,742 人次，其中女性學習人次達 2,173,384 (45%)；中企處為進一步擴增女性之運用，自 101 年起針對女性學員規劃辦理專屬數位學程，內容涵括行銷流通、創業育成、財務融通、人力資源管理等數位課程，以提供女性學員多元適切之學習服務。 From the digital learning platform's inception in 2006 through July 2015, more

than 548,000 people have participated in the online courses. Among them, female students exceeded 246,000 and accounted for 45% of users. Users of digital learning accessed the website 4,829,742 times with women accounting for 2,173,384 times (45%). To further boost usage by women, the SMEA in 2012 began designing digital learning classes specifically for women, including marketing logistics, startup incubation, business financing and human resources management.

- 自 2005 年推動「縮減產業數位落差計畫」至今，長期輔導偏鄉微型企業，推動地方特色中小企業數位群聚，藉由數位化應用，提升資訊能力，創造網路商機，向永續經營的路邁進。現在，我們更強調以偏鄉微型企業為本的數位關懷，期待每個微型企業主平等接觸或使用資訊的機會與能力。 To help digitally underprivileged micro businesses and citizens in remote areas, the SMEA also encourages local specialty businesses form digital clusters for upgrading their online businesses. The project focuses on creating more digital business opportunities for SMEs through the implementation of e-commerce and leads SMEs to sustainable operation.

附錄六：我國女性經濟創新發展多年期計畫成果簡報

APEC Seminar of Empowering Women through ICT for Inclusive Growth
16 SEP, 2015
PICC, Manila, The Philippines

**Innovation for Women and
Economic Development**

APEC Multi-year Project: M SCE 03 2013A (2013~2016)

Speaker: Ching-Cheng Chang
Chinese Taipei

OUTLINE

- Overview
- Phase 1
- Phase 2
- Phase 3

Overview : Main Purposes of MYP, 2013~2016



Improve women's access to new ICT devices and value-added services

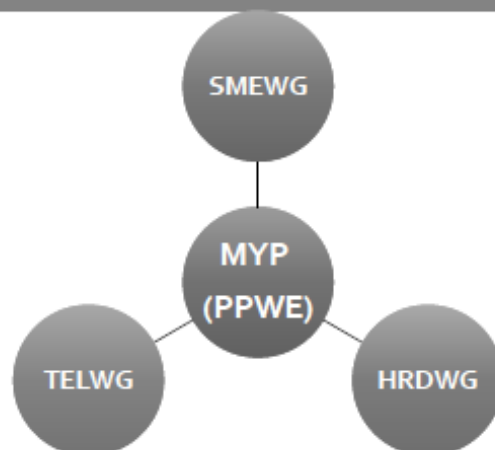


Share best practices on ICT innovations applications for women



Identify key elements for successful women-led business

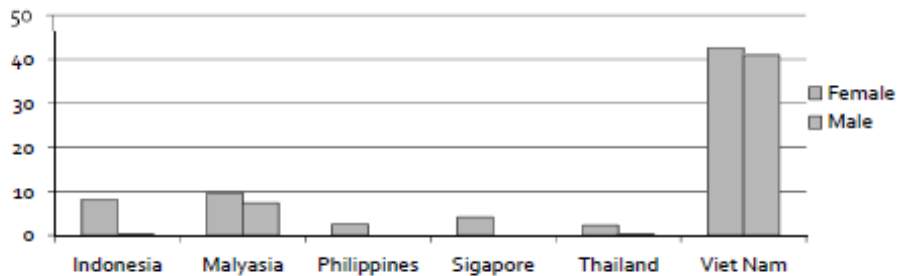
Overview: Linkages with Other Fora



Overview: Target Groups

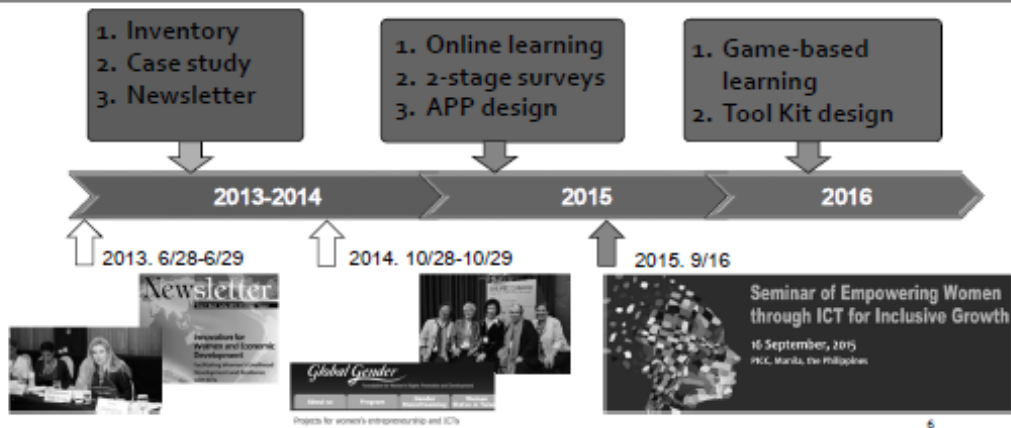
Micro, small and medium sized enterprises (MSMEs)

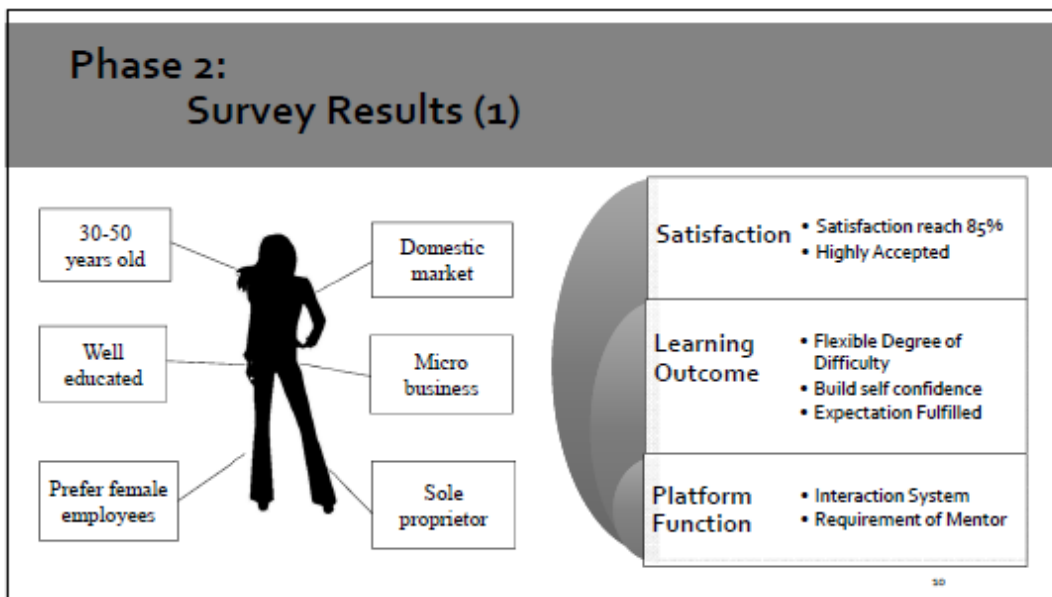
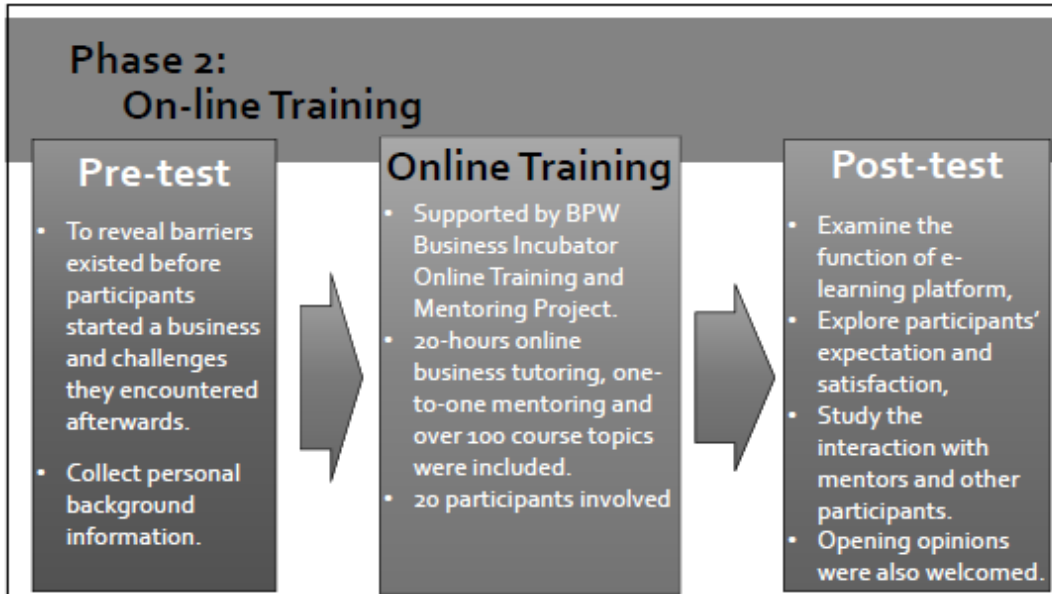
→ High growth potentials for generating jobs and income opportunities for women



Source: Asian Development Bank, 2014. Gender Toolkit: Micro, small, and medium-sized enterprise finance and development, Philippines. MasterCard, 2010. Higher level of female entrepreneurial activities in emerging markets, MasterCard Report, Singapore

Overview: Work Plan





Phase 1 Baseline Survey: Main Findings

ICT and related services can empower women by:

- Create environment for women to participate in community-based activities
- Create business and employment opportunities for women
- Create business-enabling networks that address women's needs



Phase 1 Case Study: Main Findings

Access to Capital	Access to Market	Capacity Building	Leadership
<ul style="list-style-type: none"> • Introduce the innovative ICT solutions like e-learning and crowdfunding for women entrepreneurs to solve the problem of financial literacy and family consent. 	<ul style="list-style-type: none"> • Provide e-commerce platform and cost-effective package to help women entrepreneurs' micro-business and perishable products break the market boundary. 	<ul style="list-style-type: none"> • To better increase women entrepreneurs' confidence, ICT specialization courses and women-centric topics, with gender-sensitive trained mentor, should be adopted. 	<ul style="list-style-type: none"> • Build network activities to provide role models and emotional supports through interaction for women entrepreneurs.

Phase 2: Survey Results (2)

- ✓ **Preferred Topics**
 - Human Resource Management
 - Financial Literacy
 - Marketing Skill
 - Access to Market
- ✓ **Positive Behavioral Support**
 - Interaction with Goals and Steps
 - Mentors as Advisers
- ✓ **Stable Infrastructure Service**
 - Steady & Easy to Use
 - 24-hours Accessible
 - Friendly Interface



23

Phase 2 Findings & Recommendations- 1 Skill and Capacity Building

- **Findings:**
 - Using ICT to search for market information is unfamiliar to women entrepreneurs.
 - High level of ICT literacy is not the same as being able to access market information or convert information into benefit.
- **Recommendations:**
 - Encourage women specializing in ICT or women in ICT-related businesses to design e-learning programs tailored for women's needs.
 - Greater involvement of women specializing in ICT or women in ICT-related businesses to help women entrepreneurs overcome those challenges

Phase 2 Findings & Recommendations- 2 Access To Market

- **Findings:**
 - Domestic business is preferred by small-scale women entrepreneurs because of the high transaction costs to reach international customers.
 - But they still show a high level of interest in approaching the international market.
- **Recommendations:**
 - **Create more affordable and sustainable e-learning systems.**
 - Serve as a learning tool to build knowledge base for doing transnational business.

Phase 2 Findings & Recommendations- 3 Access to Capital

- **Findings:**
 - Technical barriers prevent women entrepreneurs from exploring new financial access, e.g.: crowdfunding.
- **Recommendations:**
 - **Expand course content while retaining time flexibility in e-learning programs.**
 - Many participants agreed that time flexibility was one of the most attractive features that led to their decision to enter the e-learning program.

Phase 2 Findings & Recommendations- 4 Women's Leadership

• Findings:

- Women entrepreneurs prefer communication and relationship-building.

• Recommendations:

- **Design e-learning programs that encourage person-to-person interaction.**
- A combination of virtual and face-to-face interactions during the e-learning process can facilitate this relationship-building and motivate learners to use ICT in managing their business.

Phase 3: Game-based Learning Tool

● Objectives:

- Build up women entrepreneurs' self-confidence
- Create 24-hour learning environment

● Main Features:

- Make learning interactive and easy
- Provide failure simulation for women entrepreneurs.
- Off-line version also available for easy access in all environment.

Phase 3: Tool Kit

- **Purpose:**

- Provide guidelines and recommendations for policy makers, NGOs, and female MSMEs.

- **Themes:**

- What are the potential benefits of ICT-learning by women MSMEs?
- What are the common features/barriers of ICT-learning tools that unlock female MSMEs' potential for success?
- What can be done to accelerate the use of ICT-learning tools/platform by women MSMEs?

Thank You &
Comment Welcome!

附錄七：會議暨活動剪影



亞太女性圖像展（右二為我國授獎代表）



以 ICT 培力女性達到包容性成長研討會



婦女經濟政策夥伴關係工作會議



公私部門對話會議



高階對話會議



團員合影