

Measuring e-commerce and the digital economy at UNCTAD

Scarlett Fondeur Gil

(scarlett.fondeur.gil@unctad.org)

Economic Affairs Officer, ICT Policy Section

Fourth Meeting of the United Nations Committee of Experts on Business and Trade Statistics

Day 4. Coordination - New and emerging areas/initiatives in Business and Trade Statistics

8 July 2021, online

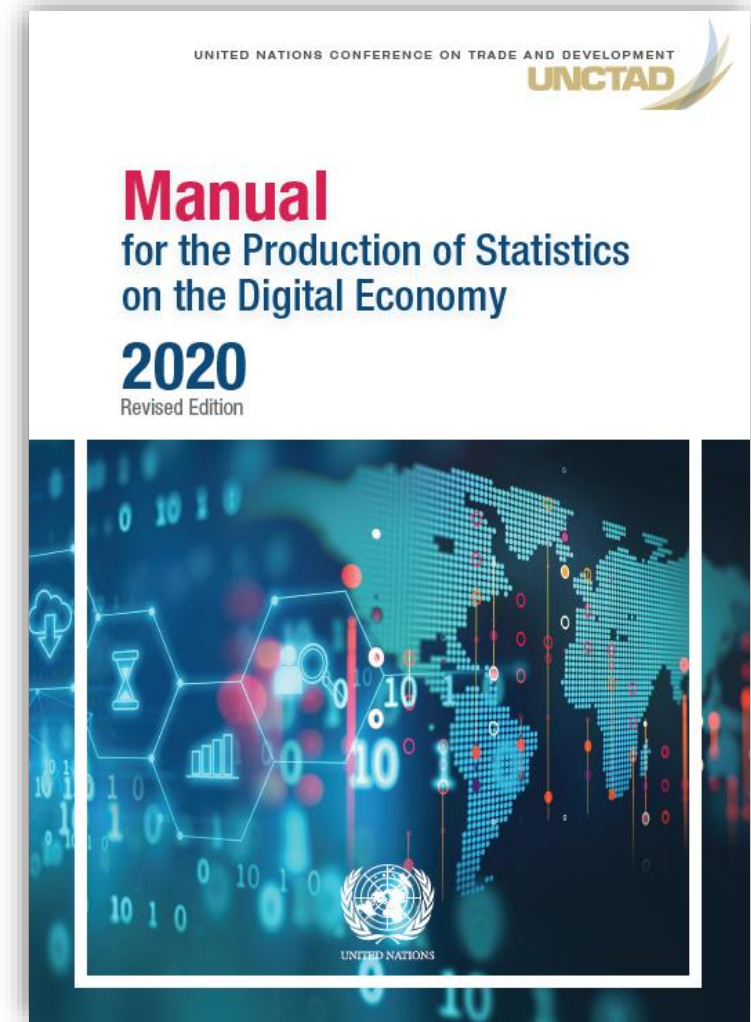
E-Commerce and the Digital Economy

- ✓ Second meeting of the Working Group on Measuring E-Commerce and the Digital Economy, May 2021
 - Progress in measuring e-commerce and the digital economy work by relevant international organizations (OECD, Eurostat, ITU, WTO, UPU)
 - Implementation of the revised UNCTAD *Manual for the Production of Statistics on the Digital Economy* (+ experiences of Costa Rica and Kenya)
 - The use of non-survey sources of data to supplement the traditional measurement of e-commerce and the digital economy (UNDESA, ECLAC, Brazil)
- ✓ Proposals for Third meeting (2022):
 - Defining the digital economy for statistical purposes
 - Mechanisms to implement web scraping techniques and facilitate data transfers between providers and producers to produce official statistics
 - Measuring the gender dimension in e-commerce and the digital economy

E-Commerce and the Digital Economy



- ✓ UNCTAD Manual revised in 2020
- ✓ Basis for capacity building:
 - Training course (face-to-face, online)
 - Advisory services
 - Technical assistance in survey planning and implementation
- ✓ Methodological reference:
 - For national statistical offices and other producers of official statistics
 - Core indicators, statistical classifications and definitions, model questionnaires

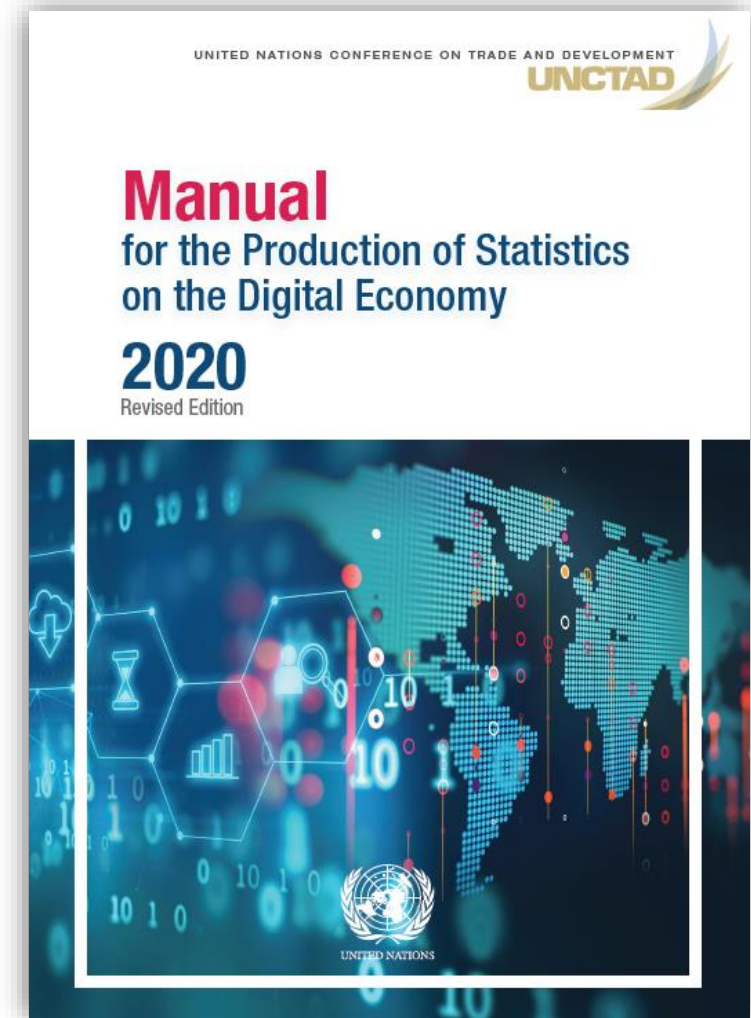


Manual Content

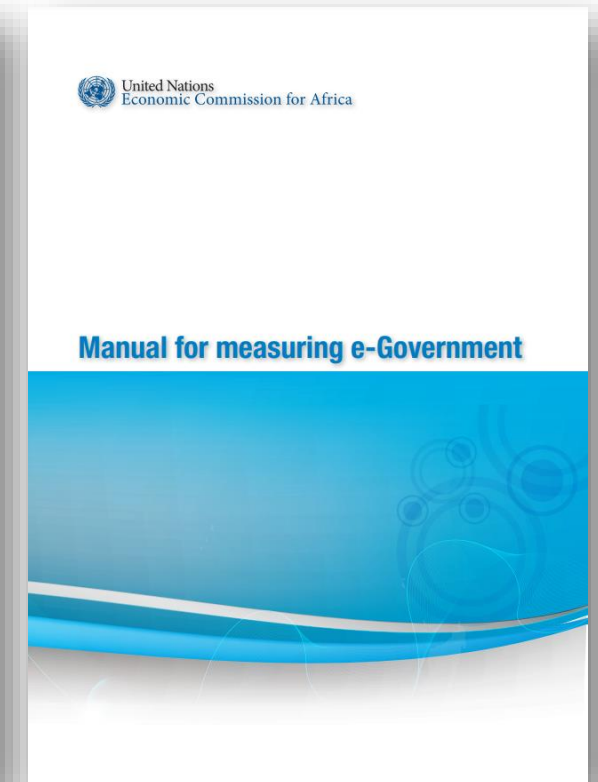
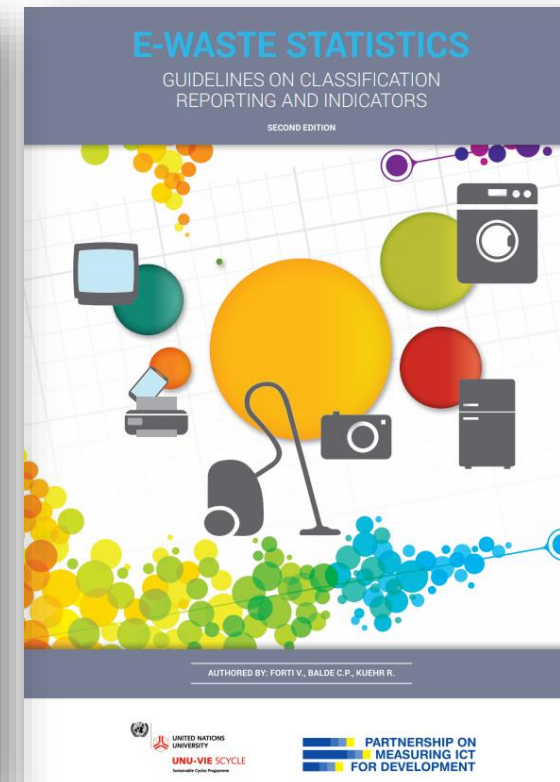
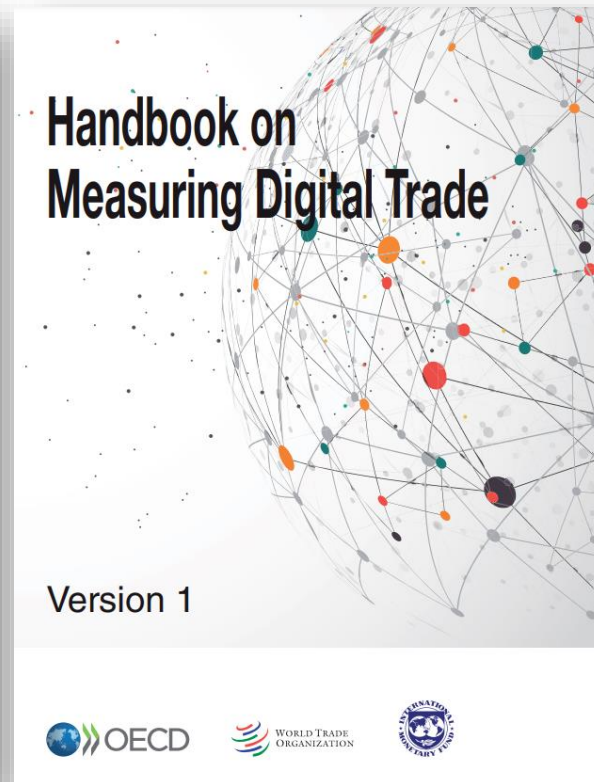
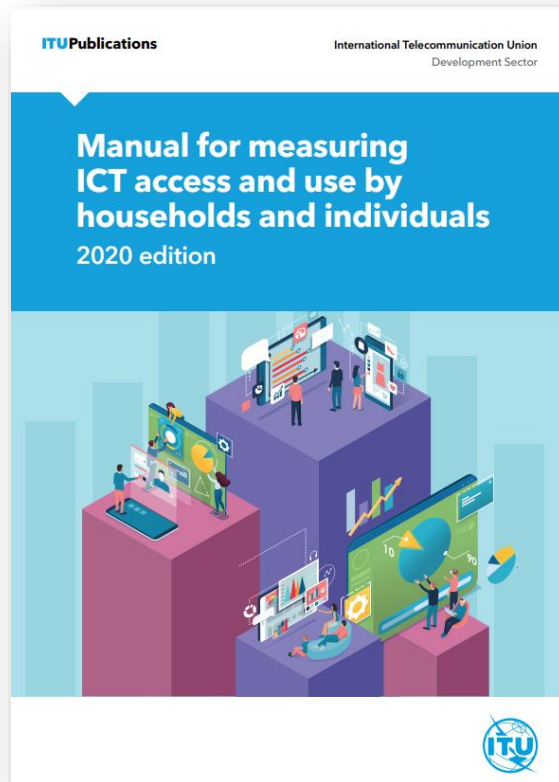


In addition to the policy context and institutional issues:

- ✓ Conceptual framework for measurement of the digital economy
- ✓ Statistical standards for selected indicators on the digital economy
- ✓ Data sources and data collection methods
- ✓ Designing ICT business surveys and processing data
- ✓ Dissemination

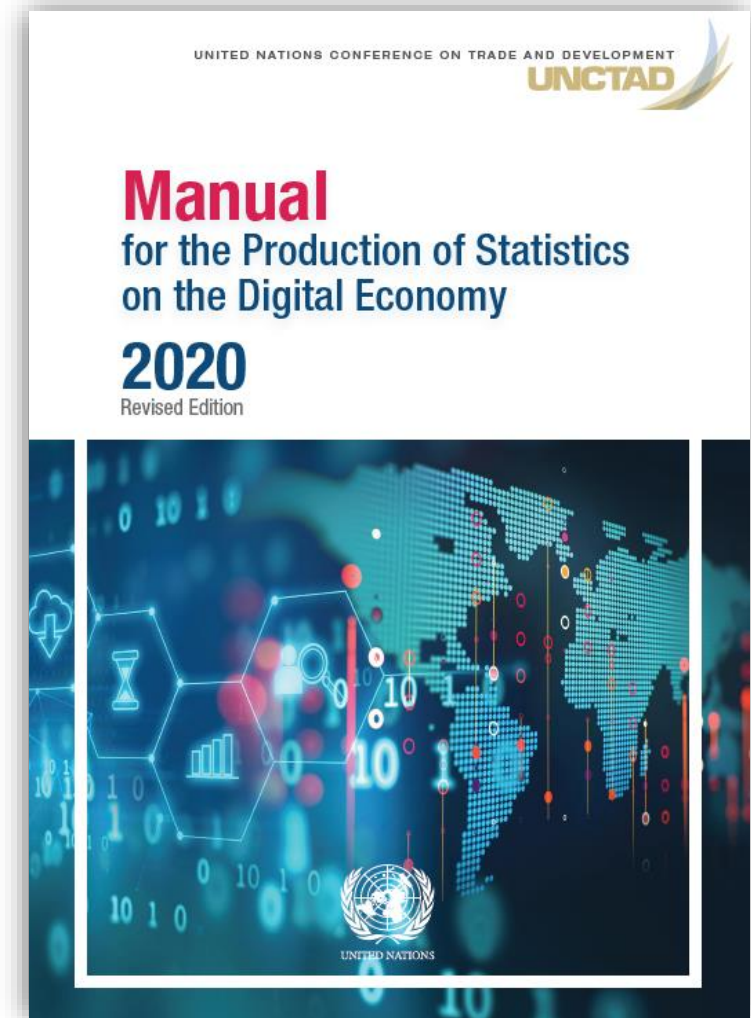


The UNCTAD Manual complements guidance in other areas:



In 2021-2022

- ✓ UNCTAD data collection over Summer 2021
- ✓ Translation of Manual to other languages
- ✓ First distance learning course for the Pacific
 - For national statistical offices and other producers of official statistics
- ✓ Advisory services upon request
 - Technical assistance in survey planning and implementation (previously provided inputs for Palestine ICT in business survey)
- ✓ In 2022, more regional deliveries of distance learning and face-to-face courses (subject to sanitary situation), by language



Working towards internationally agreed and comparable statistics



- ✓ UNCTAD Working Group on Measuring E-Commerce and the Digital Economy
- ✓ Partnership on Measuring ICT for Development
- ✓ OECD Working Party on Measurement and Analysis of the Digital Economy (WP MADE)
- ✓ ITU Expert Groups of ICT Household Indicators and Telecommunication/ICT Indicators
- ✓ UNSD Task Team on Globalization and Digitalization
- ✓ Inter-Agency Task Force on International Trade Statistics (TFITS)
- ✓ G20 and OECD initiatives on measuring the digital economy
- ✓ UNCDF-UNCTAD-UNDP Pacific Digital Economy Programme (training)

Ongoing at the Development Statistics Branch:

- ✓ Measurement of illicit financial flows, SDG indicator 16.4.1 (UNCTAD and UNODC).
 - Pilots in 13 African and 6 Asian countries
 - Future guidance on the measurement of illicit financial flows covering tax, trade and criminal aspects.
- ✓ Capacity development project to develop new statistics on gender and trade based on microdata linking (UNECA and UNECA).
- ✓ Enterprise sustainability reporting for SDG indicator 12.6.1 (UNCTAD and UNEP). Ongoing work to improve availability in national and global repositories.

<https://unctad.org/statistics>

Thank you!

<https://unctad.org/topic/ecommerce-and-digital-economy>