TRAINFORTRADE PROJECT FOR WEST AFRICA

Electronic Commerce for Practitioners:

Distance Learning (25 mars au 25 avril 2014)
Face to face – Regional Workshop in Banjul, The Gambia
(09 - 11 March 2015)

FINAL REPORT

Organised by the TrainForTrade Programme of UNCTAD
Financed by the United Nations Development Account

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1. Summary

This seminar is part of the capacity building activities organized for the period 2013-2015 by UNCTAD to assist countries in the ECOWAS region to develop harmonized legislation on electronic commerce. Under the TrainForTrade programme of UNCTAD's project in West Africa, this seminar is targeted towards the English speaking countries in the region. The project is financed by the United Nations Development Account.

The seminar is a follow-up to the distance learning course on Electronic Commerce for Practitioners held from March 24 to April 25, 2014 in which 34 representatives of public and private sector in the region participated. Its objective is to provide participants who successfully completed the distance learning course, the opportunity to explore further on eCommerce issues relating to logistics, digital marketing, and to discuss the way forward in the progress of regional harmonization of eCommerce laws and trade policies. Participants committed to following up on what they learnt during the seminar in the form of recommendations and to keep UNCTAD informed of their action plan.

The course contains 8 modules that are split into 2 parts, e-learning/distance learning (modules 1-5) and a face-to-face workshop (modules 6-8). This regional seminar was initially scheduled to take place in Banjul, The Gambia from 1 - 3 September 2014 but this was deferred to a later date as the outbreak of the Ebola Virus Diseases (EVD) made it not possible for all participants to travel into the country. The face-to-face workshop was rescheduled and took place between 9 and 11 March 2015 in Banjul, The Gambia.

Fifteen (15) participants (4 females) took part in the workshop from The Gambia, Ghana and Nigeria. The project finance does not cover all the ECOWAS countries hence Nigerian participants in the workshop were self-financed or sponsored by their employers.

Participants from Sierra Leone were still not able to take part in the workshop as the travel restrictions to The Gambia had not been removed.

Participants working together to discover existing e-Commerce providers in their countries.

Recommendations made by participants at the end of the seminar:

1.

Introduction

UNCTAD TrainForTrade organised a regional seminar on E-Commerce for Practitioners in Banjul, The Gambia from 09 to 11 March 2015. This activity is part of the TrainForTrade project in West Africa, which is funded by the United Nations Development Account and is implemented by UNCTAD. Its objective is to strengthen sustainable trade-related capacity in the countries of West Africa through the use of distance learning tools and accelerate progress in achieving the Millennium Development Goals (MDGs) agreed at international level, in particular MDG 8 on the development of partnerships.

Under the project, 2 thematique courses are offered:
- The "Legal Aspects of Electronic Commerce", delivered in collaboration with the Science, technology, innovation & ICTs Branch under the Division of Technology and Logistics of UNCTAD (http://unctad.org/ICT4D)
- "Electronic Commerce for Practitioners", offered to trade operators in the region.

This course complements the distance-learning course delivered from March 24 to April 25, 2014, as provided in the distance-learning training strategy of UNCTAD. Of the 34 participants from Anglophone distance education, 15 attended the seminar.

2. Objective

Evaluate the demands created by the emergence of electronic commerce, and offer an overview of some of the major themes related to e-business: electronic government, e-administration, regulation, technology, finance, payments, logistics, marketing, sales and human resources.

3. Participants

The course was developed by UNCTAD and is aimed at policy makers, government officials and regional organizations working in areas related to electronic commerce, representatives of chambers of commerce, private sector and NGOs who wish to deepen their knowledge in the area of electronic commerce, representatives of banks and online service providers.

Lists of participants who completed the online course (34) and those who attended the face-to-face workshop (15) are attached.

4. Delivery

The seminar was conducted by Mr. Pierre Berendes, e-commerce expert and consultant for UNCTAD and he was assisted by Mr. Dominique Chantrel, E-Learning Expert for UNCTAD and Mr. Aylwin Zabula, Information Systems Officer for UNCTAD. Ms. Stéphanie Garcia was in charge of the logistics of the seminar.

5. Course Organisation

5.1. Pedagogical Organisation

The course materials were developed by the TrainForTrade programme of UNCTAD and comprises 5 e-learning modules and 3 face to face modules. The course is accessible through the TrainForTrade e-learning platform (http://learn.unctad.org) and the participants are also given the content of the course on USB keys for offline access.

The National Technical Tutors for all the regional countries were trained in September 2013 and assists the participants locally during the trainings. Training centres in each of the countries were identified in June and July 2013 during preliminary missions for the project.

5.2.   Work Programme

The distance-learning course was conducted during 5 weeks between 24 March and 25 April 2014. Each week covered one module and within each module, participants studied the course materials, took an assessment test and completed a module opinion questionnaire.

Every Tuesday, the participants participated in an online chat session between 12h00 and 13h00. These chat sessions brought together participants from all the participating countries and the course instructor to discuss the materials and any matters arising in the form of a Q & A.

The regional face to face workshop took place at the Kairaba Beach Hotel in Banjul, The Gambia in the Committee Room 1. The hotel provided internet access through a WiFi connection for all the participants and all the students brought their own devices. While most participants brought laptops, several participants brought tablets and smartphones for accessing the TrainForTrade platform.

The course schedule started at 8h30 until 12h30 with a short break at 10h30 for the morning and then continued in the afternoon from 13h30 until 17h30 with a short break at 15h30. The Kairaba Beach Hotel restaurant provided all catering for the meals and refreshments.

Training Room - Committee Room 1 of the Kairaba Beach Hotel

Participants having lunch in the Kairaba Hotel restaurant

5.3.   Results

55 participants registered for the online part of the course with 34 successfully completing the tests of the five modules (see attached table), with an average of 8.21.

Country	#	Mod 1	Mod 2	Mod 3	Mod 4	Mod 5	Average
Gambia	8	7.71	9.12	8.55	8.38	9.87	**8.73**
Ghana	1	7.63	8.57	8.42	7.14	6.83	**7.72**
Liberia	5	7.87	8.65	8.28	7.91	7.92	**8.12**
Nigeria	13	7.42	9.22	8.90	8.37	9.49	**8.68**
Sierra Leone	2	6.45	8.73	8.05	8.37	7.34	**7.79**

| Average		7.42	8.85	8.44	8.03	8.29	8.21

5.4.   Logistics

During the distance learning part of the course, participants studied from locations of convenience and most of the participants reported working from their offices especially for the chat sessions where they had a more reliable power supply and Internet connectivity.

The face-to-face seminar took place at the Kairaba Beach Hotel in Banjul, The Gambia over 3 days from 09 March to 11 March 2015.

6. Participants Opinions

Each participant had the opportunity to give their opinion on the course modules as well as the seminar in general through opinion questionnaires at the end of each module. All responses from the opinion questionnaires are attached.
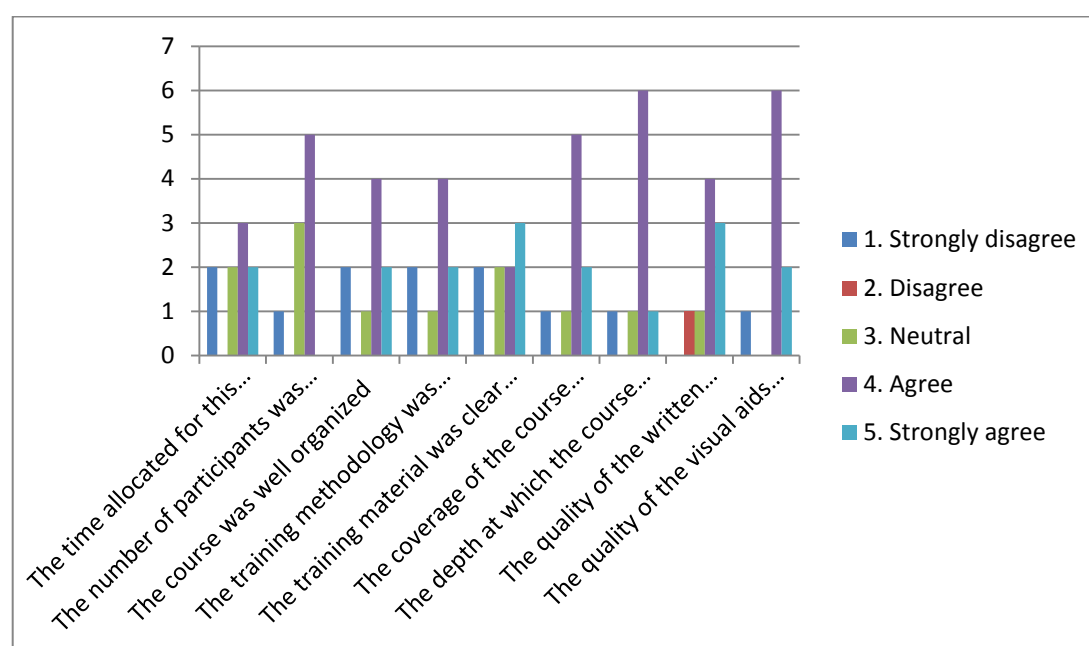

Feedback from the online training

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For both distance learning and the face to face workshop, participants widely appreciated the course content and delivery method. They welcomed the work done in the search for local or regional examples which they could easily identify. For more details, see Appendix (opinion questionnaires for modules 1-8 and overall questionnaires for the online courses and face-to-face workshop).

7. Conclusion

The two parts of the course were very well received by participants. Feedback from participants and their recommendations shows participant's desire to strengthen the regional network towards harmonising eCommerce laws. Delivery of these two trainings will continue in 2015, to develop the e-commerce activities in the region. The flow of participants and local ownership of remote classrooms illustrates the

interest in this topic by the countries in the region. The TrainForTrade approach takes into account the conditions within each country such as electricity, transportation, telecommunications/Internet services etc. In this course, TrainForTrade distributed USB keys to provide an alternative to participants who would have, otherwise, been unable to connect to the internet to follow the entire online training. Internet services are still relatively very expensive in West Africa.
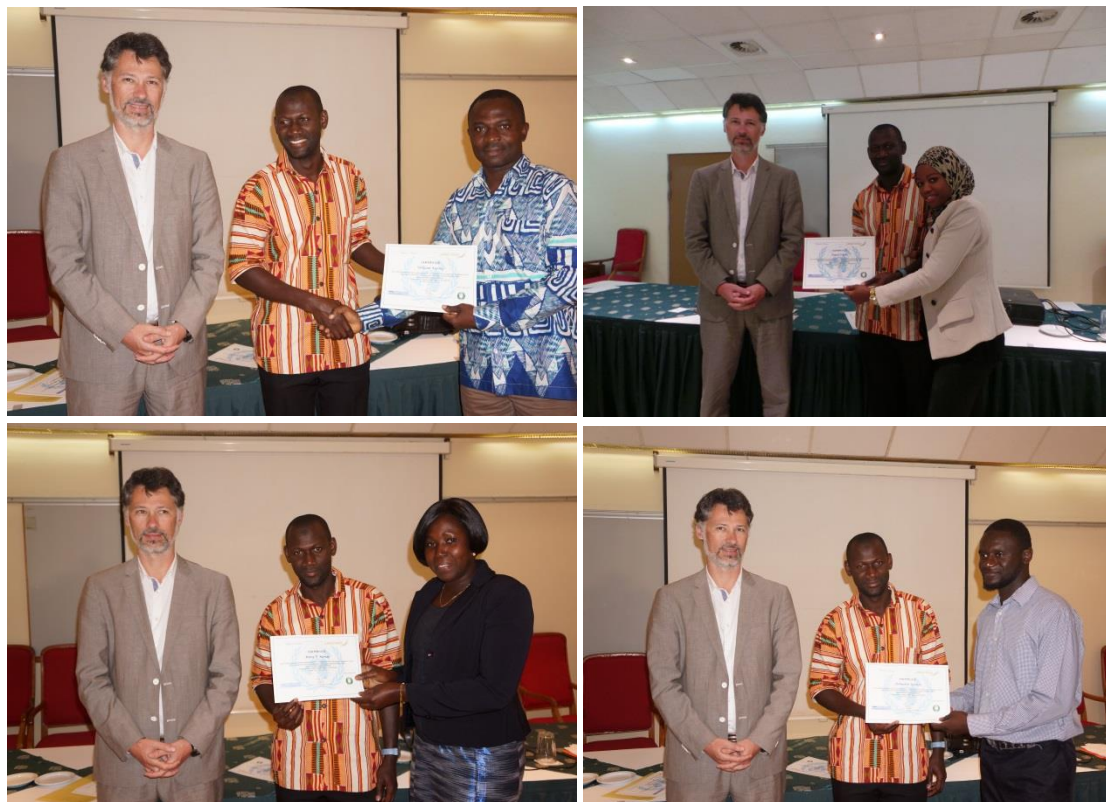
Partipants receiving certificates at the end of the face to face seminar in The Gambia.

8. Recommendations made by the participants during the seminar and action plans

Participants identified an action plan and agreed to keep UNCTAD informed on these developments.

The Gambia:
"The training was relevant as it has exposed us to the use of Social Networks for eMarketing and how to strategically monitor websites." We have recently developed sites which I'm going to immediately deploy monitoring services such as Google Analytics to assess how well they are performing.
Yayha Samateh - Ministry of Trade and TrainForTrade Project Focal Point

Ghana:
"The knowledge that I have picked from the course will aid me and my office in our Trade Facilititaion Efforts. We are currently promoting SMEs to go online and get a global audience and this course has given me the impetus to even push faster"
William Kartey - Ministry of Trade and Industry

Nigeria:

"In regulating the growing ICT market in Africa, I find this programme refreshing and incisive. I have picked critical contemporary issues that may prove useful in sustaining the growth of our domestic market and ensure global competitiveness. The programme has also set my mind thinking on new regulatory frontiers in regulating the various genres of electronic commerce which are springing up in Nigeria today."
Chima P. Okorie - Nigeria Communications Commission.

9. Annexes

ANNEXES

Annexe 1 – Course Outline: eCommerce for practitioners

UNCTAD TRAINFORTRADE	
	Electronic commerce for practitioners
OBJECTIVES :	Evaluate the demands created by the emergence of electronic commerce, and offer an overview of some of the major themes related to e-business: electronic government, e-administration, regulation, technology, finance, payments, logistics, marketing, sales and human resources.
TARGET POPULATION:	• Ministry in charge of e-commerce, Telecommunication/ICT, Trade, Revenue/ Tax/Finance authorities, • Business wo/men and e-Marketers involved in eCommerce from the private sector for example. • NGOs, banks and service provider who want to improve or to develop their business in the e-commerce
LIST OF MODULES:	**On-line** • Module 1: Electronic commerce and e-business fundamentals • Module 2: e-government • Module 3: Regulatory framework • Module 4: ICT tools • Module 5: Payment **Face-to-face** • Module 6: Logistics • Module 7: Marketing • Module 8: The way forward
TYPE OF TRAINING	• Online course: 20 hours over 5 weeks (4 hours per week) • Face-to-face: 3 days (Regional workshop)
	February 2014

Annexe 2 – Agenda of the Distance Learning Course

Date	Activity	Done
WEEK 1: Monday 24 - Friday 28, March	**Module 1 - An overview of e-commerce**	
Tuesday, 25 March	Chat Session (Module 1)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 12:00 to 13:00 Gva
Friday, 28 March	Deadline for the submission of online tests: Module 1	
WEEK 2: Monday, 31 March – Friday, 04 April	**Module 2 - e-Governmence**	
Tuesday, 01 April	Chat Session (Module 2)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 13:00 to 14:00 Gva
Friday, 04 April	Deadline for the submission of online tests: Module 2	
WEEK 3: Monday 07 - Friday 11 April	**Module 3 - Regulatory Framework**	
Tuesday 08 April	Chat Session (Module 3)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 13:00 to 14:00 Gva
Friday 11 April	Deadline for the submission of online tests - Module 3	
WEEK 4: Monday 14 - Friday 18 April	**Module 4 –ICT Tools**	
Tuesday 15 April	Chat session (Module 4)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 13:00 to 14:00 Gva
Friday 18 April	Deadline for the submission of online tests: Module 4	
WEEK 5: Monday 21 - Friday 25 April	**Module 5 – Payment**	
Tuesday, 22 April	Chat session (Module 5)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 13:00 to 14:00 Gva

Annexe 3 – Face to Face workshop Agenda

Agenda : Monday March 9, 2015

Monday 9 March	Activities
08h30 - 09h00	Opening ceremony
09h00 - 10h30	Round table, introduction, goals
10h30 - 10h45	Coffee break
10h45 - 12h15	Module 6 – Logistic and delivery Session #1 : Brain mapping : Logistic issues in Africa
12h15 - 13h30	Lunch break
13h30 - 15h00	Session #2 : How warehouse are working ?
15h00 - 15h15	Coffee break
15h15 - 17h15	Session #3 : Delivery : challenges in urban areas and in the peripheral areas
17h15 - 17h30	Feedback session Round table

Agenda : Tuesday March 10, 2015

Tuesday 10 March	Activities
08h30 - 10h30	Module 7 – Digital Marketing Session #4 : digital marketing introduction : brainstorming
10h30 - 10h45	Coffee break
10h45 - 12h15	Session #5 : how to attract visitors on your web site : the main traffic sources Focus on affiliate marketing, content marketing, price comparison & mobile
12h15 - 13h30	Lunch break
13h30 - 15h00	Session #6 : Search Engine: Search Engine Marketing (SEM) and Search Engine Optimization
15h00 - 15h15	Coffee break
15h15 - 17h15	Session #7 : Social Networks: Facebook, Linkedin, Pinterest, Twitter, etc
17h15 - 17h30	Feedback session & round table

Agenda : Wednesday March 11, 2015

Wednesday 11 March	Activities
08h30 - 10h30	Session #8 : Email marketing & Display
10h30 - 10h45	Coffee break
10h45 - 12h15	Session #9 : Track & optimise your campaigns
12h15 - 13h30	Lunch break
13h30 - 15h00	Module 8 – Preparing the future What do you plan to do tomorrow ?
15h00 - 15h15	Coffee break
15h15 - 16h15	Round table and action plan
16h15 - 16h45	Closing ceremony

Annexe 4 – Participant Pictures

TrainForTrade Workshop
on "E-Commerce for Practitioners"
Banjul, The Gambia (09-11 March 2015)

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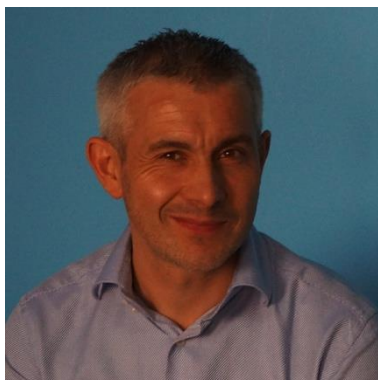princess.greatness@yahoo.com

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Annexe 5 – List of Participants of the Regional Workshop

PAYS		NAME	Email Address	FUNCTIONAL TITLE	ORGANISATION
		UNCTAD/TrainForTrade Seminar – Training on "Electronic Commerce for Practitioners" **Banjul, The Gambia (09-11 March 2015)**			
The Gambia	1	Momodou Darboe	mdarboe@moici.gov.gm	System and network administration	Ministry of Information Communications and Infrastructure
	2	Fatou DIBBA	fdibba@utg.edu.gm	Internal Audit	University of The Gambia, Finance Department
	3	Sanusi DRAMMEH	sdrammeh@moici.gov.gm	ICT Officer	Ministry of Information Communications and Infrastructure
	4	Carlos GOMEZ	cgomez@giepa.gm	Business & Export Development Officer	Gambia Investment Agency
	5	Mariama JALLOW	majallow@utg.edu.gm	Accountant	Gambia Univ. Finance Dep.
	6	Mary P. MENDY	mpm762004@yahoo.co.uk	Manager, Policy Planning and Research	Gambia Revenue Authority
	7	Yahya SAMATEH	samatehf@gmail.com	Senior Trade Economist - UNCTAD Focal Point	Ministry of Trade
	8	Omar B. SANNEH	nyancho25@yahoo.com	Relationship Manager	Guaranty Trust Bank
	9	Edrissa SOWE	sowe123@gmail.com	University of The Gambia	IT Administrative Assistant
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	11	William KARTEY	kartey@hotmail.com	Director, Research, Satistical and Information Management - UNCTAD Focal Point	Ministry of Trade and Industry
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	14	Yakubu GONTOR	ygontor@gmail.com	Assistant Director, Finance	Nigeria Communications Commission
	15	Patrick OJO	banjiojo04@yahoo.com	Assistant Director, Compliance, Monitoring and Enforcement	Nigeria Communications Commission
	16	Chima OKORIE	chima@ncc.gov.ng	Manager, Legal and Regulatory Services	Nigeria Communications Commission
Organisers					
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	18	Dominique CHANTREL	dominique.chantrel@unctad.org	Distance Learning Officer	UNCTAD
	19	Aylwin ZABULA	aylwin.zabula@unctad.org	Associate Information Systems Officer	UNCTAD
	20	Stéphanie GARCIA	stephanie.garcia@unctad.org	Training Assistant	UNCTAD

Annexe 6 - List of participants of the distance learning course

Name	Surname	Gender	Country	Email address
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Annexe 7 - Opinion Questionnaire for Module 1

Module 1 – An Overview of eCommerce, Opinion Questionnaire Summary
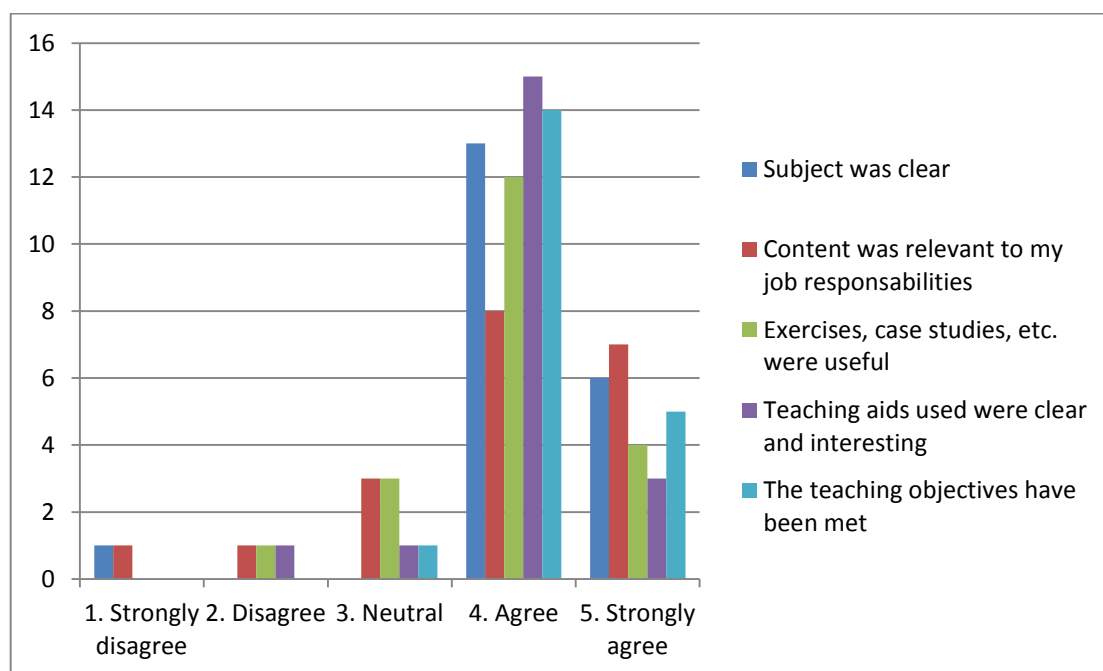
Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):

- Very satisfactory
- Good
- The module comprehensive except for certain questions was unclear. Power points were awesome.
- Module was very helpful but some of the IT terms used were new to me, therefore difficult to visualize.
- It was good
- Very interesting and insightful, I however regret my resuming late as I had posers which I would have loved to share with other participants. Maybe I will still bring them in at subsequent Modules or during the face to face session.
- The overall opinions about the module were impressive and educating for me
- IT was very educative.
- It was very precise, straight to the point and easily understood
- In all the content, instructors, manual etc. are very relevant to the course and are very adequate for teaching and learning. It is a very good joy by the experts that prepared them.
- Having to take a test at the end of the module gives us an opportunity to evaluate our level of understanding.
- The manual and quiz is very useful, it added value to my understanding on what e-business and e-commerce was all about. I can now see the differences and

similarities. The test was a bit tricky but ok. I didn't the exercise and power point section in my material.
- The materials are complicated and difficult to understand; especially the manual is very bulky and difficult to understand.

Which section of the module did you like most? Why?

- All of the sections, because they are very educative. And as per my job in R& D it opened my eyes to a lot of opportunities I could explore in my country.

- The different business models related to e-commerce because I never came across the types of website we have in e-commerce (only heard of web portal and intranet which I now understand that it is Business to Employee) and the different income model we have in e-commerce.
- All section of the module was well organized and satisfactory
- The difference between e-Business & e-Commerce. It was new to me.
- I admired the power point presentation, because of the presenter's eloquence and fluency in English.
- E-commerce. It is an eye opener that Africa still needs to do joy work for us to increase the rate of Internet access and also encourage online business.
- Differentiating the types of websites, it helps a practitioner define the purpose of an e-commerce platform.
- Manual. Because the manual is detailed and simplified to understand.
- All
- The data presentations. It provided information in a clear form.
- The module part to me was more detail and easy to access.
- Section 3 (From a regulatory perspective, it relates to a current area of concern to my organisation in its effort at implementing its Open Access Model of broadband deployment with emphasis on data)

Which section of the module did you like least? Why?
- Section 3 (The data/statistics applied do not appear to be up to date and therefore may not perfectly reflect current reality in the sub region particularly as it pertains to Nigeria)
- The section of the module I like least was the manual; the reason is because it deals with lot of figures and is voluminous. The time for the PowerPoint was not enough.
- The chat session to me was not going according or that it was new to me.
- All went well
- Video. Because of Low band Penetration in Africa
- None

How could the module be delivered more effectively?
- I will like to suggest that no deadline for submission of each module should be given due to workload/attending meetings/international workshops that may suddenly come up at my work place. The online course is perfect but students should be allowed to finish all modules on or before the duration of the course.
- The technical terms used should be explained in more details and if possible be supported by a diagram. The chat session should be conducted accordingly questions and answers should be in line.
- Face to face
- I think they were delivered at their best.

- I think the delivery is very effective. Please keep it up until the aim objective is achieved.
- The two-sided printing makes reading online difficult. Straight print is easier to read.
- I suggest that, the PowerPoint should be longer enough to cover the entire manual
- More time to be given
- In my opinion, it could be delivered in more effective way when the chart manual is precise and understanding and should work on the chart to be like in a video conference way whereby students will be more serious in that way things will be more lively.
- The module was well delivered
- Improve on areas that have very crucial importance to the participants.
- Don't see any other way than how it is, at the moment.

Module 2 – e-Governmence, Opinion Questionnaire Summary
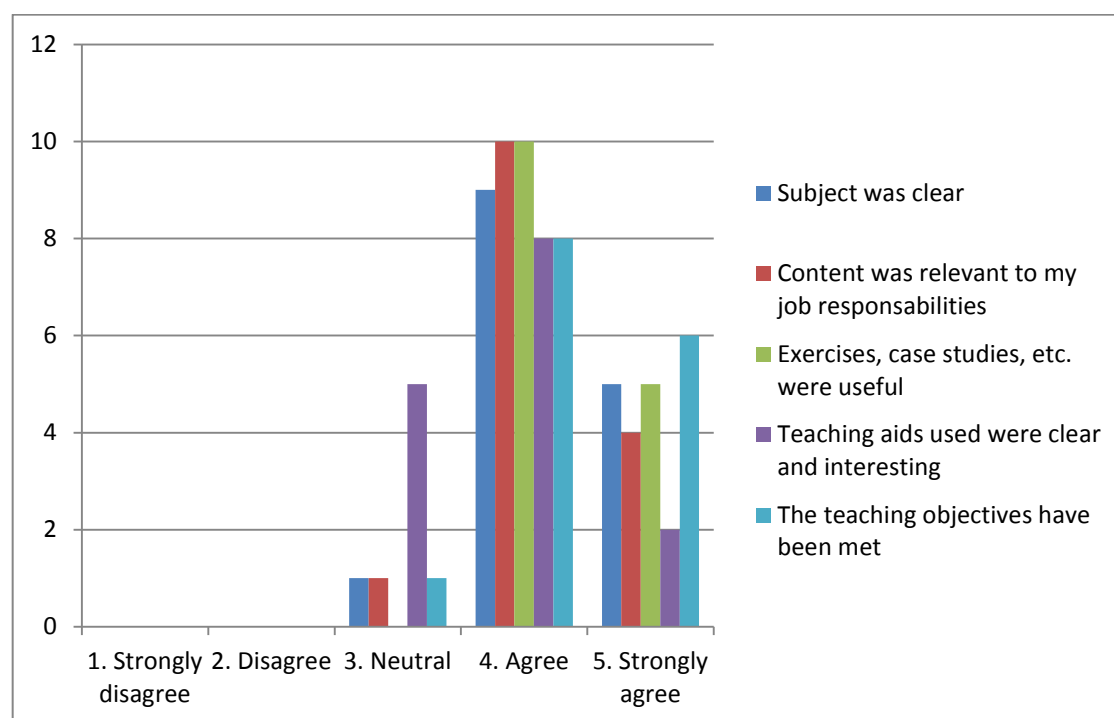
Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):

- Generally the instruction was good, content - good, manual-excellent, test tricky, power point good
- This module has really enlightened me on e-governance and its differences/similarities to ecommerce.
- The materials were very helpful
- Some of the material was translated from French and felt a bit jumbled, some of the case studies had all the French ... made it unintelligible. But it was enlightening.
- My opinion of the module was easy
- Over all it's an eye opener for me. It's educated me on the use of technology and how we should educate our society.
- The Module was rich, and I found the video presentations and exercises captivating. I however note the dearth of case studies regarding the Nigeria experience. During the chat sessions, I commented on the "cashless policy"; recently introduced by the Central Bank of Nigeria as well as the Broadband Policy of the Nigerian government. Such effort highlight inroads towards e-governance and giving push to e-commerce in short.
- Very Satisfactory
- The overall module is okay but do not understand how the test is being marked.
- All of them
- Overall text was very helpful.

Which section of the module did you like most? Why?
- All
- The definition and uptake chapters. Because that's where the clarification of concepts helped in my learning. The barriers to e-gov, it retard the
- implementation of egov
- The presentation part
- The manual because its more detail
- Section 1 and 2
- The e-government impact on the commerce. Because it allows procurement to be very flexible. They bring their tender online so there will be no favouritism in tendering. It also fees to be paid online and taxes as well.
- 1.2 (Barriers to development of e-gov) - One was able to identify with some of the challenges and this makes room for sharing notes with jurisdictions where such barriers have been overcome. By so doing, we stand a chance of fast-tracking some of the processes and achieving the desired objective of a pervasive e-governance regime and reaping the benefits.
- Benefits of e-commerce, because it gives insight of why people should engage more in e-commerce.
- Opportunities of e-government, it facilitates the implementation of e-government

**Which section of the module did you like least? Why?**
- The Chat sessions.
- None
- Barriers for development e-government. My lights went off as soon as soon the lectures started I had to go out of my office before I had access.
- Section 3

How could the module be delivered more effectively?
- When there's competence, when there's technology when there's good security integrity and financial transparency. Not forgetting that technology is the corner stone for development as a nation we should be well based in technology and improve on our efficiency.
- More time needed
- Proper translation of non-English materials for better grasp, and put an end to the two-line print, one has to keep scrolling up and down.
- As effective as it is already been delivered.
- I think it is relatively perfect for me.
- It could be delivered better by using video-conference.
- The chat session should be more coordinated so that our question will be answers.
- I recommend that the chat sessions be made longer such that the desired objective of getting participants to share thoughts on issues is achieved.

Annexe 9 - Opinion Questionnaire for Module 3

Module 3- Regulatory Framework, Opinion Questionnaire Summary
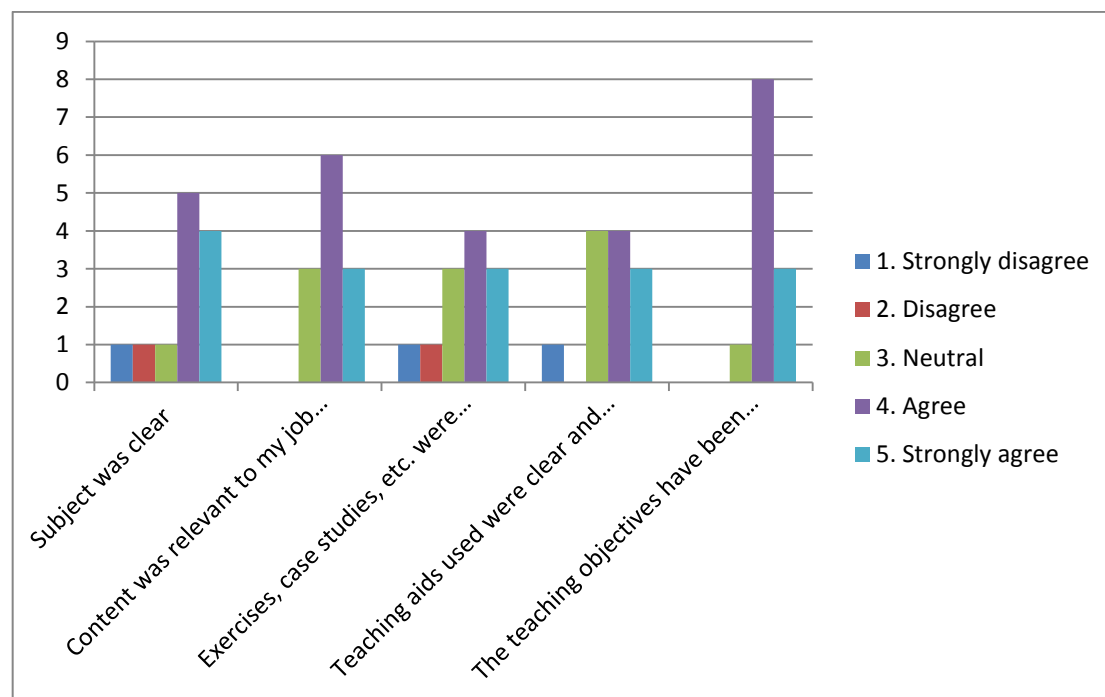
Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):

- The overall opinions about the module were not bad. They were interesting and educating.
- Quite enlightening. Great
- I had difficulties understanding. I had to extra research the Internet to get clearance.
- The overall module is better
- It deepened my knowledge from the government perspective by giving details of policies to curb problems in Ecommerce
- Sufficiently dealt with the subject matter in a very practical and interactive manner.

**Which section of the module did you like most? Why?**
- Section 2
- The video presentation since it was very summary.
- All sections were very relevant and educating
- The manual part
- Section 2: Forms of regulation, because it highlights the steps that are been put into play to regulate e-commerce.
- Section 3 - Information Security. This closely identifies with contemporary challenges of the ICT regulator in my country and has given fresh insights on managing the issue of security in cyberspace.

Which section of the module did you like least? Why?
- The section I had problem with was the PDF version of the note; it was very bulky and voluminous.
- The manual was too much
- The chat session
- ALL
- N/A
- None

How could the module be delivered more effectively?
- Face-to-face
- The module can be delivered more effectively by prolonging the presentation time and summarizing the PDF note.
- It was pretty ok
- Should be delivered on video conferencing
- Be clear in explanation
- It is already.
- Case studies should have been included.
- I suggest, where possible, a longer interactive/chat session as this helps to actually share thoughts and genuine concerns of various Administrations.

Annexe 10 - Opinion Questionnaire for Module 4

Module 4 – ICT Tools, Opinion Questionnaire Summary
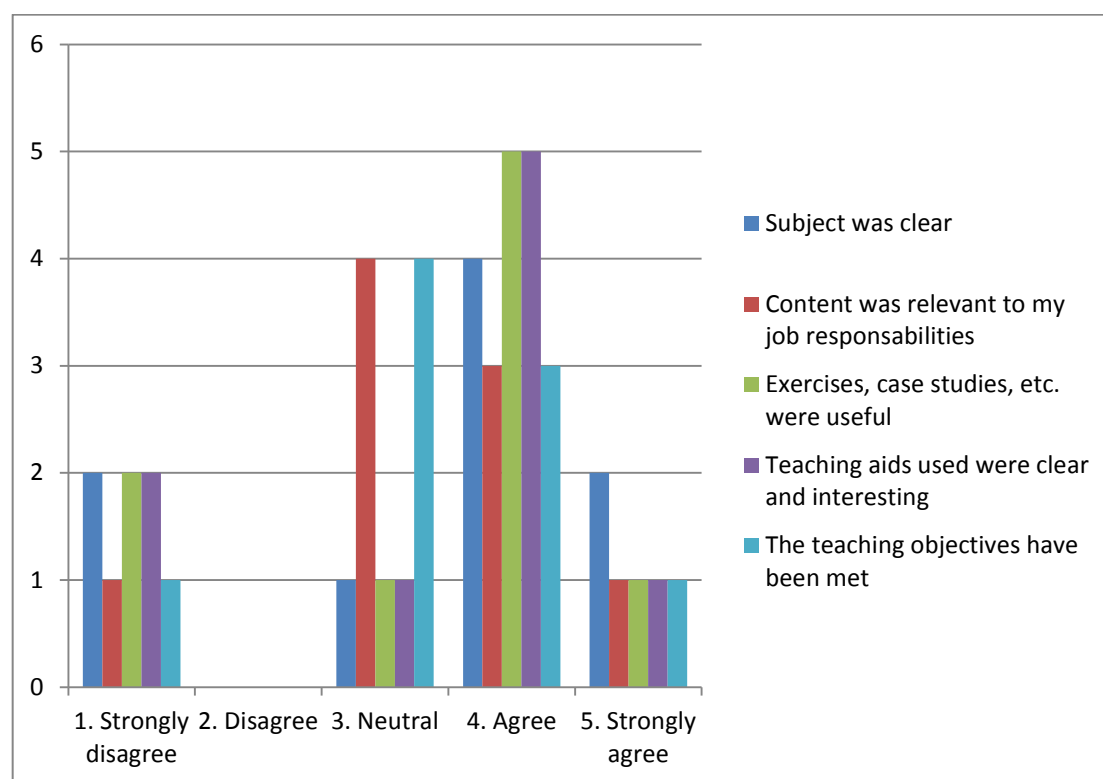
Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):

- The overall opinions of the module were good
- Good and clear
- Exciting, especially given my personal background in Legal & Regulatory Affairs. Offered a rich background appreciation of the technical basis of e-commerce.
- The overall module was interesting, educative and easily understandable
- Content was well explained

Which section of the module did you like most? Why?

- All of them
- Section 2 (E-commerce platforms) - Provided logical and in-depth understanding of some easily-taken-for-granted components of an e-commerce package, possible models and, very importantly, customer care issues.
- The chat session, I was able to understand the topic.
- The section which talk about mobile Money, the reason that, it can used by people who don't have bank account.
- The part that I like most is the manual part.
- None

**Which section of the module did you like least? Why?**

- The section which talks about credit card etc because this method is not suitable for Africa; most of the Africans don't have credit cards.
- The part that I like least is the chat session
- N/A

How could the module be delivered more effectively?
- Delivery was quite effective
- The module could be delivered effectively by extending the presentation time to cover all what are in the PDF note
- Add more case studies, to drive home the practical aspects
- It already is.
- I think it was the best
- It can be delivered effectively by using video conferencing.
- Well justice was done to the topic but the theory aspect of it was not enough for some of us with limited knowledge on ICT.

Annexe 11 - Opinion Questionnaire for Module 5

Module 5 – Payment Methods, Opinion Questionnaire Summary
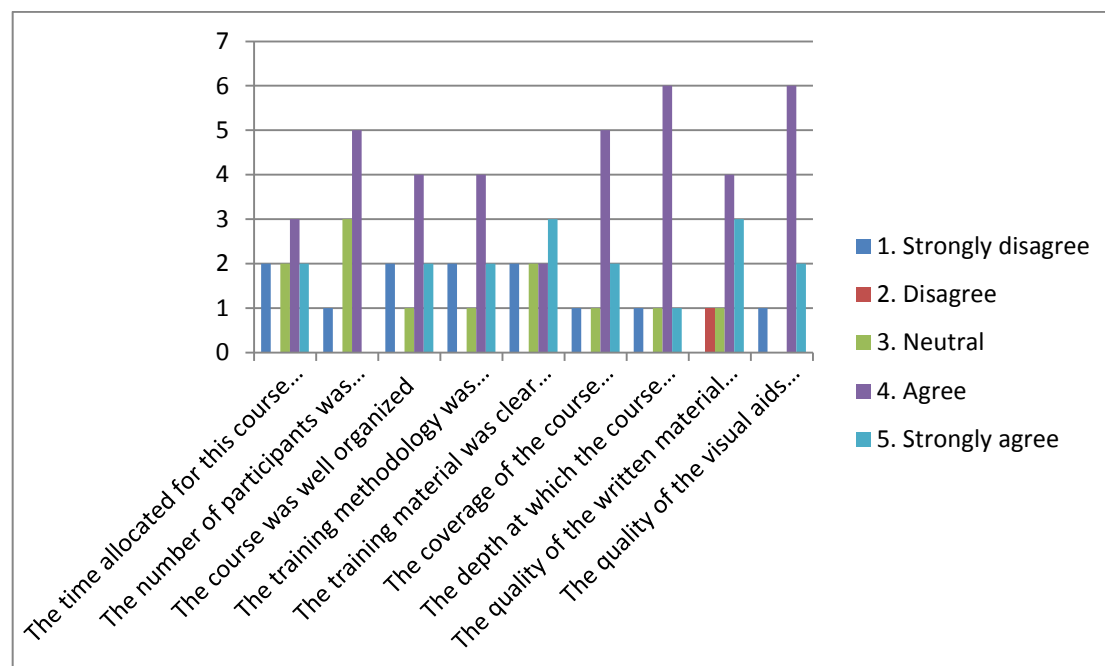
Comments regarding the course content and/or organization:

- The course content was educative and was well arranged.
- The course content was good
- Some of the material was in French
- It was good.
- The course is interesting. It shed light to what credit cards/chips/digital wallet etc. means. I have gained at least some knowledge/idea about micropayments.
- The course content was perfectly clear
- Very Satisfactory

Which section of the module did you like most? Why?

- All the sections. Very engaging

Other suggestions / recommendations:

- No comments
- I suggest that, there should be more time for the presentation and it should be in detailed.
- The time allocated to the chat session is not sufficient for us; it sometimes takes us time before we can connect due to poor Internet connection, therefore slowing down my participation in the chat session.
- No content was very helpful.
- More case studies will help participants

- I recommend that the chat session should be improved because sometimes before your question is been answered it takes time, which makes us lose track of the whole picture.

Annexe 12: Opinion Questionnaire for Module 6 (Face-to-Face)

Opinion Questionnaire for Module 6 – 9 March 2015 – Banjul
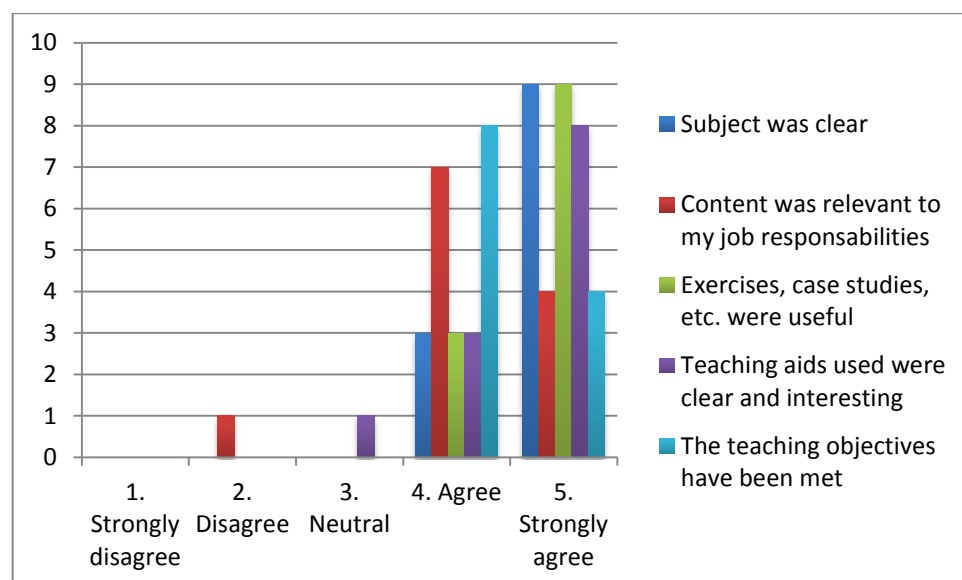
General overview of the module:

Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):
- The module was very educative and interesting, and the videos presented add a better understanding of the module.
- I am satisfied with the content, instructor's professionalism and the use of all working tools.
- Relevant to my expectations and the instructor was passionate about the subject
- "E-Government, ICT Tools, LOGISTICS are very important and interesting which are key when it comes to e-commerce.
- Well design and understood.
- Very interactive session that challenged us into permeating new frontiers of e-commerce
- The content was clear and interesting. The instructor delivered to expectations.
- The expert precisely explained the module and he was patient during the explanation period. I honestly have learned something, which I do not know about before my first day at the workshop.
- The topic was interesting and the content of the module was very rich and educative. However, more text and clear summary of the module on the power points would have been better to understand the module
- It was well structured and informative
- Very impressive and insightful

Which section of the module did you like most? Why?
- The transport system in e-commerce most especially with the use of advanced technology like drones to delivery products to the final consumers
- Alternatives to Addressing, simple because it is one of the stumbling blocks to e-Commerce in the Gambia and finding out that there are several ways to maneuver the issue is something interesting.
- Logistics
- The video part was very interesting as i saw many fascinating things

- The section that deals with delivery and returns.
- LOGISTICS, because its like customers trust and fast delivery with quality is mostly base on it.
- The part on leveraging on traditional "infrastructure" like the Post Office Boxes to enhance electronic transaction in peripheral/remote parts of the community
- Logistics and transportation
- I like the case study because it forces me to think like an entrepreneur.
- Logistics for e-commerce because it deals with transportation, distribution and customer relationship management.
- Delivery - It provided solutions for areas without addresses.

Which section of the module did you like least? Why?
- None, all were interesting.
- I think I like all the modules presented because they are all key to e-commerce.
- The logistics part which was a litter bit complex than the transport part

How could the module be delivered more effectively?
- By including areas of ecommerce legal regime applicable to different jurisdictions.
- It was practical and interactive enough so I think the approach is the best
- Delivery was superb.
- By sharing lecture materials to the participants after each lectures.
- Better summary of the module in the power points presented
- Not that I can think of it was excellent.
- No better way
- More time should be given.
- Well the module is okay for me.

Annexe 13 : Opinion Questionnaire for Module 7 (Face-to-Face)

Opinion Questionnaire for Module 7 – 10 March 2015 – Banjul
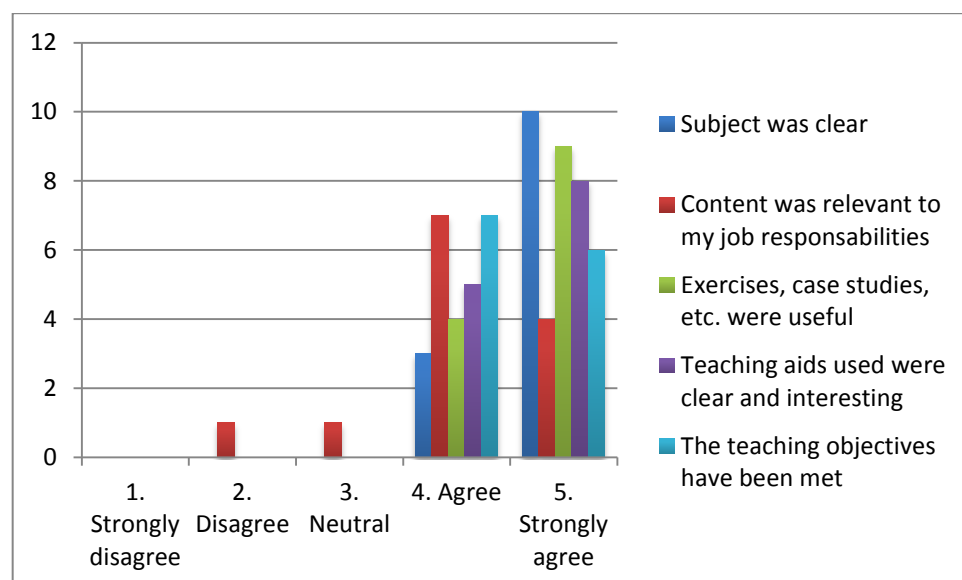
General overview of the module:

Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):
- Satisfactory.
- The module was very educative and precise.
- The overall module was well taught and understood.
- The exercise was really interesting, using social media platforms, Mobile Marketing, Natural (SEO), Email Marketing, Search Engine, Directories, Online Adverts.
- The overall module was delivered up to expectations and video were also useful because it really help in understanding the lecture.
- Quite elaborate and satisfactory
- Very educative and interesting as it is the current reality
- It was precisely presented and it was clearly understandable.
- Wonderful
- Very useful
- The module touched directly on the requirements of social media and online marketing.
- The content was loaded with relevant details and the instructor is very verse with the subject. Overall, the module is relevant to the essence of being in Gambia.

Which section of the module did you like most? Why?
- I really learned a lot and understood for the first time 'digital marketing' and how it works.
- Branding: because it has taught me that one of the ways companies gain people's trust is by using brands. Brands tell people who exactly you really are and enable people to identify the company.
- The explanation part as well as the videos
- How to attract visitors to website. I mostly like this module because the essence of ecommerce or business is to attract customers to your website or location.

- The use of social media to advertise products and services
- The SEO section, which explains the way to direct traffic to websites.
- The exercise part of the lecture, create more understanding of the module.
- The social media marketing
- Social media as it clearly highlights the usefulness of these sites in business.

Which section of the module did you like least? Why?
- Some diagrams in the module were not user friendly, I find it difficult to read some of the diagrams.
- Search engine. It is too IT related and may be of interest to IT specialist not an aspiring entrepreneur like me.
- The use of Facebook for ecommerce.
- I like every thing I learn today because most of them were new to me and I appreciate it.
- The search engine optimization as the lecture was not very clear to me to understand how it works. However, it is a useful area for any successful online advertising and sale of products and services
- Maybe the use of social medias perhaps it because I knew it already. But in spite that fact it was really relevant to other participants.

How could the module be delivered more effectively?
- No other way but be more focus to other target group.
- Use of more content on the slides to summarize each key section of the module.
- Honestly, I have no idea. :)
- It was excellent and i think this is the best way to deliver the module.
- No Better than this
- This can be done with the use of more real life examples.
- I believe the module design is very effective enough
- The scenarios in the module are important, but the diagrams could be made better.
- Share all the presentations lectured per day.

Annexe 14 : Opinion Questionnaire for Module 8 (Face-to-Face)

Opinion Questionnaire for Module 8 – 11 March 2015 – Banjul
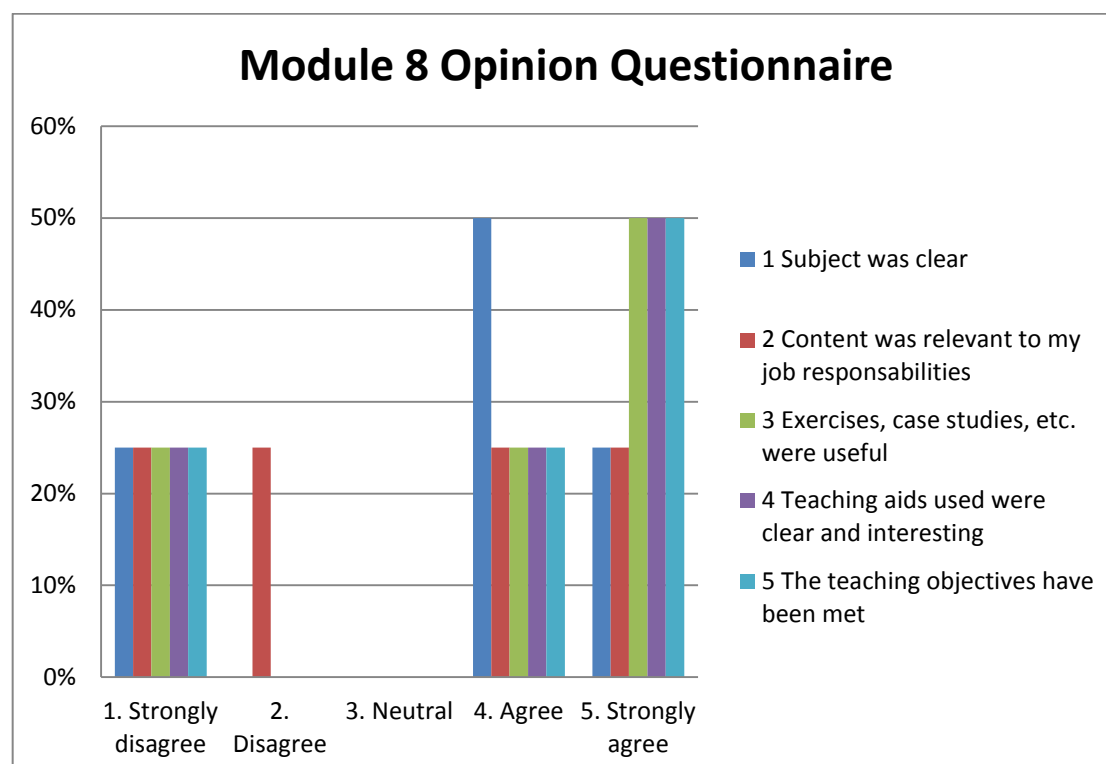
Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):
- Using the Analytic tools and Display/ Email Marketing its very very interesting.
- The module was clearly delivered and the supporting documents were really helpful in understanding the course.
- wonderful
- Professionally delivered. Presented concisely and precisely. I learned a lot from the session.

**Which section of the module did you like most? Why?**
- The section on Analytics was an eye opener for me, because it showed how critical it is to measure the performance of the business platform.
- I liked it all.
- The Google analytic tools as wells as the mail chimp was really interesting with that i will know how to asses my website in order to know my success, also with the mail chimp i can send as many emails as possible which will save me time to do something useful.

Which section of the module did you like least? Why?
- None.
- All the sections were relevant and interesting.

How could the module be delivered more effectively?
- The presentation was well delivered.
- This is the best way to deliver the module
- The media presentation should be more audible.

Annexe 15 – Final Questionnaire of the Face to Face seminar
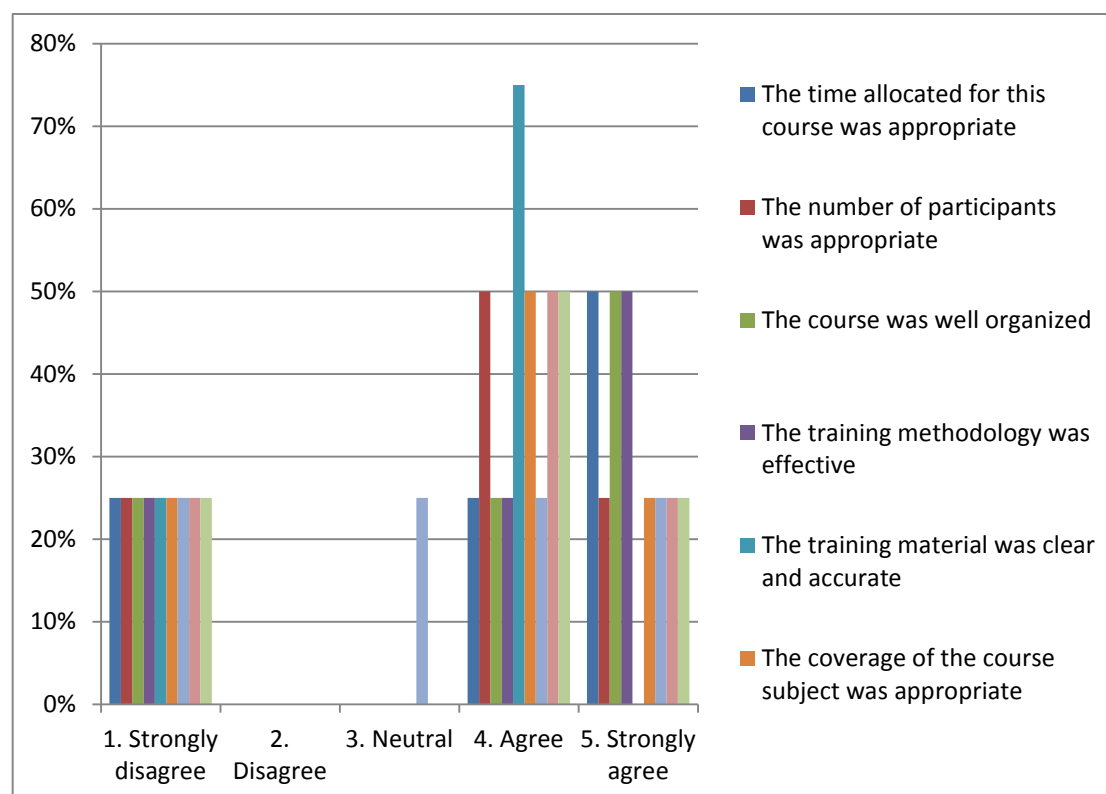
Comments regarding the course content and/or organization:
- The overall course content was really helpful because it made learn so many things that i was not aware of as in mail chip, Google analytic tools, content marketing, transportation and delivery, warehouse(logistics , order picking/ receipt, shipping, inventory management labeling, branding) to measure a few. this was so amazing and i think i can you use it in my daily life also as the the stated above is important in managing ones life. i think UNCTAD is really doing a great job in developing the world in general, Africa in particular and may continue with this great initiative.
- Excellent work. I am proud of the UNCTAD Team.
- From my perspective, the course content was relevant for the training and was well organized.
- The Training was very important to my work when it comes to the Digital Marketing, Email Marketing, Logistics, Transport, Especially the Google Analytic will help us able to track the Monitor users of the websites we've being developing.

Other suggestions / recommendations:
- I feel that this face to face forum should be four or five days as against the three days. Every other aspect of the course was perfect.
- My suggestion is UNCTAD should try and send invitations to our organizations/institutions/companies directly so that it individuals can find it easy to attend the face to face module
- The efforts of UNCTAD are highly appreciated. Please organize more sessions to keep spreading the e-commerce message, so that the whole of West Africa will be adopt e-commerce.