### Q1: Respondent details

<table>
<thead>
<tr>
<th>Name</th>
<th>Dorothy Githae</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>360 Degrees International</td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:dorothycg@gmail.com">dorothycg@gmail.com</a></td>
</tr>
<tr>
<td>Phone Number</td>
<td>0728424633</td>
</tr>
</tbody>
</table>

### Q2: Country or Customs territory

KENYA

### Q3: Organization

Private sector

### Q4: Title of case story

Accelerating Women & Youth Economic Empowerment through Digital Marketing Skills for Entrepreneurs

### Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

### Q6: Case story abstract

This project is involved in Accelerating Women & Youth Economic Empowerment in Africa through capacity building & training in Especially Digital Marketing Skills (e-commerce, m-commerce, use of social media) for International Trade & show-casing success stories on video to inspire and motivate other Entrepreneurs.

Very happy to share some of the data and information gathered among the Women & Youth Entrepreneurs trained.

+254728424633

### Q7: Who provided funding?

Multilateral organization,

Other (please specify)  
360 Degrees International/She Trades

### Q8: Project/Programme type

Multi-country

### Q9: Your text case story

Respondent skipped this question
Q10: Lessons learnt

The need to provide training content that is mobile phone friendly to mitigate challenges experienced by Women Entrepreneurs in rural areas with no access to computers.

The videos with success stories needed to be converted to low MB short files for ease of view using mobile data.

There is still a huge need for capacity building & training on entrepreneurs in Africa. Incubating for longer to support entrepreneurs to market & in-order to translate lessons into immediate/real impact is key.