



Noteworthy experiences in digitalisation by employers' and business membership organisations (EBMOs) in Latin America

Technical Note: Uruguay

Chamber of Digital Economy - CEDU

This Technical Note forms part of a collection of noteworthy experiences in digitalisation by employers' and business membership organisations (EBMOs) in Latin America, identified during research carried out by the ILO's Bureau for Employers' Activities (ACT/EMP) for the production of the 2022 Regional Report "Where do Business Organisations Stand on the Road to Digitalisation? A look at Latin America". The aim of these noteworthy experiences is to inspire other EBMOs in their transition towards digitalisation. We would like to thank the ILO's South-South and Triangular Cooperation (SSTC) programme for its support in drafting this document, which will serve as a basis for an exchange of knowledge among EBMOs around the world.

► What is South-South and Triangular Cooperation?

South-South and Triangular Cooperation (SSTC) can be defined as collaboration between two or more developing countries, which frequently have the support of traditional partners, guided by the principles of solidarity and unconditionality, the aim of which is to put into practice inclusive and distributive development models governed by demand. SSTC complements North-South cooperation with joint action to encourage development opportunities. As can be seen from the Sustainable Development Programme 2030, SSTC has become an important means of international cooperation for development and an essential item in the United Nations toolbox.

► Summary

The Cámara de la Economía Digital del Uruguay (digital economy chamber of Uruguay - CEDU) is a business association for the main participants in the country's digital economy, in both the private and public sectors. CEDU is more than just a business organisation, it is an initiative to promote the digitalisation of the business sector, especially with regard to e-commerce. It was founded in 2015 to 1) encourage e-commerce, 2) to spread knowledge and training and 3) to represent the digital economic ecosystem in Uruguay.

► What services does it offer?

In line with the services offered by more traditional EBMOs, CEDU provides advice, training, communication, networking, lobbying and representation for its members. What differentiates the CEDU is that all its services focus on increasing e-commerce. It has therefore launched a number of initiatives, including Ciberlunes and Despégate.

Ciberlunes and Cybermonday initiatives are trademarks registered by CEDU and are used as a mechanism to encourage on-line sales by its member, whom it supports with a digital marketing campaign aimed at the Uruguayan public, and a website for on-line sales with discounts: www.ciberlunes.uy. Ciberlunes is held twice a year, in June and November.

On the other hand, Despégate is a mentoring programme linking SMEs with on-line sales headed by women, with female mentors who have experience in different aspects of digital business. The main aim of the programme is to strengthen and professionalise the digital businesses of SMEs led by women through a 6-month digital mentoring process complemented by webinars offered by CEDU.

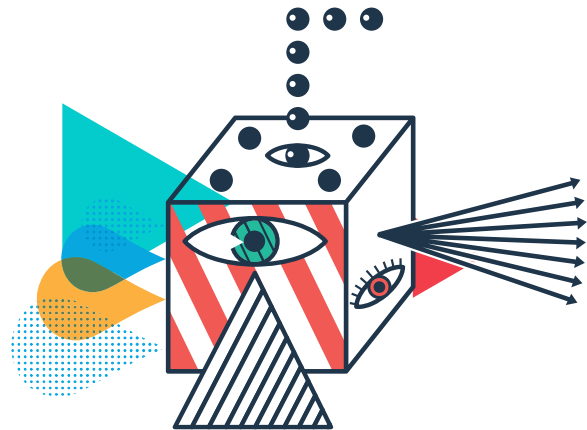
► How to join?

The **Ciberlunes** programme is open to members and non-members who want to sell via this trademark event. There are four categories of access (basic, bronze, gold, and platinum) with a variety of subjects such as digital marketing, website positioning, maximum number of products, and others. Depending on the category, members receive discounts between 35 and 50 percent of the tariff for non-members.

For **Despégate** the principal requirements for members are that they are SMEs selling actively online (through their own sites, networks, Marketplace or others), and be headed by women who are willing to take part in the programme.

► Why this project?

Both projects share the vision of CEDU of growing the digital economy. **Ciberlunes** was launched in 2014 in Uruguay by Cámara Uruguaya de TI (Uru-



guayan chamber of information technology), the body responsible for founding CEDU.

Despégate follows the gender-based approach of the CEDU, particularly because of the high cost of inequality in Uruguay (estimated by the World Bank as 13% of per capita GDP).

► What impact has it had?

June's **Ciberlunes** achieved more than 400,000 clicks on brands on the website, with more than 100 brands represented and the campaign reached around 2.5 million people. During that time 28% of Uruguayans made an on-line purchase, generating total sales of USD 98 million (75% were 100% paid online). In a report entitled "Indicadores del e-commerce en Uruguay del ejercicio 2021" (e-commerce indicators in Uruguay in fiscal year 2021), companies said that 17% of their annual online sales take place during the two Cybermondays.

Despégate started as a pilot programme in 2021, with the participation of ten SMEs. Nine of these completed the whole programme and five had no established aims or metrics regarding the digital channel, which were defined during their participation. The fields in which most help was needed were digital marketing and business strategy in first place, while platforms, means of payment and logistics shared second and third places. At the end of the programme the general level of satisfaction with it was 4.4/5. The programme was deemed strategic by CEDU and will be repeated.