EVENT PROPOSAL
FOR
ITEALEARNING: E-LEARNING MATERIAL DEVELOPMENT COMPETITION

THEME: WOMEN EMPOWERMENT IN SUSTAINABLE DEVELOPMENT

ITEA SECRETARIAT

INTERNATIONAL CULTURAL COMMUNICATION CENTER MALAYSIA

2024

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Introduction

This proposal introduces the concept of developing e-learning materials in ITEALearning Platform on the theme "Women Empowerment in Sustainable Development". ITEALearning is part of an initiative from International Transnational Education Association, ITEA to modernize the traditional method of education by leveraging the power of technology.

This competition seeks to engage educators, institutions, organizations and government bodies in developing e-learning material that not only educate but also inspire sustainable practices within educational and corporate environments. It challenges participants to utilize the advanced features of the ITEALearning to deliver interactive, multimedia-rich content. This proposal encourages collaboration among educators and organizations dedicated to advancing gender equality, aiming to inspire positive change through education and technology.

Furthermore, this competition objectives are aligning with ITEA's mission, which is to promote and advance transnational education globally by facilitating cooperation, sharing best practices, advocating for its recognition, and supporting its members in delivering high-quality educational programs across borders. Through this competition, collaboration and knowledge-sharing can be nurture and drive meaningful change in both corporate sustainability and gender equity, leveraging the transformative potential of education and technology.

Objectives

1. To promote gender equality through educational content by developing e-learning materials that actively promote gender equality, challenge stereotypes, and highlight the achievements and contributions of women in various fields.

2. To enhance engagement of ITEALearning and learning outcomes by utilizing the functionalities of the ITEALearning to create innovative and engaging e-learning materials.

3. To foster collaboration and innovation by encouraging collaboration among educators, content creators, and organizations committed to women empowerment and gender inclusivity.

4. To facilitate the exchange of knowledge and best practices among countries, institutions and stakeholders involved in transnational education.

Methodology

1. E-Learning Material Development: Engage experienced lecturers and subject matter experts to create engaging and culturally relevant e-learning content. Material will include videos, slides (PPT), quizzes, case studies and success stories. E-learning materials need to be comprehensive and aligned with ITEALearning requirements.

2. Launch and Evaluation: Upload finalized e-learning material on a ITEALearning and evaluate effectiveness through students feedback and content assessment.

3. Monitoring progress and feedback from participants on the mechanisms and interface within ITEALearning to identify areas for improvement and ensuring that educational programs are effectively meeting the needs of learners.

4. Fostering a supportive community within the ITEALearning where everyone can find networking and share experiences. These shall create opportunities for peer learning and collaboration.

Who will Participate

1. Educators, Lecturers and Trainers:
   Educators, lecturers and trainers in higher education institutions and training organizations interested in integrating sustainability and gender equality into their curriculum.

2. Nonprofit and Advocacy Organizations:
   Nonprofit Organizations and Advocacy groups aiming to raise awareness about sustainability issues, gender equality and promote inclusive practices that empower women in their communities.

3. Government and Policy Makers:
   Government officials and policy makers involved in crafting regulations and policies related to sustainable development and gender equality.

Who will Benefit

We are committed to empower women across all over the World who encounter significant challenges when attempting to access traditional educational opportunities. Such barriers may include cultural norms that prioritize male education, or systemic inequalities that disadvantage women in pursuing formal education. By offering accessible, culturally relevant e-learning materials in areas like gender equality advocacy, leadership development and sustainable practices, our initiative seeks to equip women with the skills and resources needed to thrive personally and professionally, promoting empowerment and resilience within their communities. Specifically, our e-learning materials are designed to benefit:

1. <u>Young Women Entrepreneurs:</u>
   Aspiring female entrepreneurs, particularly those in early stages of starting their own businesses or freelancing careers.

2. <u>Women Returning to the Workforce:</u>
   Women who are re-entering the job market after a career break, seeking to update their skills and enhance their competitiveness in a digital economy.

3. <u>Educators and Community Leaders Supporting Women:</u>
   Teachers, trainers, and community leaders who work with women and can benefit from resources to integrate digital skills training into their educational programs.

4. <u>Remote and Flexible Learners:</u>
   Women who prefer or require flexible learning options due to family responsibilities, caregiving duties, or geographic constraints.

Project Schedule & Itinerary

Key Dates

Date	Agenda
5 August 2024 - 6 September 2024	● Participant's Registration
9 September 2024	● Opening Ceremony & Briefing Session for all Participants (Mode: Zoom)
9 September 2024 - 11 October 2024	● E-learning Material Development
14 October 2024 - 18 October 2024	● Submission of E-Learning Material into ITEALearning
21 October 2024 - 1 November 2024	● Evaluation of E-Learning Material
12 November 2024	● Closing Ceremony (Mode: Zoom)

**Note: In the event of any changes due to unforeseen circumstances, the date will be rescheduled, and the organizer will disseminate this information to all parties involved.

Opening Ceremony Itinerary

Date	9 September 2024, Monday
Mode	Online (Zoom)

Time	Agenda
09:30AM	Registration of participants
10:00AM	Opening Speech by Managing Director
10:30AM	Keynotes Speaker (1st Speaker)
12:00PM	Lunch Break
02:00PM	Keynotes Speaker (2nd Speaker)
03:00PM	Briefing of Competition by Siti Nurkhaleeda Teaching ITEALearning Interface
05:00PM	Q&A Session
06:00PM	End of Opening Ceremony

Closing Ceremony Itinerary

Date	12 November 2024, Tuesday
Mode	Online (Zoom)

Time	Agenda
09:30AM	Registration of participants
10:00AM	Opening Speech by Managing Director
10:30AM	Keynotes Speaker (1st Speaker)
11:30AM	Keynotes Speaker (2nd Speaker)
12:30PM	Award Ceremony
02:00PM	Closing Remarks

Suggested Sub Topics

These are examples of topics that participants can explore for developing the e-learning material.

We also welcome participants to propose and work on their own ideas if they prefer, however the topics will need to be focused on women empowerment.

No.	Topic	Elaboration	Example	Linked SDG
1	Gender Equality	Ensuring equal rights and opportunities for all genders in education, employment, and society; addressing barriers and biases that limit gender equality.	1. Understanding gender stereotypes 2. Promoting equal pay and workplace fairness 3. Advocating for inclusive policies 4. Legal Rights and Protection: Ensuring legal frameworks that protect and empower women. 5. Breaking Social Barriers: Challenging gender norms and stereotypes to create a more inclusive society.	SDG 5: Gender Equality
2	Empowerment through Education	The role of education in empowering women and girls; ensuring access to quality education, literacy programs, and STEM education for girls.	1. Importance of girls' education 2. Promoting literacy and numeracy skills. 3. Encouraging STEM education 4. Microfinance and Entrepreneurship: How providing financial services to women can lead to sustainable economic growth. 5. Women in the Workforce: The impact of gender equality in employment and fair wages on sustainable development. 6. Access to Quality Education: The importance of educating girls and women for long-term societal benefits. 7. Skills Development: Vocational training and lifelong learning opportunities for women to contribute to sustainable development.	SDG 4: Quality Education
3	Health and	Addressing women's	1. Reproductive Health	SDG 3: Good

	Well-being	health issues, including reproductive health, access to healthcare, mental well-being, and efforts to improve overall health outcomes.	and Rights: Ensuring women have access to healthcare and family planning services. 2. Mental Health Support: Addressing mental health needs to enhance women's productivity and well-being. 3. Promoting healthy lifestyles	Health and Well-being
4	Economic Empowerment	Promoting financial independence and entrepreneurship among women; supporting women-owned businesses and addressing barriers to economic participation.	1. Importance of girls' education 2. Promoting literacy and numeracy skills 3. Encouraging STEM education	SDG 8: Decent Work and Economic Growth
5	Leadership and Decision-making	Increasing women's representation in leadership roles across sectors; initiatives to overcome obstacles and enhance women's influence in decision-making.	1. Developing leadership qualities 2. Overcoming barriers to leadership 3. Advocating for gender-balanced leadership	SDG 5: Gender Equality
6	Violence Against Women	Combating domestic violence, sexual violence, and trafficking; promoting prevention strategies, support services, and legal reforms to protect women from harm.	1. Recognizing signs of abuse and violence 2. Legal rights and support services 3. Promoting safe environments	SDG 5: Gender Equality, SDG 16: Peace, Justice and Strong Institutions
7	Social and Cultural Empowerment	Addressing social and cultural factors that impact women's rights; initiatives to challenge stereotypes and promote diversity and inclusivity.	1. Exploring cultural norms and biases 2. Celebrating diversity and inclusion 3. Promoting cultural sensitivity	SDG 5: Gender Equality
8	Technology and Innovation	Harnessing technology to advance women's empowerment and digital literacy; promoting equal access to STEM education and opportunities in the digital economy.	1. Digital literacy and skills development 2. Opportunities in technology and innovation 3. Closing the digital gender gap 4. Digital Inclusion: Promoting digital literacy and access to technology for women. 5. Tech Solutions: How women can use	SDG 5: Gender Equality, SDG 9: Industry, Innovation and Infrastructure

				technology to drive sustainable development initiatives.	
9	Legal Rights and Justice	Advocating for women's legal rights and access to justice; efforts to eliminate gender discrimination and empower women through legal reforms and protections.	1. Understanding legal rights and protections 2. Accessing legal aid and support 3. Advocating for policy changes	SDG 5: Gender Equality, SDG 16: Peace, Justice and Strong Institutions
10	Interpersonal Relationships	Promoting gender-equitable family dynamics and caregiving responsibilities; initiatives to support healthy relationships and shared responsibilities at home.	1. Effective communication skills 2. Balancing caregiving responsibilitie 3. Promoting respectful relationships	SDG 5: Gender Equality

Conclusion

In conclusion, the e-learning material competition has been a transformative endeavor centered on leveraging our new ITEALearning to advance women empowerment in sustainable development. Through informative e-learning materials, this competition has not only educated participants on gender dynamics but has also inspired meaningful action and fostered a community dedicated to promoting gender equality.

In conjunction with that, this competition represents a significant opportunity to empower women by equipping them with the digital skills and knowledge necessary to thrive in today's rapidly evolving job market. We are committed to fostering an inclusive and supportive learning environment that encourages women's empowerment, leadership and sustainable development.