Women’s entrepreneurship development:

Partnering for women's entrepreneurship:
Supporting Job Creation and Economic Empowerment!
• 25% to 33% of all private businesses owned by women
• 190 million women entrepreneurs in 59 countries (GEM, 2010)
• If women entrepreneurs in the US started out with same capital as men, 6 million jobs in five years would be added — 2 million in the first year alone. (Center for Women’s Business Research)
• Failure to achieve MDG target 3 on the promotion of gender equality and empowerment of women could reduce per capita income growth rates by 0.1–0.3 percentage points.
The ILO and Gender Equality

• ILO since founding committed to promoting the rights of all women and men at work and achieving equality between them

• International Labour Standards → GC Principle 6: elimination of discrimination in respect of employment and occupation

• Targeted programmes and interventions aimed at redressing existing inequalities in the world of work
Why WED?

ILO-WED Strategy (2008)

Unleash the economic potential of women’s enterprises to contribute to employment creation, gender equality, economic growth, and poverty reduction within the framework of the Decent Work Agenda
**WED Strategy, GB March 2008**

- Enabling environment for WED
- Institutional capacity building in WED
- Tools & supports services for Wes
- Research & impact assessment

Gender mainstreaming of enterprise interventions
WED programme: levels of action

**Micro** training & supports

**Meso** capacity of institutions to promote WED – gender mainstreaming

**Macro** enabling regulatory & legal environment – policy advice & assessments

**Meta** attitudes and cultural norms – promotion of WEIs

Gender mainstreaming of PSD & all relevant policies & programmes

WED programme: levels of action
First ILO WED assessments in Ethiopia, Kenya and Tanzania in 2004


Guide piloted in the WED assessment in Uganda in 2005 and later in Cameroon

Subsequently used in other African countries


Used by consultants in a number of countries in Central Asia

2013 Assessors Guide is an adaptation and refinement of the previous two Guides

Background - WED Assessment
To identify evidence-based country-specific recommendations for how to develop the potential of women’s entrepreneurship that will serve as the basis for future priority actions on WED by policymakers and other stakeholders.

To provide a tool for other stakeholders to advocate for a more conducive environment for WED, leading to improved job creation, poverty reduction and economic growth.

Objectives of a national WED assessment.
Overview: WED Assessment

Profile of Women Entrepreneurs in the Economy: assessing the current state of women’s entrepreneurship in the selected country, including the social, cultural and political context for WED

WED Framework Conditions

1. Gender-sensitive legal and regulatory system that advances women’s economic empowerment
   - A. Labour laws and regulations
   - B. Business registration and licensing regulations and procedures
   - C. Property and inheritance rights

2. Effective policy leadership and coordination for the promotion of WED
   - A. WED as a national policy priority
   - B. Presence of a government focal point for the promotion and coordination of WED and support actions

3. Access to gender-sensitive financial services
   - A. Women entrepreneurs’ participation in generic financing programmes
   - B. Financing programmes specifically targeted to women-owned enterprises

4. Access to gender-sensitive business development support (BDS) services
   - A. Women’s access to mainstream BDS services
   - B. Mainstream BDS services respond to the needs of women entrepreneurs
   - C. Presence of women-focused BDS services

5. Access to markets and technology
   - A. Export promotion for women entrepreneurs
   - B. Government procurement programmes actively targeting women’s enterprises
   - C. Supply chains and linkages that integrate women-owned enterprises
   - D. ICTs and technology access of women entrepreneurs

6. Representation of women entrepreneurs and participation in policy dialogue
   - A. Representation and “voice” of women in business/sector membership associations
   - B. Presence of women entrepreneurs’ associations and networks
   - C. Participation of women entrepreneurs in public-private sector policy dialogue and influence on outcomes

Recommendations for improving the framework conditions for WED (validated by stakeholders in validation workshops)
Developing the profile of women's entrepreneurship

Assessing the WED framework conditions

Preliminary data and desk-top review (statistics, studies, reports, documents, mapping of key stakeholders/organisations)

Key informants interviews (25-30)

Focus groups with women entrepreneurs (at least four – one in a rural area)

Women Entrepreneurs Survey (200 surveys in 4 different locations)

Scoring of indicators for the WED framework conditions based on analysis of all findings

Results validation workshop(s)

Assessment derives from both secondary and primary data sources

WED Assessment Methodology
Process of the WED assessment

1. Request for Assessment & training of national assessors
2. Desk study & interviews, situational analysis
3. Validation workshop & finalisation
4. Launching Dissemination
5. Develop action plan
Policy and programme recommendations that will lead to:
◦ “an enhanced and more inclusive role for women entrepreneurs in economic development and growth” and an environment where there is equality of economic opportunity for women;
◦ more women are encouraged to become entrepreneurs and start new businesses and supported in their efforts to access financing, support services, markets and technology; and
◦ actions are taken to strengthen the sustainability and growth of existing women-owned enterprises so they can make a fuller contribution to job creation, productivity and economic growth.

Development of a National Action Plan or strategy for WED

Some expected outputs & outcomes
• **Purpose:**
  - To direct and assist national consultants and/or researchers in carrying out a national assessment of WED using a systematic and practical approach
  - To strengthen local capacity to gather and analyse relevant information on WED

• **Structure:**
  - Part 1: the rationale, major objectives, and expected outcomes
  - Part 2: description of the WED framework conditions, the methodological components of the assessment, and the key steps in the assessment process
  - Part 3: elaboration of the six WED framework conditions, with details on how to approach the assessment of each one
  - Part 4: the desired format of a final national WED assessment report
  - Part 5: guidance to policymakers and implementors on formulating a National Action Plan for WED.
  - Annexes: include the instruments and tools to be used in carrying out the assessment
WED country assessments

- Cameroon
- Ethiopia
- Kenya
- Mali
- Malawi
- Mozambique
- Nigeria
- Rwanda
- Senegal
- South Africa
- Swaziland
- Tanzania
- Uganda
- Uzbekistan
- Azerbaijan
- Kyrgyzstan
- Armenia
- Belarus
- Viet Nam
- El Salvador
- Morocco
Some examples of involvement:

- In francophone Africa, EO’s have used the WED assessments to formulate national action plans and lobby with government for improved services for Women entrepreneurs
  - Mali (national action plan)
  - Senegal (a national WED Strategy was formulated – gov’t ch.)
  - Cameroon (national action plan)

- In South Africa, the WED assessment is an input to a national strategy on women’s economic empowerment that is going to parliament
Joni Simpson
Global Coordinator & Specialist Women’s entrepreneurship & entrepreneurship education
EMP/SEED  simpson@ilo.org

National Assessment for WED Framework Conditions – Assessors’ Training Workshop
Dar es Salaam, April 10-12, 2013