




Women's Entrepreneurship Development

ILO WED Programme

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- I. Why a focus on women's entrepreneurship development?**
 - II. The ILO and Women's Entrepreneurship: Three levels of action**
 - I. An enabling environment: economic and social
 - II. A gender-responsive service provision
 - III. Strengthen women's capacities through relevant and tailored services and approaches

I. Why focus on women's entrepreneurship development

27% Labour Force

Participation of women behind of men's. (ILO, WESO, 2020)

20% gender pay gap (ILO, 2018-2019)

In Latin America and the Caribbean, increases in **women's labour force participation** during 2000-2010 contributed to **decreasing extreme poverty by 30%** (World Bank, 2012)

40% countries women's early stage entrepreneurial activity is half or less than half of that of men's. (GEM, 2017)

\$5 trillion global economy boost if women entrepreneurs are adequately supported. (BCG, 2019)

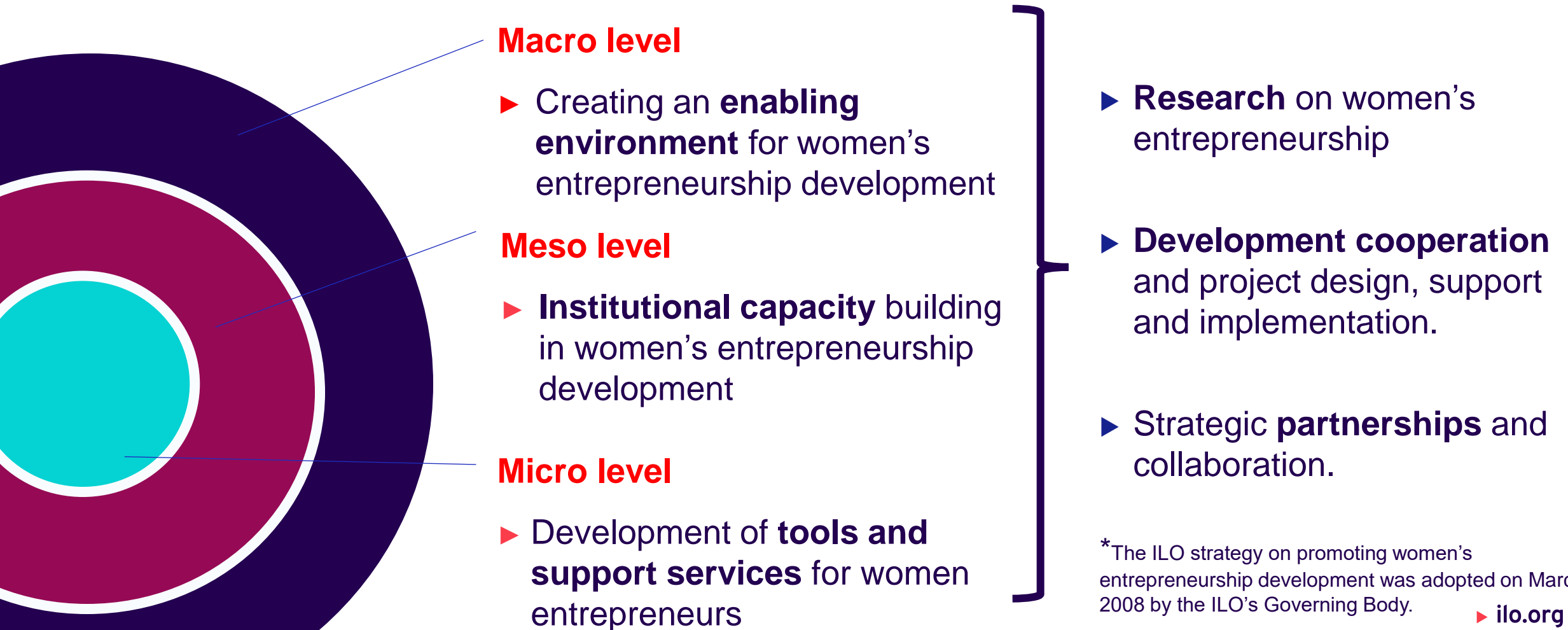
Women's businesses have proven to be **more productive**, generating the same value production than men's with less working power and limited time (World Bank, 2019)

Women's enterprises tend to **hire more women** (Goldman Sachs, 2014)

3/4 of women report being dissatisfied with their banking services (BCG, 2017) The demand for finance of women-owned SMEs in emerging markets that is not being met by financial institutions was **\$1.7 trillion** in 2017 (IFC, 2017)

Nonperforming loan rate for women-owned and women-led SMEs is only 2.7%. **33% lower** than the rate for men (Global Banking Alliance for Women, 2017)

II. The ILO and Women's Entrepreneurship*



*The ILO strategy on promoting women's entrepreneurship development was adopted on March 2008 by the ILO's Governing Body.

► Macro Level

► **Creating a more favourable business environment**

Framework conditions for women's entrepreneurship

The WED Assessment is centred on six framework conditions and 17 sub-conditions deemed necessary to creating a favourable environment for women's entrepreneurship development:

A gender-sensitive legal and regulatory system that advances women's economic empowerment.

- a. Labour laws and regulations
- b. Business registration and licensing
- c. Property and inheritance rights

Effective policy leadership and coordination for the promotion of WED

- a. WED as a national policy priority
- b. Government focal point for the promotion and coordination of WED

Access to gender-sensitive financial services

- a. Participation of women entrepreneurs in generic financing programmes
- b. Targeted financing programmes for women entrepreneurs

Access to gender-sensitive business development support (BDS) services

- a. Women access mainstream BDS services
- b. Mainstream BDS services respond to the needs of women entrepreneurs
- c. Targeted BDS services for women entrepreneurs

Access to markets and technology

- a. Export promotion for women entrepreneurs
- b. Government procurement targeting women entrepreneurs
- c. Inclusive supply chains and linkages
- d. Access to ICTs and technology

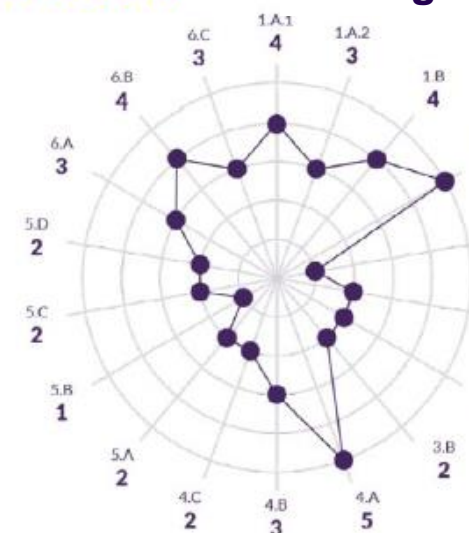
Representation of women entrepreneurs and participation in policy dialogue

- a. Women's representation in business/sector associations
- b. Presence of women entrepreneurs' associations and networks
- c. Participation public dialogue

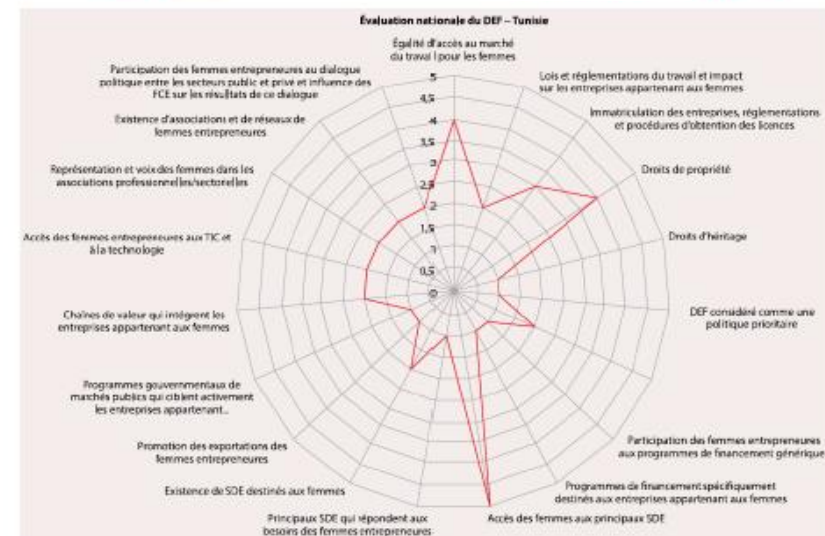
COSTA RICA average 2,7



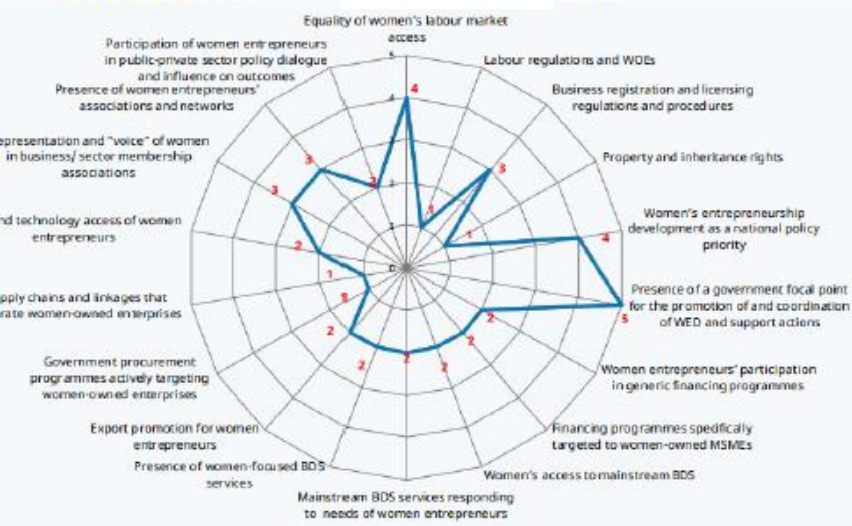
URUGUAY average 2,68



TUNISIA average 1,91



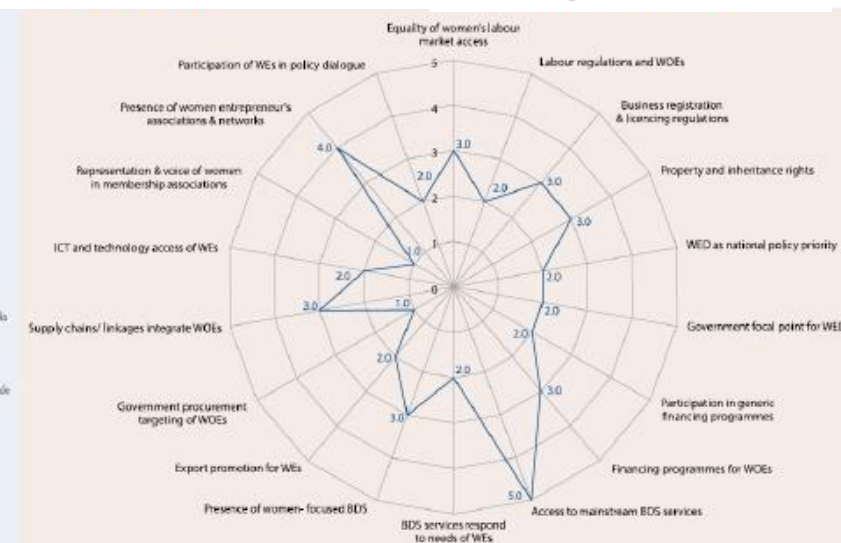
JAMAICA average 2,47



CHILE average 2,68



EGYPT average 2.5



► Gender-sensitive sector and value chain development

► Inclusive value chain development through a systems approach

- Gain insights into root causes impacting the full participation of women entrepreneurs along value chains and sectors
- Help national and development partners explore systemic solutions that may help women move up along value chains, be protected by gender-sensitive rules and regulations and access gender-inclusive support functions
- Initial pilots in Cameroon and Sierra Leone.



► Meso Level

Ensuring gender-responsive
business support

Gender Responsive Business Support: The WE-Check process

WE-Check is an organisational self assessment for gender-responsive business development support.

The WE-Check process is:

- ▶ A set of 15 Key Assessment Questions.
- ▶ Carried out by an internal team comprised of a diverse group of staff and management members of the organisations
- ▶ A facilitated process with the support of an external facilitator during a 6-12 month process
- ▶ With the findings of the assessment, the facilitator supports the organisation to develop and pilot an evidence-based action plan towards greater gender-sensitive service provision.



► **Micro Level**

Building the capacity of women entrepreneurs

► Building the capacity of women entrepreneurs: GET Ahead

Gender Entrepreneurship Together (GET Ahead) is a gender-sensitive entrepreneurship training programme designed for women and men with basic numeracy or literacy skills.

It aims to address some of the barriers women particularly face in starting and running a business, including lack of **entrepreneurial knowledge and skills**, low confidence, and gendered norms and roles that increase the burden of household and care responsibilities.

GET Ahead is a training programme and a network of qualified and Certified Trainers and Lead Trainers.

Structure and content

- **Module 1 and 2:** provide an introduction to GET Ahead and to the gender considerations in entrepreneurship development.
- **Modules 3 to 7:** are dedicated to developing a business plan.
- **Modules 8 to 10:** are dedicated to developing soft skills.

What makes GET Ahead unique?

Active Learning

Soft Skills

Builds on participants'
experience

Peer support

Post Training
Support

► Building the capacity of women entrepreneurs: Other training programmes and approaches

Start and Improve your Business: A modular programme taking small-scale entrepreneurs with a certain literacy level to start and grow their business. It is a logical follow up to GET Ahead as the business progresses and if the entrepreneur is able to do simple calculations, write and read with ease.

Financial Education: A programme aimed at helping women and men take informed choices about when and when not contract debt, how best to save, what to look out for in the small print insurance contract, etc.

Support to collective work and peer support: ILO has over time developed guidance and programmes aimed at supporting women entrepreneurs to explore peer support, networks and thinking about working together:

- Facilitating peer and technical support programmes to women entrepreneurs: A manual
- Think.COOP
- Building women entrepreneurs associations

► **Women's Entrepreneurship Development**

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