



SheTrades West Africa

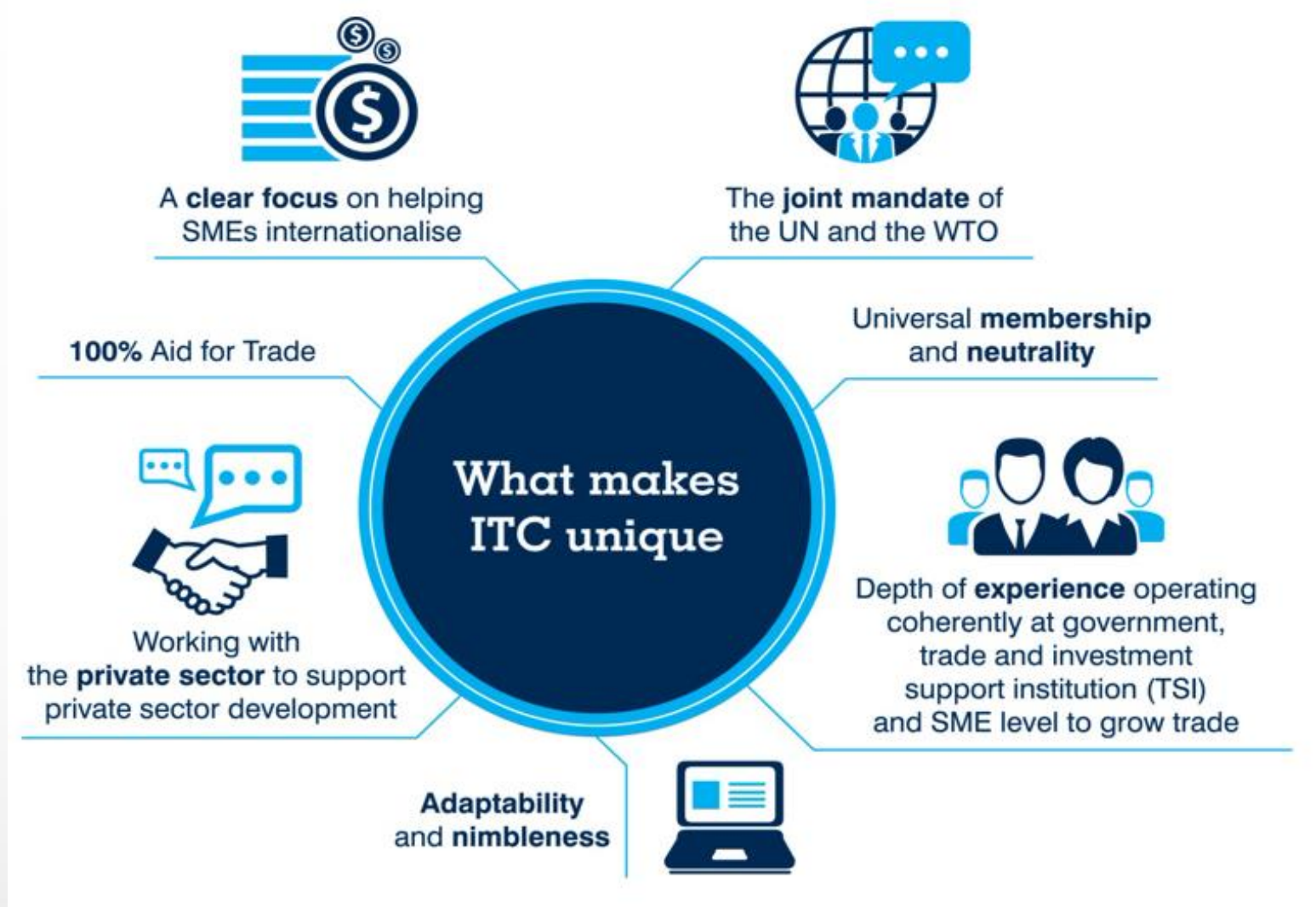
Improving Women's Livelihoods Through Inclusive Value Chains

Anna Summer, 7.11.2019



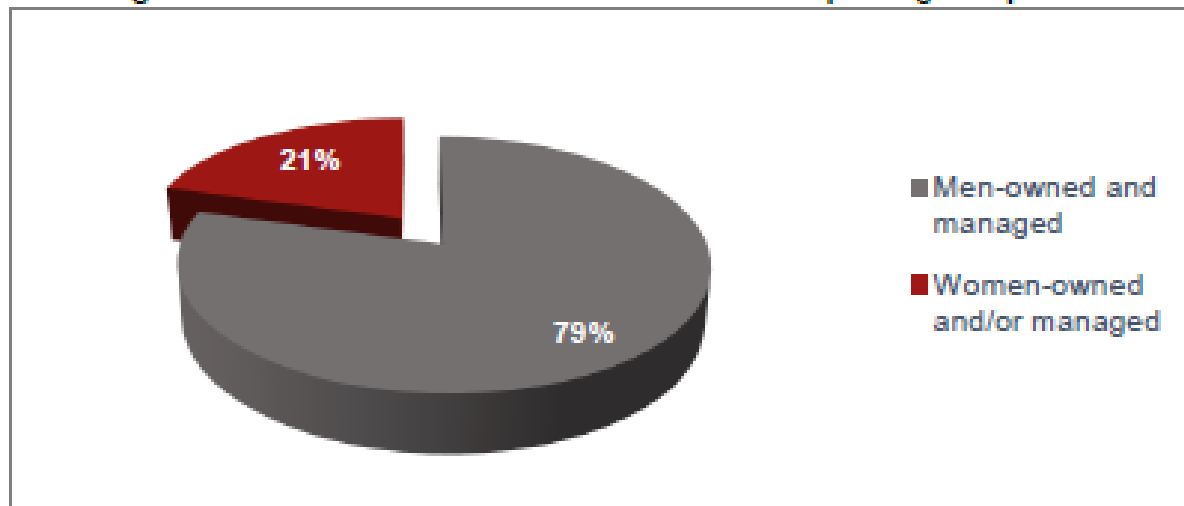
TRADE IMPACT FOR GOOD

The International Trade Centre



Why Does Gender Matter?

Figure 1: Share of women business leaders in exporting companies



Source: ITC business surveys on NTMs, 2010-2017, www.ntmsurvey.org

- i \$28T added to global GDP by 2025 for equal economic participation
- i Gender equality contributes to economic growth, productivity, innovation, and poverty reduction



SheTrades Initiative

Goal

Connect **3million** 
women entrepreneurs to market by 2021

Plan

1 Champion. Quality data  #SheTrades	2 Enact. Fair policies  #SheTrades	3 Secure. Government contracts  #SheTrades	4 Strike. Business deals  #SheTrades
5 Enable. Market access  #SheTrades	6 Unlock. Financial services  #SheTrades	7 Grant. Ownership rights  #SheTrades	#SheTrades

Partners



<https://www.youtube.com/watch?v=1LMZvawDYjM>



TRADE IMPACT FOR GOOD

SheTrades Highlights



CAPACITY

- 150 training events/webinars organized
- 15,000 women directly trained



BUSINESS LINKAGES

- 20,000 users on SheTrades.com
- 50M generated in exports leads



INCREASED AWARENESS

- Network of >800,000 women
- >200 institutions committed to SheTrades



SheTrades West Africa (2019 - 2023)

GOAL: Improving the livelihoods of **10,000** women in selected agricultural value chains

DONOR: Korea International Cooperation Agency



**CÔTE
D'IVOIRE**
Cashew



**SIERRA
LEONE**
Cashew



GUINEA
Shea



LIBERIA
Cassava

Women Farmers

Women (and men) in smallholder farming households involved producing and/or processing



Photocredit: Olamgroup

Activities:

- **Capacity building** through trainings in production, processing, quality and business management
- Creating awareness of **gender dynamics** and promoting family farming models

Value Chain Operators

SMEs (particularly women-owned businesses as processors, traders and exporters)



Photocredit: Technoserve

Activities:

- Developing their **competitiveness and inclusiveness** through trainings and coaching in standards, packaging, branding, export strategies, business and financial management etc.
- Link them to **SheTrades Invest**

Business Support Organisations

Institutions and service providers that provide services to smallholder farmers and SMEs in the cashew value chain



Activities:

- Increase the **capacities** of business support organisations and service providers to serve SMEs and women producers
- Developing a **gender-sensitive approach**

Policy Makers

Ministries of Trade, Agriculture and Gender/Women and others



Activities:

- Raising the **awareness and capacities** of policy makers to boost women's economic empowerment in the cashew sector
- Introduce the **SheTrades Outlook** policy tool

International Buyers

International companies in the target value chains that are interested and committed to supporting women in their supply chains



Activities:

- Creating market linkages between value chain operators and international buyers through trade fairs, buyer visits, B2B events

First steps

- Prepare regional project launch in Abidjan, Côte d'Ivoire
February 2020
- Confirm project partners, stakeholders and beneficiaries for implementation and synergy creation in national workshops
- Conduct gender sensitive value chain analysis and needs assessments



The UK Trade Partnerships Programme (UKTP)

GOAL: Increasing trade between African, Caribbean and Pacific (ACP) countries and the EU/UK, and creating quality jobs in ACP countries.

HOW? By supporting ACP countries to take advantage of the duty-free, quota-free access to EU and UK markets that they enjoy under Economic Partnership Agreements (EPAs).

WHEN? 2020-2022

Targeted support to the **cashew sector** in Côte d'Ivoire to boost exports to the EU and the UK and create jobs.

FUNDED BY: The Department for International Development, United Kingdom (DFID)

How can you join SheTrades?



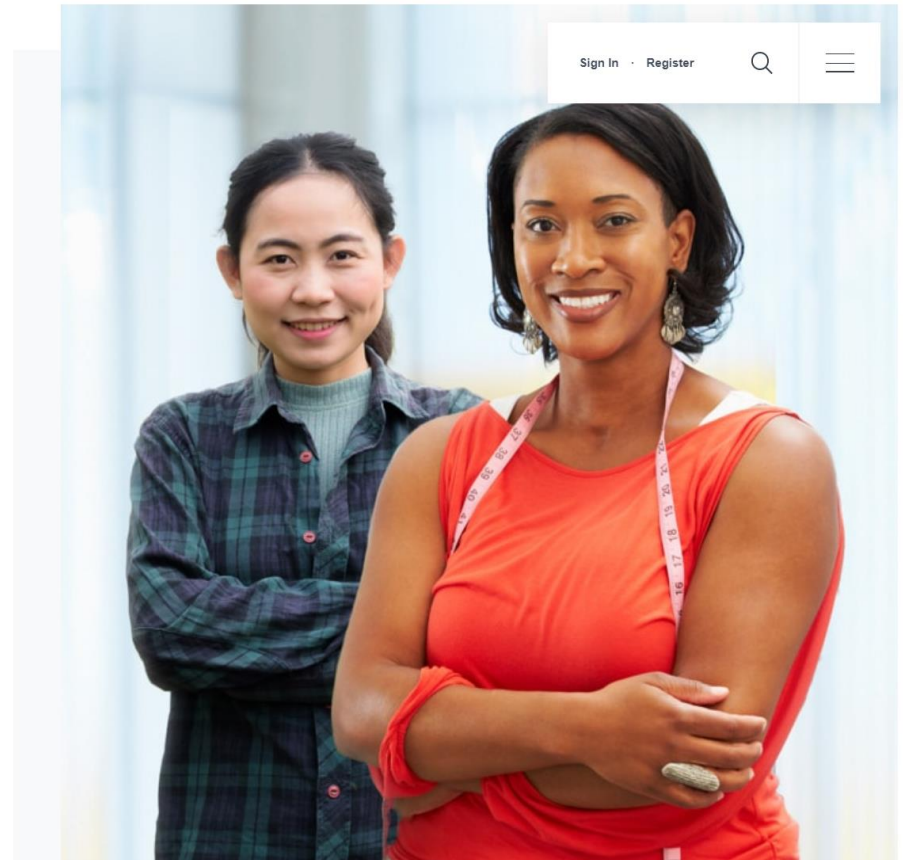
— Connect & Trade with

Women owned businesses

> JOIN SHETRADES

> EXPLORE MORE

Register at www.shetrades.com



TRADE IMPACT FOR GOOD

SheTrades Contacts



www.shetrades.com



womenandtrade@intracen.org



[@ITCSheTrades](https://www.facebook.com/ITCSheTrades)



[@ITCnews](https://twitter.com/ITCnews)

