

# ITC SheTrades Initiative



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# Why SheTrades?

Empowering women to trade benefits everyone.

More women participating in international trade opens new economic opportunities for other women and translates into greater productivity and competitiveness for businesses, overall economic growth, and improved livelihoods for all.

Yet only 1 in 5 exporting companies is owned by a woman.



Women own and lead roughly 30% of all SMEs in the world - and SMEs account for 70% of employment worldwide.



Advancing gender equality can add nearly \$12 trillion to the global GDP by 2025.



Exporting SMEs create better economic opportunities for women than non-exporting ones.



Exporting SMEs



This is why the International Trade Centre established the SheTrades Initiative to connect three million women entrepreneurs to market, promote women's full participation in trade, and contribute to the United Nations Sustainable Development Goals (SDGs).



# How Does SheTrades Work?

To promote a women-inclusive business ecosystem requires a multi-pronged and multi-stakeholder approach.

Through its blueprint of seven global actions, SheTrades adopts a multidimensional approach to tackling the complex challenges women entrepreneurs face.

The initiative works with governments, corporations, and business support organisations to create an enabling ecosystem and with women entrepreneurs and producers to improve their competitiveness and productivity and link them to investment and markets.



**1**  
Championing Quality Data  
Gender-disaggregated data on women's participation in trade ensures that women are visible in the economy. This promotes evidence-based policymaking, accountability, advocacy, and research.



**2**  
Enacting Fair Policies  
Incorporating gender considerations into policies and policymaking processes levels the playing field for women.



**3**  
Securing Government Contracts  
Through public procurement, governments have the opportunity to diversify their supply chains and empower women-owned businesses through gender-responsive procurement.



**4**  
Striking Business Deals  
The successes of women-owned businesses accrue to all: buyers diversify their supply chains, more women get hired, and extra income is spent on women's personal growth, their families' welfare, and the broader economy.



**5**  
Enabling Market Access  
Access to markets empowers women-owned businesses to understand their market positionality, what buyers are looking for and how to effectively engage them, and how to establish symbiotic market relationships.



**6**  
Unlocking Financial Services  
Expanding women's access to finance not only enhances women and women-owned businesses' contribution to growth, but also contributes to women's autonomy.



**7**  
Granting Ownership Rights  
Women's equal access to ownership and control over resources is critical to poverty reduction, food security, and better livelihoods.

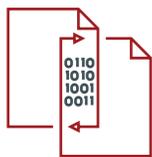
# Highlights from our Projects:

The SheTrades Initiative comprises several projects that deliver on our 7 Global Actions by working with various stakeholders across the value chain.

## Global Action 1: Champion Quality Data



To support the collection of sex-disaggregated data on women's participation in trade.



Gathered quality data on women in several value chains (cashew, cassava, shea, moringa, honey, textiles and apparel, tourism, etc) across East and West Africa and South Asia.



Created new methodologies and practical tools to promote gender-responsiveness of Free Trade Agreements and national policies.



Published report on women's participation in extra-EU trade titled "From Europe to the World: Understanding Challenges for European Businesswomen".



## Global Action 2: Enact Fair Policies



To integrate a gender lens into policymaking processes and outcomes.



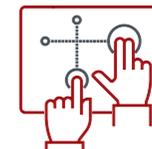
Supported African women's business associations in shaping the African Continental Free Trade Area (AfCFTA), in collaboration with the African Union Commission and the UN Economic Commission for Africa.



Developing (a) global definition(s) of a "women-owned business" with the Swedish Institute for Standards through the development of an ISO International Workshop Agreement (IWA).



Led the 2017 Buenos Aires Joint Declaration on Trade and Women's Economic Empowerment, which is supported by 127 members and observers of the World Trade Organisation. The declaration formally acknowledges the importance of gender inclusivity in the development of trade policies.



Spearheaded innovative policy tools, such as SheTrades Outlook, to provide quantifiable and comparable indicators on gender and trade.



Provided tailored in-country technical assistance to Bangladesh, Ghana, Nigeria, and Zambia to integrate a gender lens into policymaking processes.

### Global Action 3: Secure Government Contracts



To promote the adoption of gender-responsive procurement policies.

Governments across the world spend around \$13 trillion on purchasing goods and services. Yet only an estimated 1% of this is spent on women suppliers.

By supporting governments with adopting gender-responsive procurement policies, we leverage state spending to create inclusive job creation and economic growth.



### Global Action 4: Strike Business Deals



To connect women to market and market partners.



Facilitated access to market for over 30,000 women-owned businesses since 2015, generating over \$145 million in exports.



Pioneered supplier development programmes with private sector partners. E.g. UPS, Maersk, Safaricom, Sidley Austin, H&M, DBL Group, DHL, Unilever, Savanah Fruits, CALBank, SBM Bank, Stanbic Bank, Sucafina, City Bank, and IHS Towers and many more.

### Global Action 5: Enable Market Access



To increase the capacity, competitiveness, and export-readiness of women-owned businesses.



Published key report on gender-responsive public procurement policies, titled "Empowering Women through Public Procurement".



Launched ITC's Procurement Map – an online tool that provides detailed information on over 150,000 public tenders, including preferential policies for women-owned businesses.



Offered tailored support in procurement policy reform in Nigeria and The Gambia.



Delivered e-learning course on gender-responsive public procurement strategies and solutions.



SheTrades Virtual Learning Space (VLS) – which is the core training hub of the Initiative – through SheTrades.com.



Increased linkages among farming households, women-owned businesses, and market partners in Cote d'Ivoire, Guinea, Liberia and Sierra Leone.



Promoted climate-smart agriculture, enhanced digital access to market information, and provided access to finance to small-scale farmers and products in Pakistan.



Delivered training, webinars, workshops, 1-1 mentoring to more than 3,000 women-owned businesses in Bangladesh, Ghana, Kenya, and Nigeria.

## Global Action 6: Unlock Financial Services



To provide capital for women entrepreneurs to scale and grow internationally.



Establishing the CARE-She Trades Impact Fund with CARE USA and Bamboo Capital Partners. The Fund promotes dignified work and economic inclusion for women by creating equitable opportunities for portfolio companies' workers, customers, and supply chain actors.



Created a pipeline of women-owned businesses for more than 35 impact investors and financiers, including UNCDF, Gro-Fin, Working Capital Associates, Alphamundi, FACTS, Opportunity Bank, ABSA Bank, and more.



Strengthened the financial and managerial capacity and investment readiness of women entrepreneurs through ITC's full range of online tools, bootcamps, market intelligence, and webinars.

## Global Action 7: Grant Ownership Rights



To support gender-inclusive ownership rights and equitable distribution of resources.



Spearheaded advocacy and awareness events at national, regional, and global levels.

Learn more about each global action and make your commitment towards the SheTrades Initiative here: <https://www.shetrades.com/en/about#commitment>



# A Stakeholder-Driven Approach for Sustainable Impact

How do we ensure that the work we do and the impact it makes extends along the value chain and across the world?

The Initiative partners with local institutions to host SheTrades Hubs and with corporations, multinationals, and business support organisations to leverage their expertise and networks for sustainable impact.

We also offer a digital one-stop-shop through SheTrades.com and the SheTrades mobile application to enable learning, networking, and buying and selling on the go.



## Partnerships

This allows us to leverage our partners' expertise, resources, and network to achieve sustainable impact beyond our project lifespan.

- Co-delivered trainings and supported trade fair participation with BSOs. E.g. Ghana Export Promotion Authority.
- Supported private market partners with establishing gender-inclusive procurement.
- Leveraged partners to deliver in-country technical trainings to WOBs. E.g. MAERSK, Safaricom, UPS, and DHL.
- Promoted gender-balance in the technology sector by co-founding the EQUALS Global Partnerships for Gender Equality in the Digital Age.
- There are 3 levels of partnerships at SheTrades. Join us as an Advocate, Contributor, and Transformer.



## SheTrades.com and App

On SheTrades.com, you can:

- Network with women entrepreneurs.
- Buy and sell products and services.
- Learn through our core training hub, SheTrades Virtual Learning Space, participate in live webinars, and access past recordings and online market tools.
- Pose questions to experts on our Forum or start a group discussion.
- Stay up-to-date with latest SheTrades offerings, Success Stories, media publications, and upcoming events.
- Boost your company's credibility by getting verified – or if you are a SheTrades partner institution, register as a verifier yourself!
- SheTrades.com is also available through our free-to-use SheTrades mobile application, available on Apple App Store and Google Play Store.



## SheTrades Hubs

SheTrades Hubs are hosted and funded by national institutions that adapt the SheTrades Initiative to local contexts.

At present, our network of SheTrades Hubs includes:

- Egypt
- United Arab Emirates
- Saudi Arabia
- Kenya
- Nigeria
- Brazil
- Argentina
- Botswana
- Rwanda
- South Africa
- Trinidad and Tobago

# SheTrades Global: ITC's Premier Event for Women and Trade

SheTrades Global gathers stakeholders from around the world to learn, exchange, and connect.

## What can you expect?

- Women entrepreneurs can network with other businesses and develop new synergies.
- Buy from and sell products and services and diversify your supply chain.
- Women entrepreneurs can apply to participate in international business linkage events
- Be kept abreast of SheTrades activities, publications, news, Success Stories, etc.

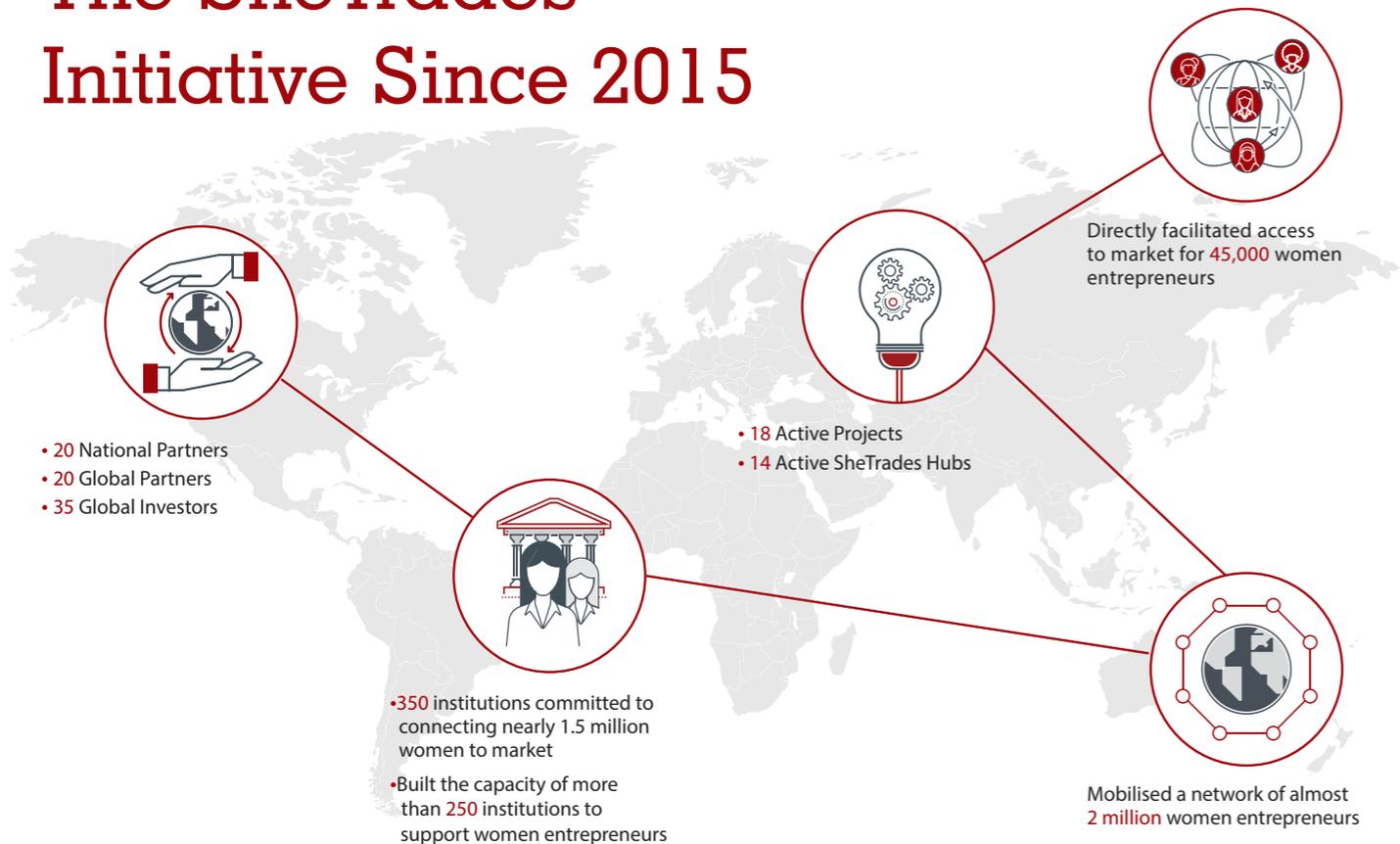


## Join us at SheTrades!

You can register as:

- Owners and employees of women-owned businesses;
- Organisations interested in sourcing products and/or services from women-owned businesses;
- SheTrades partner institutions and/or enterprises directly benefiting women.

# The SheTrades Initiative Since 2015



## Our Funders

The SheTrades Initiative is grateful for the partnership and funding from:





## FOR MORE INFORMATION

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