

SHE TRADES

Empowering
Women to Trade
Through **Inclusive
Data & Policies**

2022

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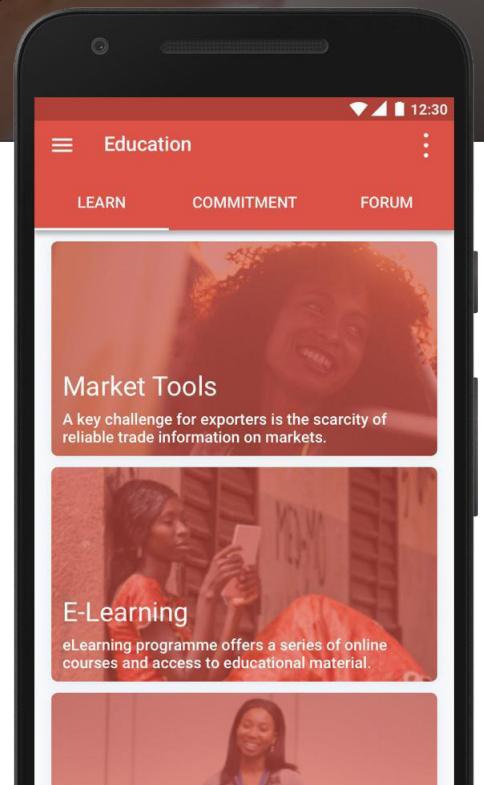
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OUR FUNDERS



CHECK OUT OUR APP!

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About the SheTrades Initiative

ITC's [SheTrades](#) Initiative is a global platform that empowers women to engage in business, creating value for both them and their communities. The Initiative ensures the right capacities and conditions are present to foster inclusive and sustainable trade.

SheTrades delivers activities and training that improve women traders' ability to do business successfully. At the same time, SheTrades works to remove inequalities that hinder women's participation in trade and foster a better trade environment for all.

For more information, visit www.shetrades.com

About the International Trade Centre (ITC)

ITC is the joint agency of the World Trade Organization and the United Nations. It assists small and medium-sized enterprises (SMEs) in developing and transitioning economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals.

WHY ARE INCLUSIVE DATA AND POLICIES IMPORTANT FOR WOMEN ENTREPRENEURS?

Promoting inclusive policies requires political will, better data on trade and gender, and targeted policy measures that address the priorities and needs of women in each country.

In 2017, the International Gender Champions Trade Impact Group, co-chaired by ITC, put trade and gender at the heart of the multilateral trade agenda through the groundbreaking Buenos Aires WTO Joint Declaration on Trade and Women's Economic Empowerment. A total of 127 WTO members and observers joined the Declaration. ITC is now working with countries and partners to translate these pledges into long-lasting policy reforms that work for women.

More resources on the implementation of the Declaration can be found in the report [Delivering on the Buenos Aires Declaration](#).

A TRUSTED FORMULA TO PROMOTE INCLUSIVE DATA COLLECTION

SheTrades has developed a two-track methodology to collect gender-disaggregated data and map out the policy ecosystem for women's economic empowerment:

Collecting trade & gender data at the firm level

ITC designs and conducts firm-level surveys on trade and gender to:

01 Map the nature and extent of women's participation in trade and answer key questions including:

- Are women and men equally represented and in terms of ownership, employment and management?
- What are the characteristics of women-led companies?
- What are women-led companies exporting, and to which markets?

02 Understand issues that women face by considering additional questions:

- Are there specific challenges faced by women in trade?
- Are these challenges trade-related or not?
- Do these challenges differ between men and women-led companies?

This [survey](#) was first piloted across the European Union for companies exporting goods and services. Since 2021, ITC has rolled out in other countries.



[DOWNLOAD THE EU SURVEY HERE](#)



Mapping policy ecosystems for women using SheTrades Outlook

SheTrades Outlook is an innovative policy tool that helps stakeholders assess, monitor, and improve the institutional ecosystem to promote women's participation in international trade. More than 80% of the data has never been collected before.

The tool can be used to:

- Map the environment for women in trade
- Examine data gaps
- Identify areas for potential inclusive policy reform
- Share and learn from good practices

SheTrades Outlook covers 83 indicators across 6 pillars:

- Trade Policy
- Business Environment
- Legal and Regulatory Framework
- Access to Finance
- Access to Skills
- Work and Society



**LEARN MORE ON
SHE TRADES OUTLOOK**



A Structured and Customizable Approach to Drive Policy Reforms

SheTrades goes beyond data collection.

The Initiative supports policy reforms at the national, regional, and multilateral levels to translate ambitions for gender inclusivity into concrete outcomes for women



LEVEL 01

Domestic Policy Reforms

SheTrades provides countries with technical assistance for gender-responsive policy reforms to ensure that the benefits of trade accrue equally to men and women. Based on well-tested methodologies and toolkits, SheTrades adapts its services to country priorities and constraints.



Today, the SheTrades Initiative has supported more than 10 countries* across a dozen topics, including:

	Bangladesh		Mauritius
	The Gambia		Nigeria
	Ghana		Sierra Leone
	Kenya		Uganda
	Lesotho		Zambia

POLICY TOPICS COVERED

- Access to finance regulations for women
- Gender-responsive public procurement (revising or developing Policies, Regulations, and Acts)
- Advocacy for COVID-19 Economic Stimulus package for women-owned businesses
- Gender-mainstreaming into the AfCFTA National Implementation Strategy
- Definition of “women-owned business”
- MSME Policy Gender-responsive implementation plan
- Gender-mainstreaming in the National Export Development Strategy
- Advocacy for COVID-19 Economic stimulus package for women in tourism
- Gender-mainstreaming into National Export Strategy
- Gender-mainstreaming in the Trade Facilitation Reform Agenda
- Gender-mainstreaming into the National Trade Policy
- Gender-mainstreaming in the Cooperatives Policy

* countries not to scale

Regional-Level Support on the AfCFTA

SheTrades works to ensure women are able to leverage regional trade opportunities – in particular, under the African Continental Free Trade Area (AfCFTA).

The AfCFTA can open significant opportunities for women entrepreneurs and producers. However, a 2020 ITC's survey of 70 African women's business associations (WBAs) found that 70% of them have not been meaningfully involved in the negotiations and their members are not taking advantage of existing regional trade agreements.

To make the AfCFTA work for women entrepreneurs and producers, the SheTrades Initiative is providing African women and their business associations with the platform, capacity building, and resources critical for their participation in and shaping of the AfCFTA.





Resources

ITC resources for policymakers and other stakeholders include:



01 [SheTrades Outlook country profiles](#) that provide data on how countries address gender in trade policies and practices;

[VIEW NOW](#)



02 Results of trade and gender surveys, which help countries make their trade and development policies more gender-responsive;

[VIEW NOW](#)

03 Three step-by-step guides, complete with activities, toolkits, questionnaires, and decision-trees, to make our policy reform technical assistance methodology accessible to policymakers;



MAINSTREAMING GENDER IN FREE TRADE AGREEMENTS

July 2020

This guide presents recommendations to boost the participation of women in trade through free trade agreements. Policymakers and trade negotiators will find a new toolkit to gauge gender responsiveness in their agreements.

These lessons are based on a research assessment of selected FTAs and top-line recommendations and model clauses for countries to adapt.

[DOWNLOAD NOW](#)



MAKING PUBLIC PROCUREMENT WORK FOR WOMEN

November 2020

This guide provides policymakers, statistical offices and procurement officers with tools for reform. It advises on how to design a roadmap, implement preferential policies and other measures, and monitor progress, drawing on case studies for best practices.

[DOWNLOAD NOW](#)



FROM DESIGN TO EVALUATION: MAKING TRADE POLICY WORK FOR WOMEN

August 2021

This guide offers policymakers and trade practitioners practical, step-by-step advice on how to mainstream gender concerns into the work of their trade ministries, small business ministries and trade support institutions. It presents strategies and tools to better collect and use data, engage stakeholders, leverage trade policies, identify opportunities in value chains, design and deliver action plans, and implement monitoring and evaluation frameworks.

[DOWNLOAD NOW](#)

SHETRADES AFCFTA

SheTrades has developed a range of resources to make the AfCFTA work for women. These include:

- Policy briefs;
- Online modules;
- Publications;
- Recommendations, and more

[ACCESS THE RESOURCES HERE](#)





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Our Funders



#SheTrades

Women's economic empowerment is not a matter for government policy, the private sector, or social change alone. All have critical roles to play.

This is why the International Trade Centre (ITC) launched the SheTrades Initiative to ensure that the right capacities and conditions are present to foster inclusive and sustainable trade.

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For more information on SheTrades, visit our [website](#)