



International
Trade
Centre

TRADE IMPACT
FOR GOOD



Gender Moonshot

2022 - 2025



SheTrades: snapshot

A more inclusive policy & business environment	Building women entrepreneurs' competitiveness and enabling trade	Improving the livelihoods of women producers	Leveraging private sector contributions and support
<ul style="list-style-type: none"> ▪ Buenos Aires Declaration on Women & Trade ▪ SheTrades Outlook ▪ ISO IWA 34 ▪ SheTrades Hubs 	<ul style="list-style-type: none"> ▪ 246,529 entrepreneurs and producers ▪ >\$372 million in trade and investment ▪ SheTrades.com: 232,695 users ▪ Spotlight: SheTrades Commonwealth 	<ul style="list-style-type: none"> ▪ SheTrades West Africa_ \$5.54m, improving the livelihoods of 10,000 women ▪ ITC Alliances for Action (A4A) puts MSMEs, Social Enterprises, Producer Association and smallholder farmers, with special focus on women, at the centre of interventions to promote sustainable business models, production and market systems. 	<ul style="list-style-type: none"> ▪ \$1m from private sector partnerships each year ▪ Network of >200 national, regional, and global partners ▪ Partners provide services to >10,000 women ▪ Gender-lens investment > 30 financial institutions. ▪ \$7m of investments in 700 women entrepreneurs (since 2019)

Every \$1 spent, SheTrades generates \$17 in trade & investment opportunities for women.

SheTrades: key lessons I

LESSON

1. Strong brand, holistic approach from on the ground TRTA to global advocacy
2. 30 projects, sectors with high levels of women's participation
3. 200 partnerships: technical assistance and tailored services
4. Working with private sector foundations and finance providers has worked very well
5. The Mainstreaming Guidelines have not changed processes and mindsets. Programmes are not coordinated, superficial approach

REFLECTION

- Focused advocacy: public procurement and digital policies?
-
- Expanded interventions? High-growth/ high-potential sectors?
-
- Quality over quantity?
-
- How to scale up?
-
- A new approach for ITC gender mainstreaming?

SheTrades: key lessons II

LESSON

6. ITC projects focus on women entrepreneurs and producers as core beneficiaries

7. SheTrades.com and Virtual learning space improved outreach, key tool during COVID-19

8. SheTrades Hubs: key for the sustainability of interventions, but uneven performance

9. Quality data tools, sometimes under-utilized

REFLECTION

New groups of women: young women, workers and small-scale traders?

How to increase visibility, improve and simplify functionalities for the benefit of new groups of women?

How can HQ create a coordinated approach? Pause and reassess?

How to promote existing tools better (ITC SheTrades Outlook, NTMs and SMECS surveys)?

Evaluation of the SheTrades Initiative

Key findings

- Strong brand
- Focused on ambitious quantitative targets
- Shetrade.com as main entry point
- Uneven results achieved through national institutional actors
- Limited staff and capacity

Key conclusions

If properly resourced, and if operational lessons more systematically captured, opportunity for:

1. Moving beyond gender targeting to sector gender transformative approaches
2. Enhancing the role on how to promote gender equality in ITC programming

Recommendations

1. Strategic focus

→ Help transform sectors to be more gender inclusive

2. Offering and support

→ Ensure targeting on, and tracking of, project beneficiaries

→ Re-activate already launched hubs where strong buy-in

Recommendations

3. SheTrades within ITC

- Ensure tools and resources correspond to in-house needs for gender mainstreaming
- Review staff needs and capacity to be in line with expected workload and mandate

ITC GENDER MOONSHOT

IMPACT

Contribute to people, planet and prosperity through inclusive trade

OUTCOME

Improve women's livelihood through trade

OBJECTIVES

Our Vision by 2025 is as follows:

- ITC is recognised as an agenda-setter on empowering women to trade
- Through ITC support, BSOs, market partners and financial institutions develop world-class women in trade programmes
- Women trade more and on better terms, hold more decent jobs, and a stronger voice in trade
- ITC is a trusted and effective partner to deliver on the A4T/gender agenda
- ITC has an effective coordinated response to addressing the trade and gender challenge



1. Develop innovative services for new target groups of women



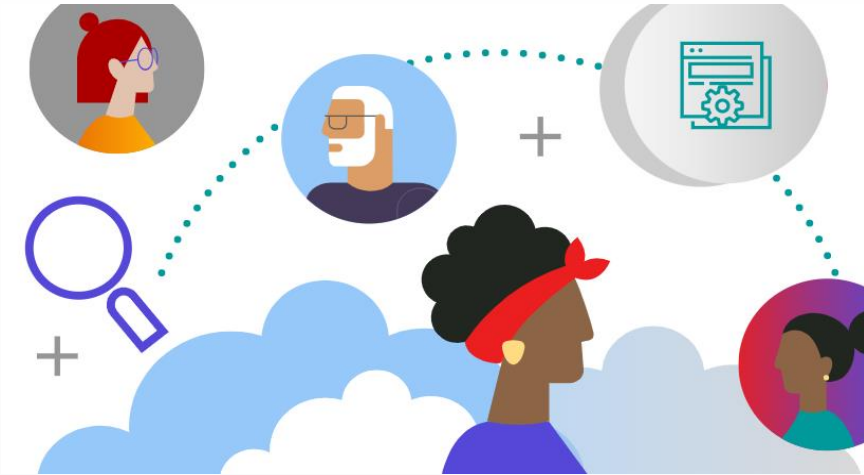
- Reach more groups of women, including workers, young women, and small-scale traders.
- Young women: ‘digital ready’, entrepreneurship-ready, special focus on trainings relevant for high-growth sectors.
- Trade facilitation, trade policy and other border reforms to create a conducive environment for women traders.

2. Support SheTrades Hubs to deliver high-quality services to women entrepreneurs



- 12 SheTrades Hubs, across Latin America, Caribbean, Africa and Asia.
- New governance structure for Hubs to activate all existing hubs.
- 2022-2023: three new SheTrades Hubs (Viet Nam, South Africa, Mauritius). The situation will be monitored and new targets may be set in 2024.

3. Work with partners to set up programmes for women and advocate for trade and gender



- Manage successful network of 200 partner organisations.
- New SheTrades' Ambassadors network.
- Gender-responsive procurement.
- SheTrades Invest 2.0, with an automated matchmaking functionality and gender-lens investing tools, rolled out in multiple countries.
- Care-SheTrades Impact Fund.

4. Work with gender and trade ministers towards more inclusive policies, focus on public procurement and digital policies



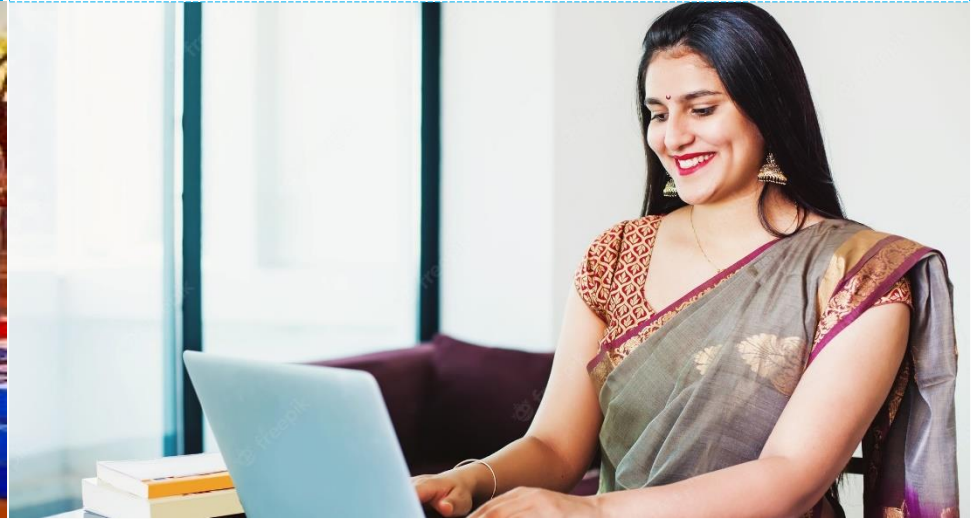
- Global coalition of committed parties pledge by 15 governments to support gender-responsive public procurement reforms.
- Interventions in 10 countries to support women entrepreneurs' capacity to win tenders, and new partnerships to open UN procurement opportunities to women.
- Develop technical assistance services for gender mainstreaming into digital trade policy-making.

5. Support an inclusive AfCFTA



- Continental network of African Women's Business Associations, an effective platform to advocate for a gender-responsive AfCFTA
- Export-readiness interventions for women-led businesses in 10 countries.
- Supporting gender mainstreaming across all the AfCFTA Protocols, as well as the development of a Protocol on Women and Youth.

6. Raise visibility for and uptake of ITC trade and gender data tools



- Rollout of self-assessment tool; shetrades.com simplified user-journey; translated into new languages. Goal: 500,000 users, past women beneficiaries and current beneficiaries.
- ITC coordinated approach to the collection and analysis of trade and gender data across projects, and ITC being recognized as a world's leader in the field.

7. Strengthen gender mainstreaming across ITC



- Improve the quality of gender mainstreaming across ITC projects.
- Create the "ITC Gender Portal" to support staff mainstream **existing** tools on trade and gender: Shetrades.com, data tools (SheTrades outlook, NTMs and SMECS), Gender Toolkit for Agricultural Value Chains, trainings on gender-lens investment, gender-responsive public procurement toolkit, among others.
- ITC will develop **new** offerings on SMEs support, and BSOs services improvements that can be used by project managers.
- Establish working group to assess staff's needs and capacities as well as ensure progress, innovation and good performance.

Thank you for your
continued support.