

WOMEN ENTREPRENEURS

An Action Plan to 'Build Back Better'



IN COLLABORATION WITH:



SheTrades



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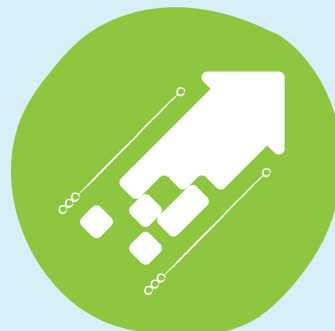
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An Action Plan to 'Build Back Better'

***build
back
better!***



ABOUT THE POLICY BRIEF

COVID-19 is reshaping global value chains and policy landscapes. In this brief, leaders from government, business and women's economic empowerment networks identify key trends and potential scenarios for women in trade.

The brief presents nine actions that governments, corporations and the global community can take to ensure that 'building back better' unlocks women's entrepreneurship and results in more equal and sustainable societies. These actions include strategies to boost women's participation in corporate and government procurement markets, devise financing and business support options that match the needs of small women-led firms, and provide targeted training to promote resilience and competitiveness.

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Foreword

From the devastating health emergency to the social, economic and political shocks, the COVID-19 pandemic caught the world off guard. We convey our condolences to those who have been affected by this crisis and express our gratitude to the frontline workers who are toiling tirelessly to keep the global community safe.

Beyond the immediate need to find medical solutions to fight the pandemic, we must also collectively take steps to ensure a full and sustainable economic recovery. As noted in the G20 Leaders' Statement earlier this year, we must protect workers and businesses, especially in the most affected sectors, to make this a reality. Engaging in international trade and promoting global cooperation can contribute greatly to maintaining delivery of key goods and services and continuity of global supply chains.

Women play an important role in the economy and international trade. For example, women often work or own businesses to support their families, take on a larger share of care and domestic responsibilities, and are more likely to make household income decisions that benefit their families and their communities. When it comes to trade, we see that women entrepreneurs tend to grow their businesses faster and employ more people – both men and women – which can contribute to economic growth, innovation, productivity, poverty reduction and development.

However, women own just one in five exporting companies. Due to their size and sectoral concentration, women-led businesses are more affected by shocks such as COVID-19.

The current situation requires us to ensure that the crisis does not exacerbate existing gender inequalities that affect women's access to resources and equitable economic opportunities. It presents us with the impetus to involve women as part of the solution for economic resilience beyond the pandemic, and simply because it is 'smart economics'.

Now, more than ever, an inclusive agenda that takes into account gender-specific roles and needs is essential.

The International Chamber of Commerce, the International Trade Centre, UPS and Women 20 are pleased to share with you a policy brief that examines potential trajectories for global value chains and policy ecosystems as a result of the pandemic. This brief also assesses the role of women as part of the recovery process and presents actionable recommendations for different stakeholder groups.

This discussion is particularly timely as we celebrate the 25th anniversary of the adoption of the Beijing Declaration and Platform for Action and usher in the 'Decade for Action' towards the achievement of the United Nations Sustainable Development Goals.

We hope the recommendations in this brief will spark meaningful contributions by the private sector, policymakers and the international community to support women's entrepreneurship in the post-COVID-19 era.

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of Commerce

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Thought leaders



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the Gambia

ADDRESSING THE IMPACTS OF
COVID-19 ON WOMEN ENTREPRENEURS
AND THE ECONOMY



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THE URGENT NEED TO UNIVERSALIZE
ACCESS TO DIGITAL PLATFORMS
AND TECHNOLOGIES



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A ROBUST AND INCLUSIVE
RULES-BASED SYSTEM WILL
HELP US EMERGE STRONGER



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Commerce

SAVE OUR SMEs CAMPAIGN:
A RALLYING CALL OF
LONG-TERM RELEVANCE



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