



# ▶ **WED Assessment**

## Assessment of Women's Entrepreneurship Development

Women's Entrepreneurship Development Programme (ILO-WED), SME Unit

# ▶ The WED Programme

## A quick introduction

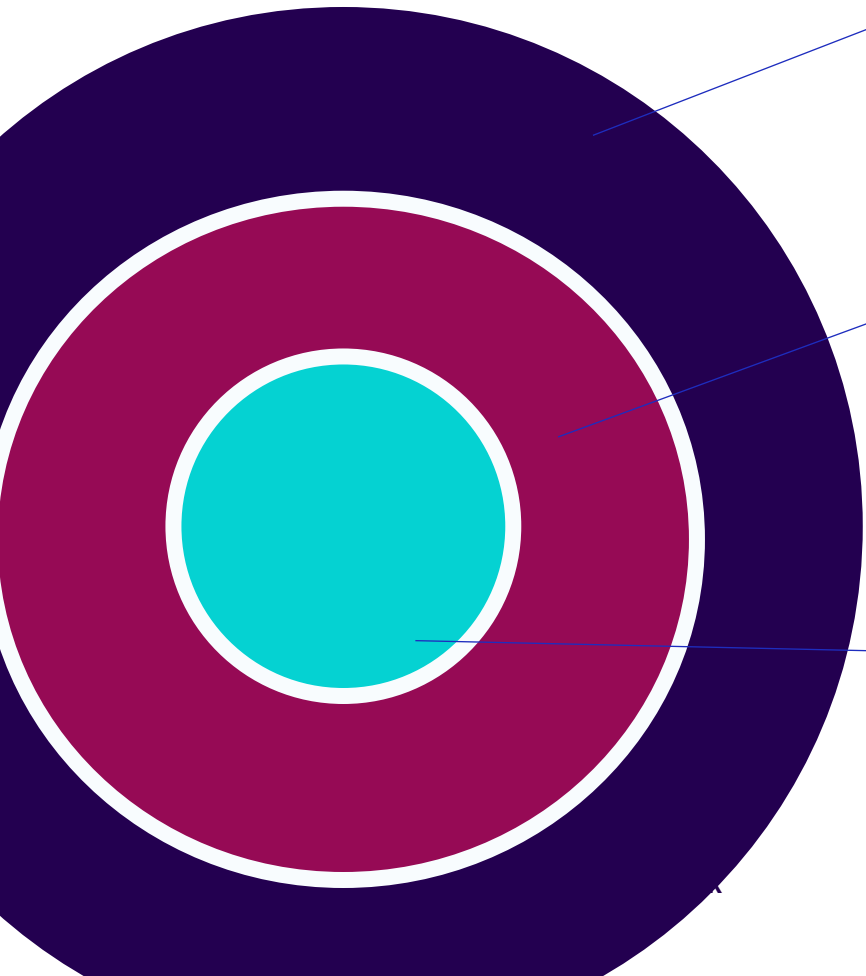
## ▶ The WED Strategy

The ILO strategy on promoting women's entrepreneurship development was adopted in Geneva on **March 2008** by the ILO's Governing Body.

The strategy lays out a flexible and innovative response, based on local needs and circumstances, to supporting and promoting women's entrepreneurship development in member states and forms the basis of the ILO-WED Programme.

- ▶ Creating an **enabling environment** for women's entrepreneurship development
- ▶ **Institutional capacity** building in women's entrepreneurship development
- ▶ Development of **tools and support services** for women entrepreneurs
- ▶ **Research** on women's entrepreneurship

## ▶ WED areas of intervention



### **Macro level**

WED works to create a more favourable business environment for women entrepreneurs in key policy areas.

### **Meso level**

WED works with business support organisations to improve their performance and develop gender-responsive products and services.

### **Micro level**

WED works to build the capacity of entrepreneurs through gender-sensitive trainings on business and soft skills.

# ▶ **The WED Assessment**

## A general overview

## ▶ The Women's Entrepreneurship Development Assessment

**Action-oriented research for a business environment conducive to women's entrepreneurship.**



**The WED Assessment** is a research tool that proposes six key framework conditions for women's entrepreneurship development and a detailed methodology to collect and synthesize information into an actionable report.

- ▶ By assessing these framework conditions, the ILO aims to support national stakeholders to identify targeted and strategic recommendations that can unleash the potential of women entrepreneurs to generate decent jobs for themselves and others at the country level.

## Objectives

**The main goal of the WED Assessment is to identify locally adapted and strategic recommendations to unleash the potential of women entrepreneurs.**

### Key objectives:

- ▶ Shed light on the specific barriers faced by women entrepreneurs in the country.
- ▶ Examine if, and how, women business owners are affected negatively by policies, laws, and regulations and the extent to which these policies, laws and regulations are gender-responsive.
- ▶ Assess the extent to which enterprise support policies and programmes, including financial and business development services, are responsive to the needs of women entrepreneurs and are able to offer targeted products and services.
- ▶ Assess the extent to which business women have a “voice” in public-private policy dialogue and issues affecting them are raised in these fora.
- ▶ Identify concrete country-specific recommendations to address some of the main barriers to women’s entrepreneurship development.



Women entrepreneurs in a male-dominated sector in South Africa

## The six WED Assessment Framework Conditions

- **six framework conditions**
- **seventeen sub-conditions**

**A gender-sensitive legal and regulatory system that advances women's economic empowerment**

**Effective policy leadership and coordination for the promotion of WED**

**Access to gender-sensitive financial services**

**Access to gender-sensitive business development support (BDS) services**

**Access to markets and technology**

**Representation of women entrepreneurs and participation in dialogue**



## WED Assessment – methodology and process

- ▶ The methodology for the WED Assessment is based on a mixed methods approach that combines **secondary and primary research** and **ensures national ownership** through the involvement of key stakeholders. At the end of the data collection process, key stakeholders are invited to a **validation workshop** to validate findings and jointly develop recommendations.
- ▶ Primary data is collected from women entrepreneurs themselves as a means of not only knowing what exists but also if and how these are being perceived and used by the women themselves.

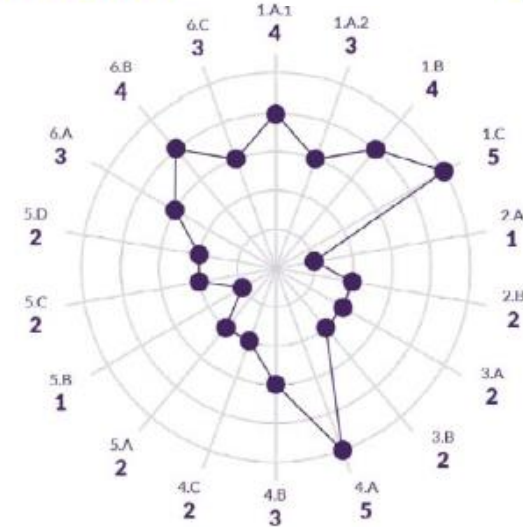
### Building blocks



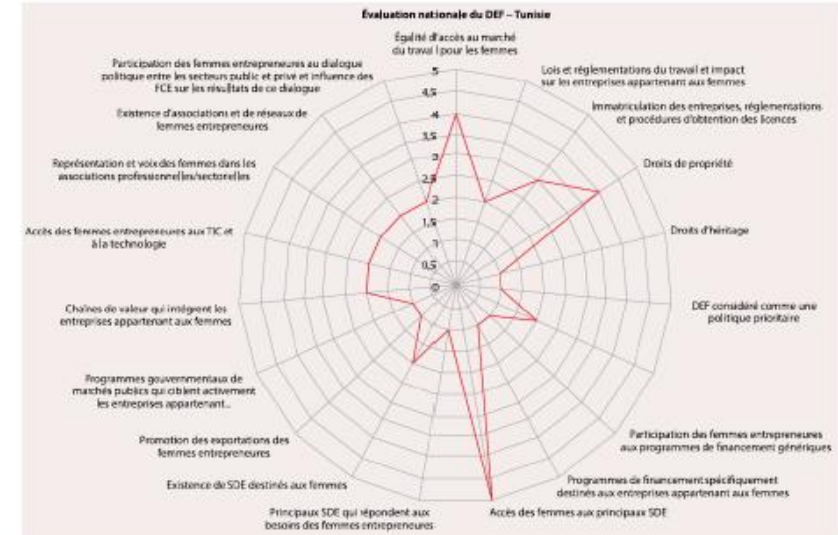
## COSTA RICA average 2,7



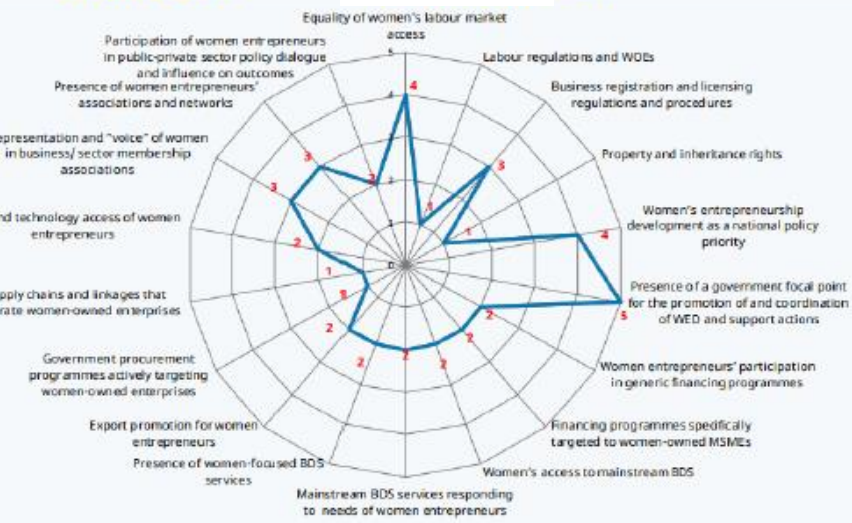
## URUGUAY average 2,68



## TUNISIA average 1,91



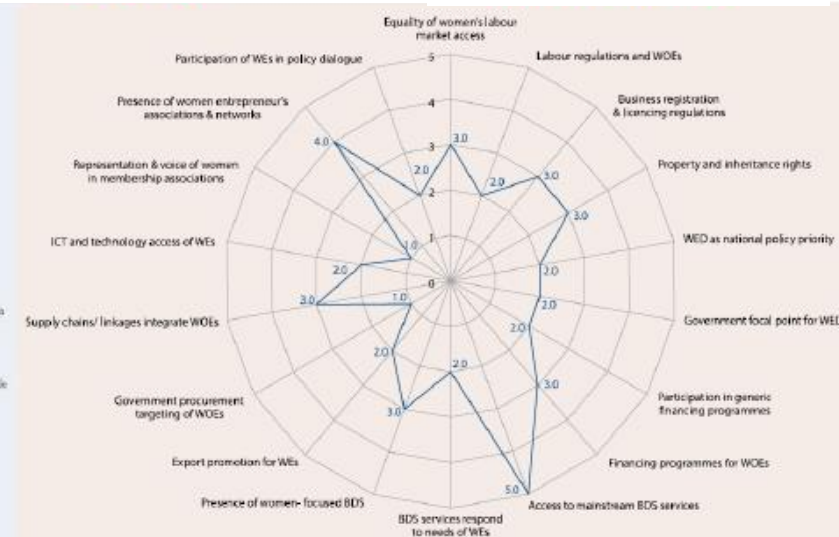
## JAMAICA average 2,47



## CHILE average 2,68



## EGYPT average 2.5



## Key Results

### Tanzania

The WED Assessment found that despite government commitments to support women entrepreneurs, **no targeted efforts were being made to increase women entrepreneurs participation in public procurement processes.**

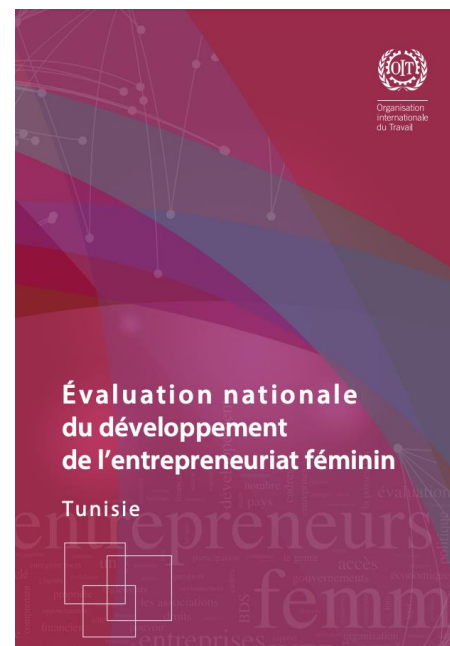
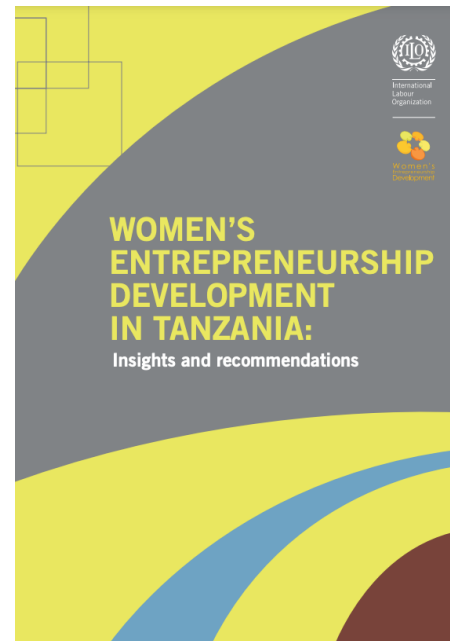
Tendering procedures and compliance regulations largely excluded women entrepreneurs.

Following the publication of the WED Assessment, the government amended the public procurement act to establish **a quota by which 30% of bids go to women entrepreneurs.**

### Tunisia

The WED Assessment found that women's entrepreneurship development was **not reflected as a government priority.**

Following the publication of the assessment, the Women in Business Chambre (Chambre des Femmes Chefs d'Enterprises) in Tunisia published a **Manifesto on unleashing the potential of women entrepreneurs**, which proposes a roadmap to women's entrepreneurship development. In 2019, the government dedicated a specific budget line to women's entrepreneurship.



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