UNIDO as a Global Platform for the Promotion of Women's Economic Empowerment:

Initiatives in Europe and Central Asia

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Rationale for Women’s Economic Empowerment

Global Women’s Labour Force Participation Rate is still **26.5%** below the rate of men

Globally, “Economic Participation and Opportunity” gap is **41%**

- Limited access to education and qualitative support structures
- Limited access to capital and recruitment;
- Limited access to new and international markets
- Work-life balance issues
- Cultural barriers, stereotypes and preconceptions
- Negative self-perception regarding communication, networking, consulting and decision making

Globally, only **34%** of managers are women
Women’s Potential in Economic Development

When women are able to develop their labor market potential, there can be significant macroeconomic gains.

Raising the female labor force participation rate to country-specific male levels could raise GDP by 26% globally and by 23% in Eastern Europe and Central Asia.

Women are the future of the economy and industry.
UNIDO and its Mandate

- **Lima Declaration of 2013:**
  Member States endorsed UNIDO’s mandate to promote inclusive and sustainable industrial development (ISID)

- **SDG 9 of the Agenda 2030** is central to UNIDO’s mandate

- **UNIDO Gender Equality and Empowerment of Women Strategy 2016-2019**

**UNIDO’s Strategic Priorities:**
- Creating shared prosperity
- Advancing economic competitiveness
- Safeguarding the environment
- Strengthening knowledge and institutions
UNIDO’S integrated approach to women’s economic empowerment

**MACRO LEVEL**
Support high-level policy dialogue through:
- knowledge development and sharing
- support to the establishment of country/regional dialogue mechanisms
- advocacy events

**MESO LEVEL**
Assistance to National/Regional Women Business Associations in building their capacity in:
- non-financial services to women entrepreneurs
- collaboration schemes with financial institutions
- women funds and/or dedicated guarantee schemes

**MICRO LEVEL**
Direct technical assistance to women-led businesses and women entrepreneurs:
- innovative technologies
- investments
- financial and ICT literacy
- trade and production alliances
Methodologies and Tools

- **Value chain approach** (identification, assessment and development)
- **Access to finance** (revolving fund, credit guarantee scheme, mobile, peer-to-peer)
- **Skills development** (COMFAR, ECP, vocational training LKDF, Start and Grow, HP Life)
Initiatives in Europe and Central Asia
Pilot initiative in 2017

Side Event “Women Entrepreneurship – Challenges and Solutions in Europe and the Arab region” at SPIEF 2017

Partners: OPORA Russia Committee on Women Entrepreneurship Development, Arab International Centre for Entrepreneurship and Investment, and UNIDO ITPO in the Kingdom of Bahrain

Results:

- Exchanged best practices, challenges and solutions among 220 delegates with participation of 40 Russian regions and a large delegation of women from Arab countries
- Established network and partnerships between Arab and European counterparts facilitated by UNIDO and supported by top-level officials
- Delivered training to Russian SMEs under the UNIDO Entrepreneurship Development and Investment Promotion Programme (EDIP)
- Foundation laid out for spin-off activities, including the business mission of Russian Women Business Leaders and Entrepreneurs to Manama, Kingdom of Bahrain in 2017

This stage served as a starting point to identify partners, networks and areas of engagement to shape future initiatives
UNIDO Side Event “Women Entrepreneurship – Challenges and Solutions in Europe and the Arab region”, SPIEF 2017

Mission of Russian Women Leaders and Entrepreneurs to Manama, the Kingdom of Bahrain, World Entrepreneurs Investment Forum, 2017
UNIDO as a Platform to Promote Women’s Economic Empowerment and Entrepreneurship - PROJECT

- **OBJECTIVE:** utilize UNIDO’s networks and technical expertise to support women’s economic empowerment and entrepreneurship at the macro-level (advocacy forums), establish partnerships and devise new initiatives at meso and micro levels.

- **DONOR:** Government of the Russian Federation

- **DELIVERABLES:**
  - Business networks
  - Trainings
  - Business missions
  - Awareness raising and media campaigns
  - Recommendations for follow-up actions

The project applies a forward-looking and result-based approach and strives to generate new advocacy initiatives and capacity-building activities to be further implemented in 2019-2023.
Results Achieved in 2018

International Forum
“Increasing the contribution of women to economic growth and prosperity: Creating an enabling environment”
SPIEF 2018

Results:
- Networking among over 200 delegates, including high-level policy makers, international business community (Festo Didactic, SAP, Scania), UNIDO Goodwill Ambassadors from China and Norway, UNECE Executive Secretary
- Showcased UNIDO projects and best practices around the globe
- Around 40 publications/media articles about the event
- Potential follow-up activities proposed: creation of an e-learning platform for women in business, capacity building activities for women entrepreneurs and leaders, development of global women-leaders talent pool and network.

One of the key messages: role of UNIDO in supporting women to succeed in the digital economy is instrumental, especially with regards to the challenges associated with Industry 4.0.
Results Achieved in 2018

International expert session
“UNIDO: A Global Platform for the Development of Women’s Entrepreneurship”
2nd Eurasian Women’s Forum 2018

Partners: Council of the Federation of the Federal Assembly of the Russian Federation, Ministry of Industry and Trade of the Russian Federation, OPORA Russia Committee on Women Entrepreneurship Development

Results:
- Raised awareness about UNIDO’s activities in the field of women’s entrepreneurship
- Signed a Joint Declaration on cooperation between UNIDO and the Ministry of Industry and Trade of the Russian Federation
- Ms. Veronika Peshkova of the Russian Federation appointed as UNIDO Goodwill Ambassador

Evolving initiatives: to establish cooperative relations with the regions of the Russian Federation to advance the promotion of women’s empowerment at the grassroots level
Interregional Forum: “Increasing the contribution of women to economic growth and prosperity: Creating an enabling environment”, SPIEF 2018

Eurasian Women’s Forum 2018

Appointment of Ms. Peshkova as the UNIDO Goodwill Ambassador
Plans for 2019

Panel Session: “Women executives in building successful business models” at SPIEF 2019

Expected Results:

- Further engagement in the regional dialogue on women’s economic empowerment and leadership in industries from the standpoint of large businesses/big companies
- Exchange of best practices related to creation of enabling business environment, incentives and initiatives allowing female executives in industry to actively contribute to the economic growth
- Demonstrating how UNIDO and other development partners can contribute to building knowledge platforms in the area of advancing women’s leadership
Plans for 2019

Panel Session: “Manufacturing needs Women: Women’s Entrepreneurship and Economic Empowerment in the Context of Digitalization” at the Global Manufacturing and Industrialization Summit (GMIS) 2019 in July, Yekaterinburg, Russia

Expected Results:

- Contribute to global discussion on the promotion of women’s active participation in industry with a focus on issues related to Digitalization and Industry 4.0
Key task: to overcome the existing skills gap by providing access to innovative digital tools for women in business (training packages and programmes).

Expected Results:
- Enhanced knowledge of women in business about existing digital tools
- Suggested topics: project management, e-commerce, website performance, customer relationship management, social media marketing etc.
THANK YOU
FOR YOUR ATTENTION!

For more information, please contact:
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