



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# **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%

Globally, only  
34% of  
managers are  
women

- 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

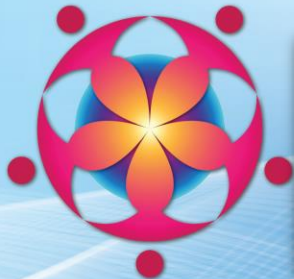


# Women's Potential in Economic Development

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**



**Cross-cutting priority:**  
**Gender equality and  
empowerment of  
women**

## **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



The diagram consists of three interconnected hexagons arranged in a triangular pattern. The top hexagon is teal and contains the text 'Value chain approach (identification, assessment and development)'. The bottom-left hexagon is purple and contains the text 'Skills development (COMFAR, ECP, vocational training LKDF, Start and Grow, HP Life)'. The bottom-right hexagon is dark blue and contains the text 'Access to finance (revolving fund, credit guarantee scheme, mobile, peer-to-peer)'. Each hexagon is accompanied by a photograph: a woman in a colorful headscarf for the top hexagon, a woman sewing for the bottom-left hexagon, and a woman holding a white ceramic object for the bottom-right hexagon. A decorative circular logo with a stylized flower design is located in the bottom-left corner of the slide.

Value chain approach  
(identification,  
assessment and  
development)

Access to finance  
(revolving fund,  
credit guarantee  
scheme, mobile,  
peer-to-peer)

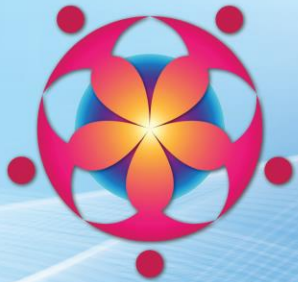
Skills  
development  
(COMFAR, ECP,  
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HP Life)



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# 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**



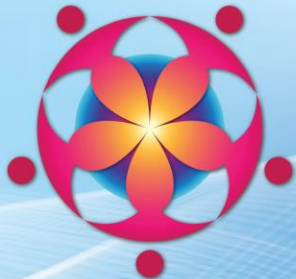
UNIDO Side Event “Women Entrepreneurship – Challenges and Solutions in Europe and the Arab region”, SPIEF 2017



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” 2<sup>nd</sup> 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



**SPIEF'19**  
ST. PETERSBURG  
INTERNATIONAL  
ECONOMIC  
FORUM

**6-8 JUNE**

# 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**





# Outlook for 2019-2020

## Digital tools for women-entrepreneurs from CIS countries

**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.*







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# THANK YOU FOR YOUR ATTENTION!

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