



Women's Entrepreneurship Development (WED) Capacity Building Guide

I. WHAT IS THE WED CAPACITY BUILDING GUIDE?

The Women's Entrepreneurship Development (WED) capacity building guide is aimed at improving the skills of staff in small and medium enterprise (SME) support institutions and projects, enabling them to provide more effective services. The guide provides an introduction to a range of supportive tools and approaches that can benefit women entrepreneurs, including women with disabilities.

The WED guide takes account of many of the practical issues that women entrepreneurs experience in starting, formalizing and expanding their enterprises. It looks at broader strategic issues that work against women in private sector development, such as discriminatory policies, and unequal access to resources.

II. OBJECTIVE

The overall objective of the WED guide is to promote the full participation of women in entrepreneurship and economic development, and facilitate the creation of new and better jobs by women entrepreneurs. It seeks to build institutional capacity in WED, particularly in developing countries. It has a strong focus on business creation, formalization and expansion.

III. TARGET GROUP

This guide is designed for organisations and people involved in promoting entrepreneurship and WED, mainly in developing countries. This includes: BDS Providers; SME support institutions; government, business and women entrepreneur support units; employers' and workers' organisations; women entrepreneur associations and disabled persons' organizations (DPOs); micro-finance and other financing institutions targeting women entrepreneurs.

IV. COMPONENTS OF THE WED GUIDE

The WED guide complements many of the key areas of work of the ILO's Enterprise Department and of the International Training Centre in Turin. It refers to several other ILO programmes, such as the Start and Improve Your Business (SIYB) programme (including Expand Your Business or EYB) and ILO's work on enterprise policies and association building. The guide can be used to cover a weeklong course.

The content includes the following topics:

- ILO's approaches for supporting women entrepreneurs, including basic principles on gender equality in MSME development and WED
- A framework for offering effective business development services to promote women's entrepreneurship
- The role of lobbying and networking in promoting women's entrepreneurship
- Various tools and instruments for promoting WED
- Assessing the needs, challenges and gender-related issues of growth-oriented women entrepreneurs choosing to expand their business operations

The WED capacity building guide is in a modular format, and was developed for use in either stand-alone sessions or modules, or as part of a more comprehensive WED training programme. The guide uses Power Point. The guide includes notes for the facilitator on the training content, including advice on the guide's learning objectives.

In addition to the modules, certain aspects have been addressed throughout the guide, such as issues facing women entrepreneurs with disabilities; the impact of HIV/AIDS on women entrepreneurs, their families and their enterprises; issues relating to trafficking of women; problems facing refugee women; and particular problems of poor and less-educated women living in deprived and rural communities.

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