

Women Entrepreneurs' Associations Capacity Building Guide

An ILO Women's Entrepreneurship Development tool



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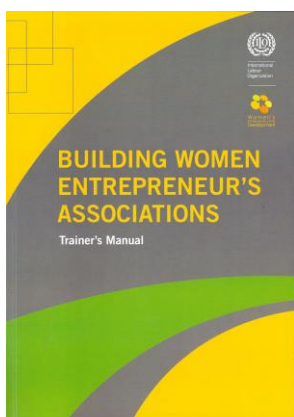


Enterprises Department
Small Enterprises Programme
WED Programme



Women's
Entrepreneurship
Development

WHAT IS THE WEA CAPACITY BUILDING GUIDE?



The Women Entrepreneurs' Association Capacity Building Guide (WEA Capacity Building Guide) is a training package designed to assist Women Entrepreneurs' Associations in improving and sustaining their associations. The emphasis is on building the capacity of the associations, and on strengthening their ability to serve and advocate for their members.

OBJECTIVES

The guide aims to create awareness regarding gender inequalities faced by women entrepreneurs and suggest ways of addressing these challenges through the creation of gender sensitive services in WEAs and Small Business Associations (SBAs). Specifically the guide seeks to:

- Guide women in the formation and managing of a member-based business association.

- Build the administrative, organisational, technical and financial capacities of new and existing associations to enable them to better serve their members.
- Ensure that women entrepreneurs have greater access to representation and voice in their business affairs and in influencing the policies and decisions that affect them.

TARGET GROUP

The guide is for women and men heading existing women entrepreneurs' associations (WEAs) and small businesses' association (SBAs) with an expressed interest in improving and developing their associations.

GUIDE COMPONENTS

The guide is divided into six sections with fourteen core modules, two supplementary modules, and reference materials that are to be used during a five-day training. The core training modules cover topics such as: Governance Principles of a WEAs, Organisation of a Business Association, Membership Strategies, Leadership, Stakeholder Analysis, and Strategic Planning. The guide is structured in a PowerPoint format, with slides supported by facilitators' notes. The modules are highly participatory and contain at least one discussion and/or activity per session.

WEA Capacity Building Guide (ISBN 978-92-2-124179-9) is available electronically from ILO Publications www.ilo.org/publns.

CONTACT INFORMATION

Joni Simpson, simpson@ilo.org
Global Coordinator & Specialist

***Women's Entrepreneurship & Entrepreneurship Education
Small & Medium Enterprises Unit
International Labour Organization (ILO)***

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