



International
Labour
Organization



Women's
Entrepreneurship
Development

Assessment of Women's Entrepreneurship Development

▶ 19/ November / 2020

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

The Women's Entrepreneurship Development Assessment (WED Assessment)

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.

The WED Assessment is flexible. It can be used as a stand-alone methodology to produce a standard WED Assessment Report, adapted to focus on specific target groups, locations or sectors, or combined with other tools and methodologies.



Woman entrepreneur with a beekeeping business, Algeria.

Objectives

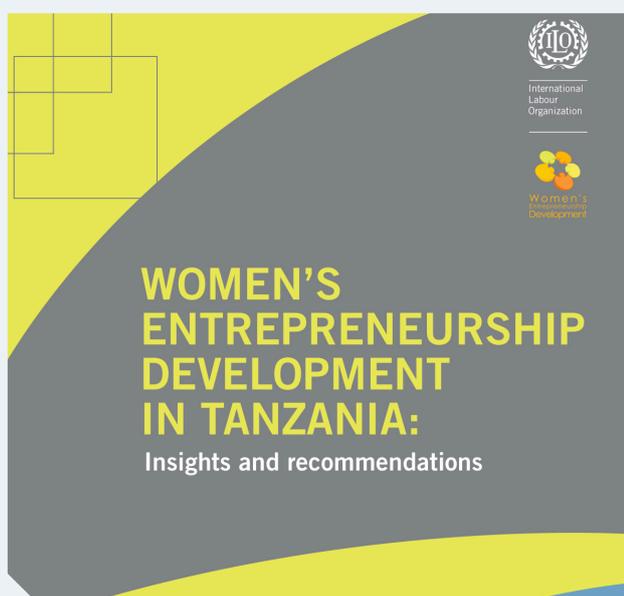
The main goal of the WED Assessment is to identify locally adapted and strategic recommendations to unleash the potential of women entrepreneurs.

The objectives of the assessment are therefore to:

1. Shed light on the specific barriers faced by women entrepreneurs in the country;
2. 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;
3. 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.
4. Assess the extent to which business women have a "voice" in public-private policy dialogue and issues affecting them are raised in these fora;
5. Identify concrete country-specific recommendations to address some of the main barriers to women's entrepreneurship development.

WED Assessment reports are meant to be actionable and provide concrete recommendations in each of the framework conditions. These recommendations are validated with national stakeholders, and ideally implemented at the national level following the assessment. In this way, the WED Assessment serves as a starting point to develop a business environment that is more conducive to women's entrepreneurship development.

Results of the WED Assessment



Tanzania

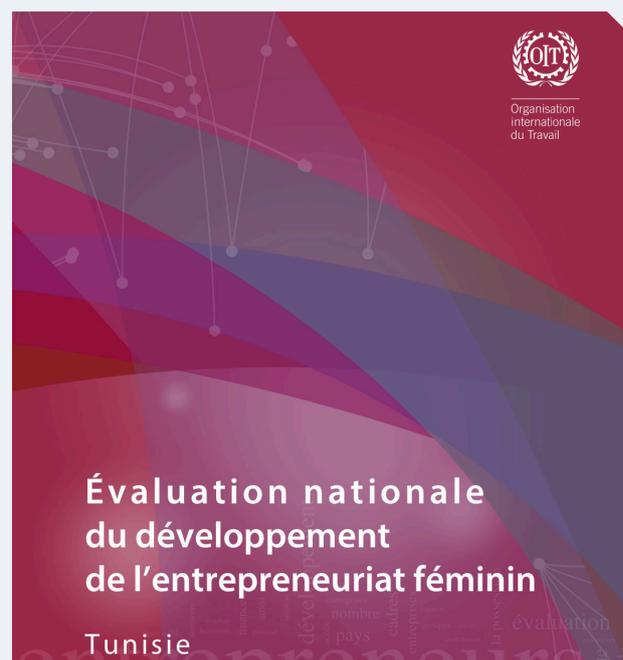
The [WED Assessment](#) conducted in Tanzania found that despite government commitments to support women entrepreneurs, no targeted efforts were being made to encourage women entrepreneurs to participate in public procurement processes. Complicated tendering procedures and compliance regulations largely 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](#) conducted in Tunisia 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 development.**



Adapting the WED Assessment

The WED Assessment methodology has been combined with other ILO methodologies to narrow the focus of the assessment.

In **Somalia**, the WED Assessment methodology was combined with the ILO's Guidelines for Value Chain Selection to assess the conditions for women's entrepreneurship development in the dairy and renewable energy sectors.

In **Costa Rica**, the WED Assessment methodology was combined with Women in Management to gather insights on women's labour force participation as entrepreneurs and in management positions in larger enterprises.

Framework conditions

The WED Assessment is centred on six framework conditions and 17 sub-conditions that are important to creating a favourable environment for women's entrepreneurship development:

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

- a. Labour laws and regulations
- b. Business registration and licensing
- c. Property and inheritance rights

2. Effective policy leadership and coordination for the promotion of WED

- a. WED as a national policy priority
- b. Government focal point for the promotion and coordination of WED

3. Access to gender-sensitive financial services

- a. Participation of women entrepreneurs in generic financing programmes
- b. Targeted financing programmes for women entrepreneurs

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

- a. Women access mainstream BDS services
- b. Mainstream BDS services respond to the needs of women entrepreneurs
- c. Targeted BDS services for women entrepreneurs

5. Access to markets and technology

- a. Export promotion for women entrepreneurs
- b. Government procurement targeting women entrepreneurs
- c. Inclusive supply chains and linkages
- d. Access to ICTs and technology

6. Representation of women entrepreneurs and participation in dialogue

- a. Women's representation in business/sector associations
- b. Presence of women entrepreneurs' associations and networks
- c. Participation public dialogue

► Women's Entrepreneurship Development Programme

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Methodology



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. These recommendations then inform the development of national action plans.

The WED Assessment methodology is divided in six steps:

1.Desk Research to gather available information on the six framework conditions

2.Key Informant Interviews with stakeholders and relevant national actors within the entrepreneurship ecosystem.

3.Women Entrepreneurs Survey administered to a minimum of 200 women entrepreneurs with questions on women entrepreneurs' profile, main challenges to WED, and representation at the policy level.

4.Focus Group Discussions with women entrepreneurs to understand their experiences and perceptions.

5.Scoring of Indicators for WED Framework Conditions to develop a quantitative measure of the strength of each framework condition and show where the largest gaps are.

6.Validation Workshop with key stakeholders to validate findings, identify ways to operationalise recommendations, and ensure sustainability.