



International
Trade
Centre

Handbook:

Partnering with

ITC SheTrades



Introduction

This handbook is intended for private sector partners and business support organizations that are interested in collaborating with the SheTrades Initiative of the International Trade Centre (ITC).

Through this handbook you will learn:



What is ITC SheTrades?

Overview of the SheTrades Initiative and its achievements.



Why should you partner with us?

Value proposition of partnering with the Initiative



How to partner with us?

Unpacking different levels of engagement and collaboration to foster women's economic empowerment and support the Sustainable Development Goals.



What is

ITC SheTrades?



International Trade Centre (ITC), the joint agency of the United Nations and the World Trade Organization, recognizes that supporting women owned small and medium-sized enterprises (SMEs) is crucial for generating economic growth and contributing to poverty reduction.

ITC SheTrades aims to foster change by going beyond the traditional approach of merely improving the quality of women's products and services. Instead, it sets out to engage all actors involved in women's economic empowerment including governments, the private sector and civil society.

Together with partners, ITC had identified seven global actions to tackle key challenges, unlock markets and create an enabling business environment for women entrepreneurs. Based on this blueprint, ITC launched the SheTrades initiative in 2015 which aims to connect 3 million women entrepreneurs to international markets by 2021.

Seven Global Actions

1 Champion. Quality data

#SheTrades

Collecting, analysing and disseminating sex-disaggregated data on women's economic participation

2 Enact. Fair policies

#SheTrades

Implementing conducive trade policies and agreements to enhance women's participation in trade

3 Secure. Government contracts

#SheTrades

Promoting the participation of women in public procurement

4 Strike. Business deals

#SheTrades

Embedding diversity in global value chains and facilitating market linkages

5 Enable. Market access

#SheTrades

Addressing supply side constraints through tailored capacity building activities and learning tools

6 Unlock. Financial services

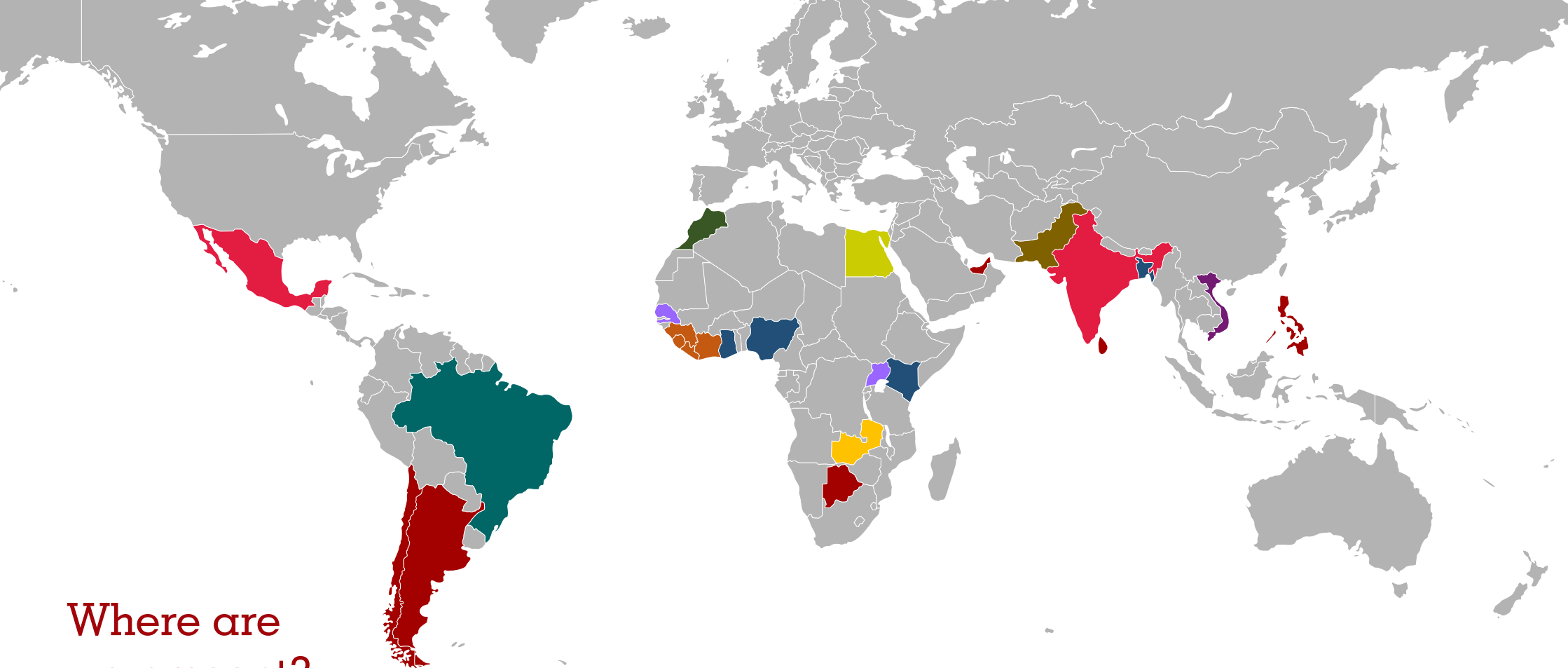
#SheTrades

Closing the gender gap in financial inclusion by unlocking access to financial services

7 Grant. Ownership rights

#SheTrades

Undertaking legislative and administrative reforms that guarantee women's rights to ownership and control over resources

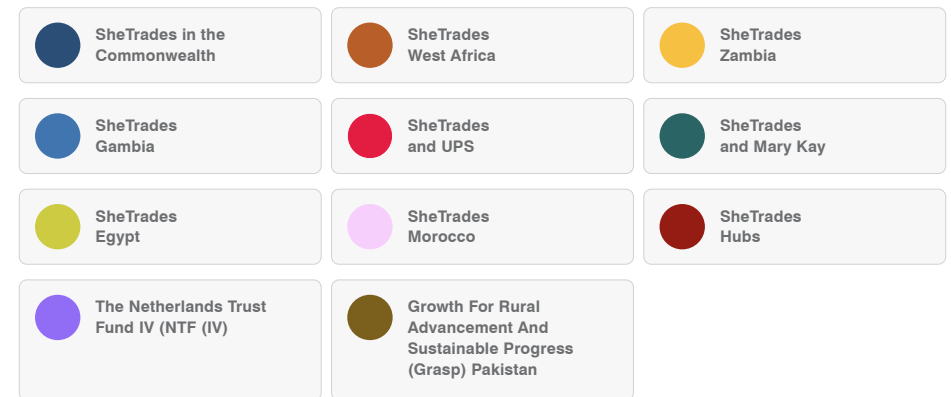


Where are we present?



ITC SheTrades is present in 25 countries, through in-country projects and national hubs. In-country projects have a sectoral focus and incorporate the seven global actions to improve the competitiveness of women entrepreneurs, generate new business opportunities and foster a conducive ecosystem to trade.

SheTrades Hubs are a decentralized platform of the ITC SheTrades initiative implemented and funded by a local host institution with the support of selected partners. The purpose of a SheTrades Hub is to roll out the SheTrades initiative to the local context by aligning with government and initiatives around women's economic empowerment for increased local ownership and sustainable long-term impact.



Partnership for impact



Our world has limited resources – whether financial, natural or human – and as a society we must optimize their use. The fundamental core of good partnerships is their ability to bring together diverse resources in ways that can together achieve more: more impact, greater sustainability, increased value to all.

The SheTrades Initiative is a strong advocate of several SDGs, especially SDG 17, which endorses the power of partnerships.



Who has joined us?



Boosting the logistics competitiveness of women entrepreneurs through training and tailored services



Providing free shopfronts and on-boarding support to 50 women entrepreneurs



Provision of loans worth USD 90 million to women entrepreneurs in Kenya



Pro-bono legal advice and solutions to women entrepreneurs



Capacity building in shipping and container logistics

And many others...





Why are we unique?



We bring together ITC's technical expertise and track record in improving the international competitiveness of MSMEs, and our engagement with private sector and other key stakeholders to foster gender equality, sustainable livelihoods and inclusive growth.



Playing a central role in catalyzing gender-responsive policies

ITC SheTrades was instrumental in building consensus of 127 nations for the WTO Buenos Aires Declaration on Women and Trade.



Harnessing gender-lens investment

ITC SheTrades has generated a pipeline of over 30 impact investors, committing over 75 million USD to gender-lens investment.



Pioneering innovative tools and methodologies

ITC SheTrades has leveraged technology to close the gender gap by connecting over 20,000 women entrepreneurs and trade partners on a free-to-use web and mobile app, SheTrades.com



Highlighting women as economic actors

ITC SheTrades has generated over \$100 million of trade opportunities for women since 2010, and is on track to connect 3 million women entrepreneurs to markets by 2021.



Multi-faceted approach to training and skills development

ITC SheTrades adopts a tailored approach to capacity building, that is developed to match the unique needs and challenges faced by women-owned businesses. Additionally, our e-learning platforms, available as public goods, are fostering learning opportunities for anyone registered on shetrades.com. Mentoring, clinics and workshops are delivered on a weekly basis.



Strong network of women entrepreneurs and stakeholders

ITC SheTrades works closely with over 250 institutions and stakeholders across the globe, including corporations, export and investment promotion agencies, chambers of commerce, financial institutions etc., with a network of over 1.5 million women entrepreneurs.



Why you should

Partner with us



ITC SheTrades is driven by partnerships, shared learning and promoting positive change. We bring together a network of stakeholders with aligned goals to create opportunities and change for women entrepreneurs. We do this by drawing on our unique ability to innovate, collaborate and share the diverse expertise and knowledge that makes our partners effective individually and powerful collectively.

This section outlines the various benefits of partnering with ITC SheTrades.



Generate sustainable impact through complementarity

- Raise your level of knowledge and capacity to better understand and address the needs and challenges of women entrepreneurs
- Share experiences and knowledge on best practices, lessons learnt and bottlenecks
- Create efficient and sustainable impact through coordinated action by convening key actors.



Foster sustainable and inclusive value chains

- Leverage ITC's track record in identifying and building the competitiveness of potential suppliers to implement responsible sourcing.
- Revamp the approach to supply chains, by aligning overarching business goals and efficiency with sustainable and inclusive growth.



Network and build global relationships

- Gain access to a global network of over 1.5 million women and explore collaboration opportunities with over 250 institutions across the globe, including corporations, export and investment promotion agencies, chambers of commerce, financial institutions, etc.
- Participate in global, regional and national events and interact with businesses, financial institutions, NGOs and other institutions from all over the world
- Be recognized as a partner of ITC SheTrades in communication materials and beyond.



Exploit synergies for collective learning and innovation

- Leverage ITC's tools, market intelligence and technical expertise in facilitating trade to develop new and effective approaches and solutions for women.
- Co-create and deliver e-learning content to share knowledge and expertise with women entrepreneurs.



Choose your level of engagement

Level 1



Advocate

Commit to women's economic empowerment and actively engage in dialogue and advocacy events to increase the outreach of the SheTrades Initiative.

Level 2



Contributor

Accelerate women's inclusion in global value chains by brainstorming and generating innovative and integrated solutions.

Level 3



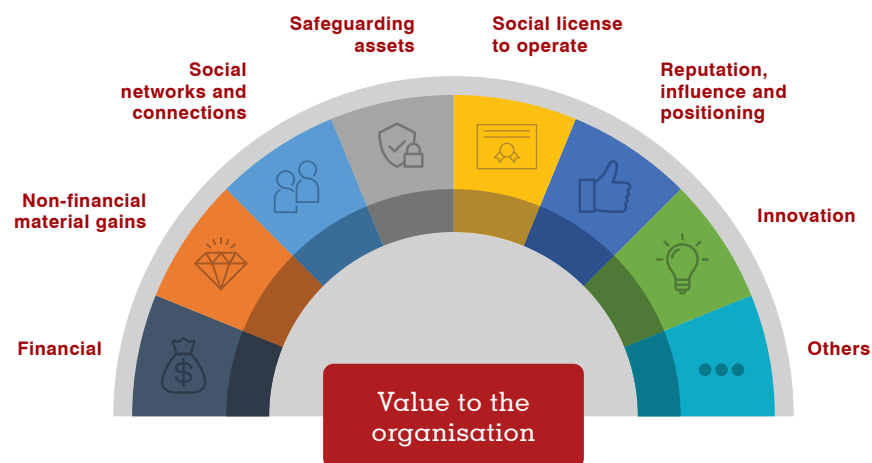
Transformer

Steer towards new horizons by providing resources, expertise and methodologies to pilot in-depth programmes for women entrepreneurs.

Assess the value proposition



The following diagram aims to help each individual partner in detailing and understanding the financial, tangible and intangible gains for your organization as a result of partnering with ITC SheTrades.





What do you gain?

- 1.** Gain access to the network of women entrepreneurs, private sector partners, business support organizations etc. on shetrades.com
- 2.** Convene and mobilize women entrepreneurs and other relevant institutions on Shetrades.com



What does it mean to be an advocate?

- 1.** Gain access to the network of women entrepreneurs, private sector partners, business support organizations etc. on shetrades.com
- 2.** Convene and mobilize women entrepreneurs and other relevant institutions on Shetrades.com
- 3.** Walk the talk by committing to one and/or several pillars under the SheTrades Initiative
- 4.** Stay updated about upcoming events/online training activities/calls for applications etc.
- 5.** Stay updated about upcoming events/online training activities/calls for applications etc.

What is required?

- Make a Commitment towards ITC SheTrades' goal of connecting 3 million women to markets. (Online or by submitting a commitment letter)
- Registration on SheTrades.com *

*Fields marked with * are mandatory*



Register on:
www.shetrades.com

Partnership Journey



Partners Spotlight



Mastercard

Mastercard is a leader in global payments and a technology company that connects billions of consumers, thousand of financial institutions, and millions of merchants, as well as governments and businesses around the world.

The organization is also committed to reduce income inequality and foster women's economic empowerment, and hence promotes the development of tools and solutions to enable trade for women entrepreneurs through the SheTrades Initiative.



OWIT Mexico

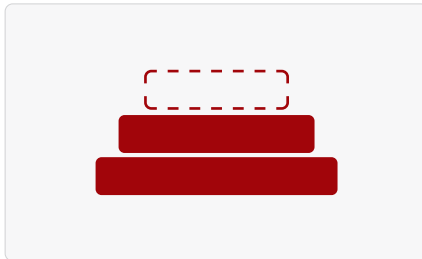
Embedded within OWIT International, OWIT Mexico is dedicated to providing business support services to Mexican women entrepreneurs.

OWIT Mexico has championed SheTrades Initiative in the country, mobilizing a network of women entrepreneurs to benefit from SheTrades services and offerings, and enable their inclusion in global value chains.



What do you gain?

1. Develop joint communication material (digital cards, social media campaign etc.)
2. Gain access to SheTrades templates for branding, communications
3. Get featured as a partner of SheTrades on ITC SheTrades' website and social media channels
4. Participate in quarterly review meetings to monitor the status of partnership and chart out next steps
5. Contribute and get featured in ITC SheTrades' guidelines on best practices



What does it mean to be a contributor?

1. Bring together tools and expertise (in-kind) to deliver new methodologies, approaches and strategies to women entrepreneurs;
2. Gain access to the network of women entrepreneurs, private sector partners, business support organizations etc. on shetrades.com;
3. Develop and implement tailored services and schemes for women entrepreneurs;
4. Participate in online and face-to-face trainings activities/coaching and mentoring sessions;
5. Stay updated about upcoming events/online training activities/calls for applications etc.
6. Walk the talk by committing to one and/or several pillars under the SheTrades Initiative;
7. Participate in B2B meetings and other business generation activities

What is required?

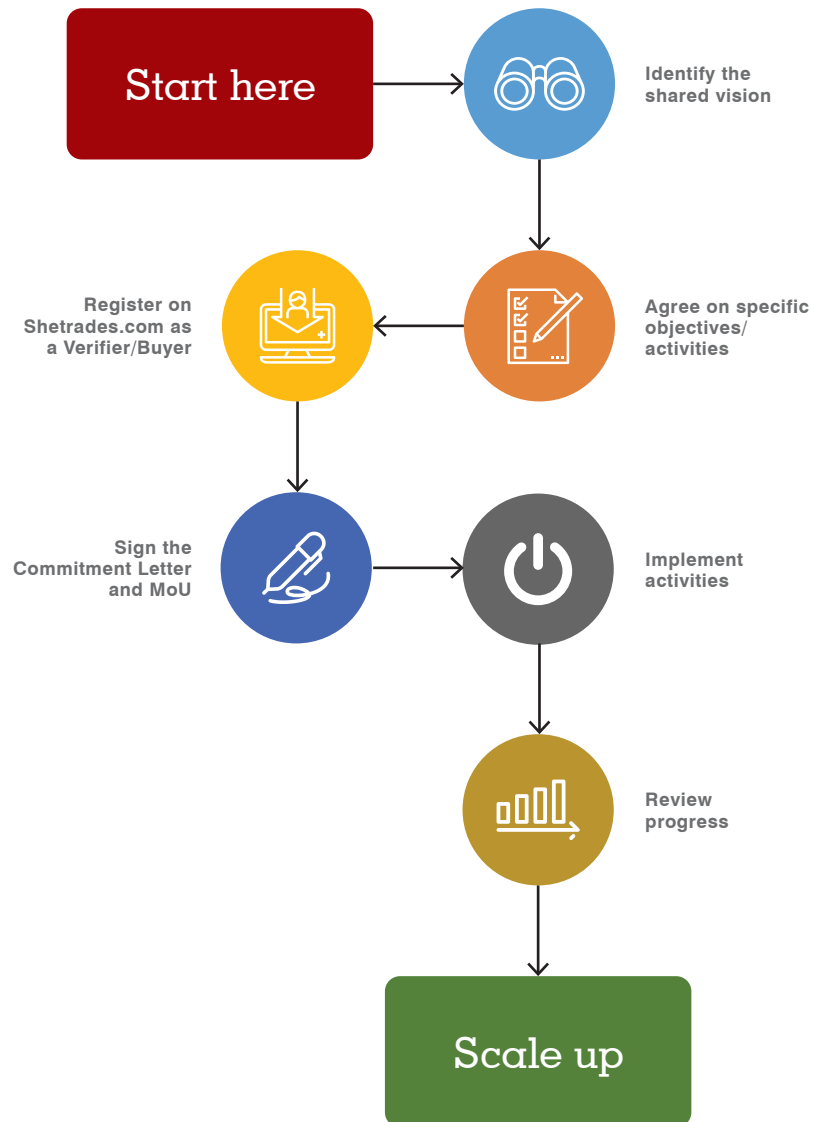
- Make a Commitment towards ITC SheTrades' goal of connecting 3 million women to markets. (Online or by submitting a commitment letter)
- Workplan of activities, logframe and timelines *
- Registration on SheTrades.com *

*Fields marked with * are mandatory*

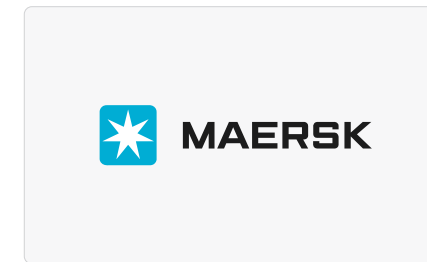


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Partnership Journey



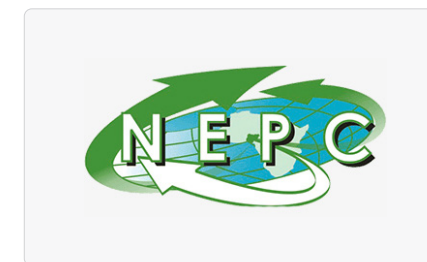
Partners Spotlight



Maersk

A.P. Møller – Mærsk A/S, also known as simply Maersk, is a Danish business conglomerate with activities in the transport, logistics and energy sectors. Maersk has been the largest container ship and supply vessel operator in the world since 1996.

Together with SheTrades, Maersk has build the capacity of 430 women entrepreneurs in supply chain solutions and container logistics through online trainings, workshops and one-on-one coaching sessions with Maersk’s technical experts. Through its digital logistics service, Twill, Maersk also provides discounted shipping to SheTrades beneficiaries.



Nigerian Export Promotion Council (NEPC)

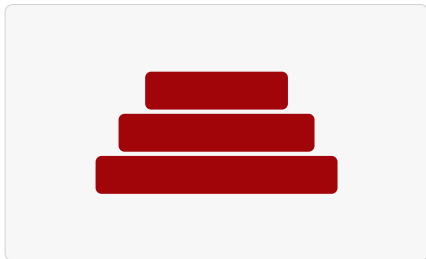
The Nigerian Export Promotion Council (NEPC) is the Federal Government of Nigeria’s apex institution for the promotion, development and diversification of exports. As part of its collaboration with the SheTrades Initiative, NEPC has committed to connect 200,000 women entrepreneurs to markets by 2021.

The organization has implemented technical workshops, and mobilized the support of private sector partners and financial institutions in Nigeria to improve the technical competitiveness of women entrepreneurs and facilitate their linkages with regional and international markets.



What do you gain?

1. Support more women entrepreneurs to do business as potential suppliers or clients, and boost an innovative and inclusive corporate culture.
2. Get featured as the Champion of SheTrades on ITC SheTrades' website and social media channels
3. Participate in quarterly review meetings to monitor the status of partnership and chart out next steps
4. Contribute and get featured in ITC SheTrades' guidelines on best practices
5. Develop joint communication material (digital cards, social media campaign etc.)
6. Gain access to SheTrades templates for branding, communications and evaluation



What does it mean to be a transformer?

1. Fund and implement comprehensive programmes and interventions, engaging multiple actors and complementary approaches to advance women's economic empowerment;
2. Gain access to the network of women entrepreneurs, private sector partners, business support organizations etc. on shetrades.com;
3. Participate in online and face-to-face trainings activities/coaching and mentoring sessions;
4. Stay updated about upcoming events/online training activities/calls for applications etc.
5. Develop and implement tailored services and schemes for women entrepreneurs;
6. Walk the talk by committing to one and/or several pillars under the SheTrades Initiative;
7. Participate in B2B meetings and other business generation activities;
8. Co-design and implement joint events and activities, subject to the funding amount;

What is required?

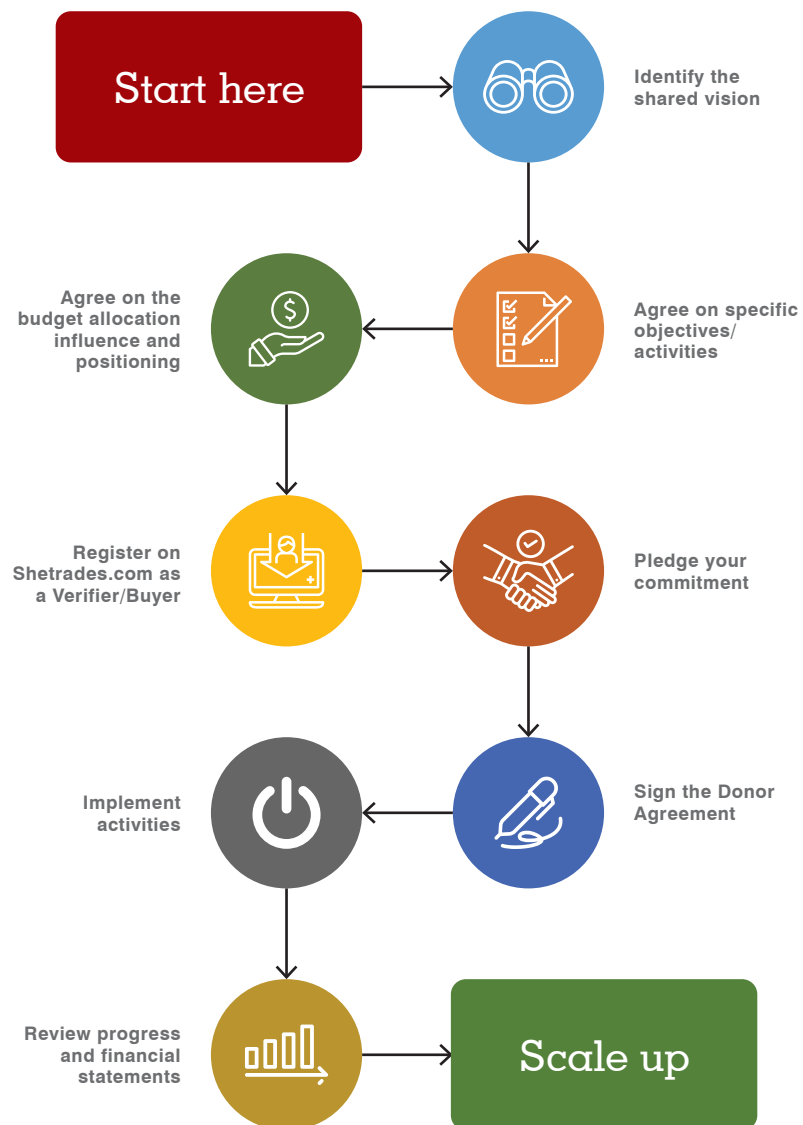
- Make a Commitment towards ITC SheTrades' goal of connecting 3 million women to markets. (Online or by submitting a commitment letter)
- Donor Agreement *
- Workplan of activities, logframe and timelines *
- Programme Budget and allocation *
- Registration on SheTrades.com *

*Fields marked with * are mandatory*



Register on:
www.shetrades.com

Partnership Journey



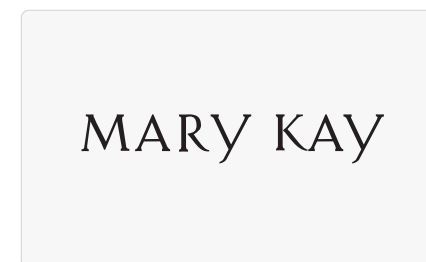
Partners Spotlight



United Parcel Service (UPS)

By bringing together UPS's global logistics network and knowledge in reaching the global markets, the UPS Women Exporters Program is helping ITC's SheTrades initiative reach its goal of connecting three million women-owned businesses to international trade by 2021.

UPS has dedicated financial resources to build the technical competitiveness of women entrepreneurs, provide them with supply chain solutions and enable their inclusion in global value chains. The SheTrades and UPS Partnership conducts tailored capacity building activities in four countries: Mexico, UAE, Nigeria and Vietnam. Additionally, UPS experts are providing technical content to SheTrades Virtual Learning Space, co-creating 4 modules on key logistics concepts.



Mary Kay

In 2019, ITC SheTrades launched its collaboration with Mary Kay to foster female entrepreneurship and make entrepreneurship accessible for all.

Under the partnership, Mary Kay is sponsoring the creation of tools and methodologies to develop entrepreneurship training modules and content, and deploy these tailored training packages to build the entrepreneurship skills and competitiveness of women entrepreneurs in selected countries. The partnership is one of the most pivotal elements of the Women's Entrepreneurship Accelerator, a multi-partner initiative designed to inspire, educate, and empower women entrepreneurs around the world.



Partnership review and evaluation



ITC SheTrades adopts a robust methodology to evaluate the progress and impact of our partnerships. The following parameters allow us to reflect on the partnership's achievements, identify bottlenecks and learning points, and focus on new opportunities to scale up and maximize impact.

01



What have we achieved?

Assess the progress against the agreed indicators and targets.

02



What have we learnt?

Outlining the learning points and challenges faced.

03



What needs to be in place?

Identifying the best practices and further integrating them in the next phase.

04



What needs to be adapted?

Reviewing and revising actions and activities before venturing into the next phase.

Safe-guarding policy



As a subsidiary organ of the World Trade Organization and the United Nations, ITC follows a strict code of conduct and strives to mitigate reputational, operational and fiduciary risks. All prospective and existing partners of the SheTrades Initiative are expected to comply with the following:

1 Prohibition of Sexual Exploitation and Abuse

ITC prohibits discrimination, harassment including sexual harassment and abuse of authority. All partner organizations are expected to comply with these standards.

3 Intellectual Property and Ownership

ITC enjoys certain privileges and immunities that prohibit joint copyright with non-UN entities. As a consequence of the above, it is recommended that the copyright is owned either by ITC or by the non-UN entity.

2 Use of ITC's name and logo

Any organization or entity that wishes to use the ITC name and logo must first seek authorization from ITC. Authorization will be granted for non-commercial purposes only.

4 United Nations Global Compact

Partner organizations will uphold the spirit and principles of the United Nations Global Compact, including condemning child labour, human right abuses and sale or manufacture of anti-personnel mines components.



What's next?

Step 01

Assess a value proposition based on the outlined indicators

Step 02

Identify your level of partnership based on the three categories

Step 03

Get in touch with us!
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