



Trade for Her: Empowering women through trade

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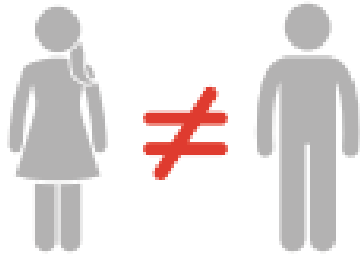
12 March 2021

Why is it important?

- Women make up 1/2 of the world's population but only contribute 37% of the world's GDP (Mckinsey & Company).
- Women's economic empowerment is one of the key drivers of sustainable development and gender equality SDGs 5 & 8.
- But the impact of international trade on women and men differs i.e. they tend to operate in different sectors & have differential access to resources.
- Majority of women in developing countries participate as small and medium enterprises (SMES) and as small-scale traders.

Why is it important? EU example (Source, ITC 2019)

How women differ from men in exporting outside the EU



- Led by a woman:
1 in 5 exporting companies
- Women 30% or less of total workforce:
50% of surveyed companies
- 30% of women in senior executive positions:
less than 1 in 3 surveyed companies
- More men than woman:
industries with high-growth export potential

Why is gender relevant for trade?

- Firms that engage in international trade employ more women.
- Trade increases women's wages and increases economic equality.
- Trade openness can increase women's welfare i.e evidence shows that women face a higher tariff burden as a result of higher applied tariffs and greater spending on imported goods by women as consumers.
- Trade creates better jobs for women i.e women workers in sectors with high levels of exports are more likely to be employed formally, which gives them opportunities for benefits, training and job security.

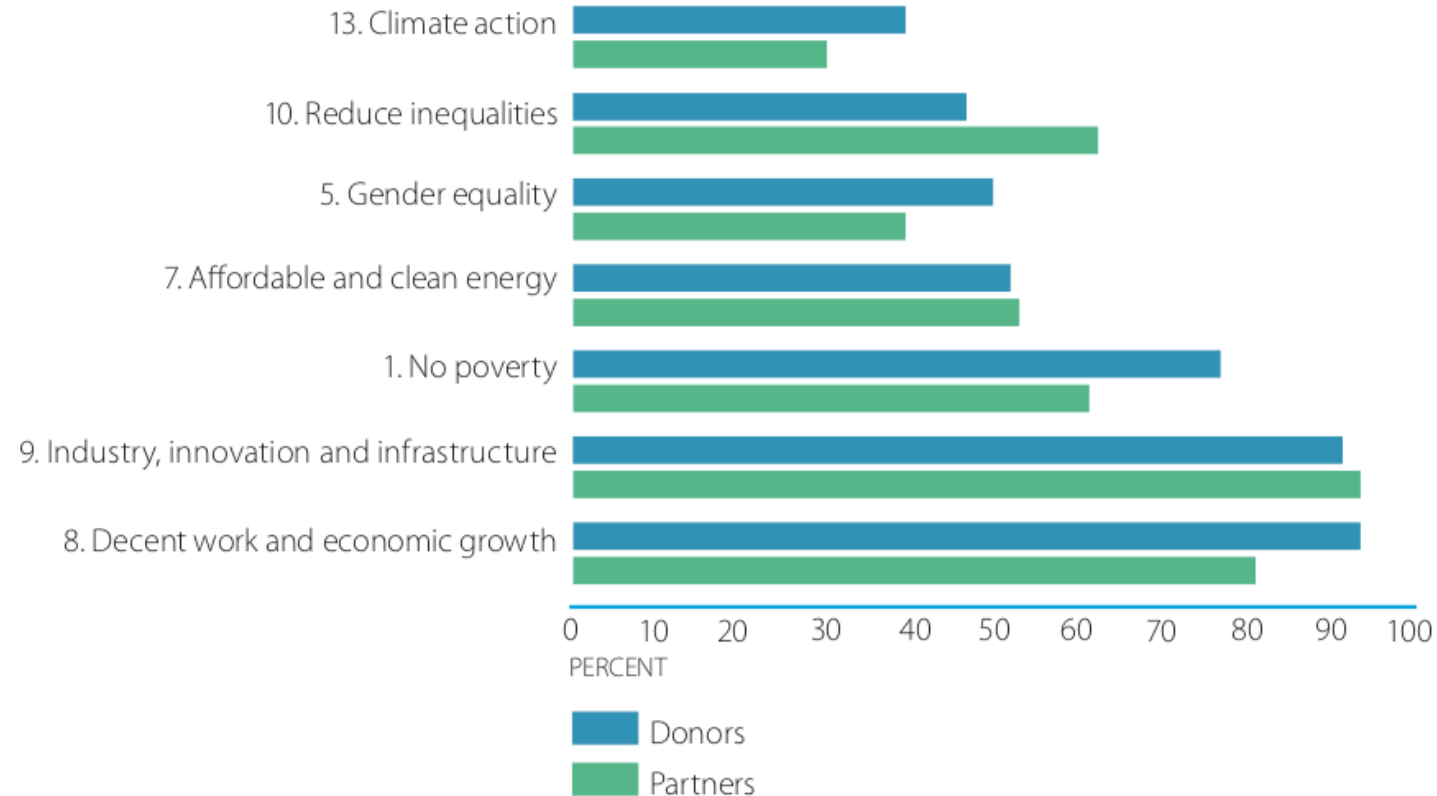
Why is gender relevant for trade?

- Trade openness can increase women's welfare i.e tariff liberalization would lower the costs for women consumers and raise their welfare.
- The changing nature of trade creates new opportunities for women i.e the growing role of services in the global economy and trade, the rise of GVCs, and the adoption of new digital technologies create new opportunities for women reap the benefits of trade.
- = evidence demonstrates the positive impact of trade on gender equality.

BUT...

- For women to benefit, policy makers need to actively address the challenges that trade itself can create while introducing complementary policies that enable women to fully participate in the economy.
- Although aggregate benefits from trade are positive, localized costs can, in the absence of relevant adjustment policies, negatively affect certain women depending on their roles in the economy, their skills, the sectors they work in.
- Women still face a wide range of barriers that prevent them from gaining from greater trade opportunities including policy and legal obstacles, gender-biased sociocultural norms and lack of access to technology, finance, and education.

AfT contribution to SDGs (WTO-OECD survey)

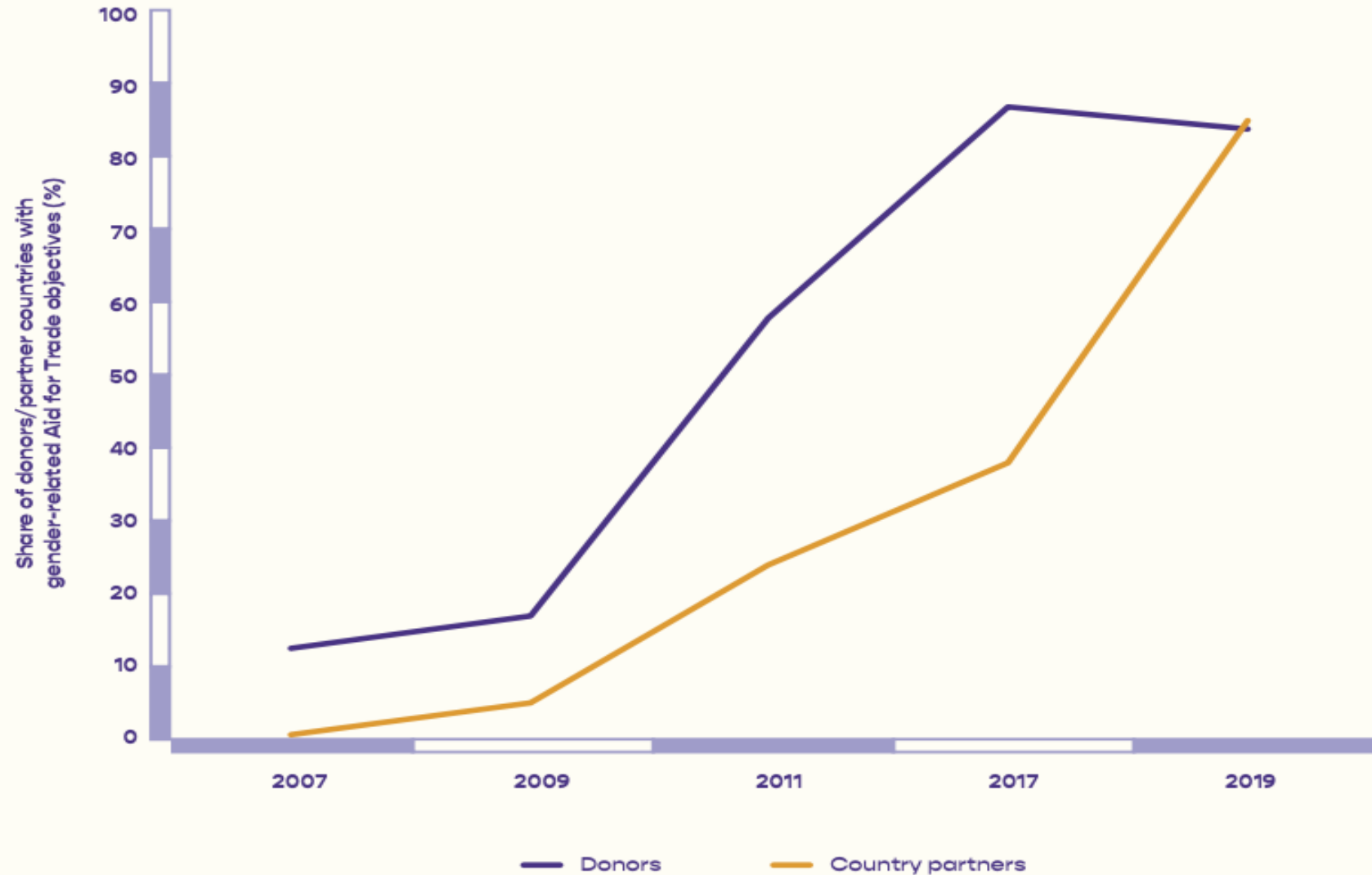


Source: OECD-WTO (2017), aid-for-trade monitoring exercise 2017 (questionnaires)

StatLink  <http://dx.doi.org/10.1787/888933953983>

Promotion of WEE is increasingly part of AfT objectives

(Boghossain (2019) based on OECD-WTO AfT monitoring exercise)



Trade and gender in the EU

- The EU actively supported the adoption of the WTO Joint Declaration on Trade and Women's Economic Empowerment (Buenos Aires Declaration) in December 2017.
- The Gender Action Plan III (2021-2025) – EU's commitment towards gender equality and women's empowerment.
- EU FTA:
 - TSD Chapter with ILO conventions relevant to gender equality in employment i.e. equal remuneration and non-discrimination (ILO Conventions 100 and 111)
 - Trade and gender to be included in the context of the modernisation exercise of the EU-Chile FTA, EU-NZ FTA
- GSP+: 27 core conventions - CEDAW and ILO conventions concerning equal remuneration
- EU trade assessments always include gender dimension: (sustainability) impact assessments, ex-post evaluations.

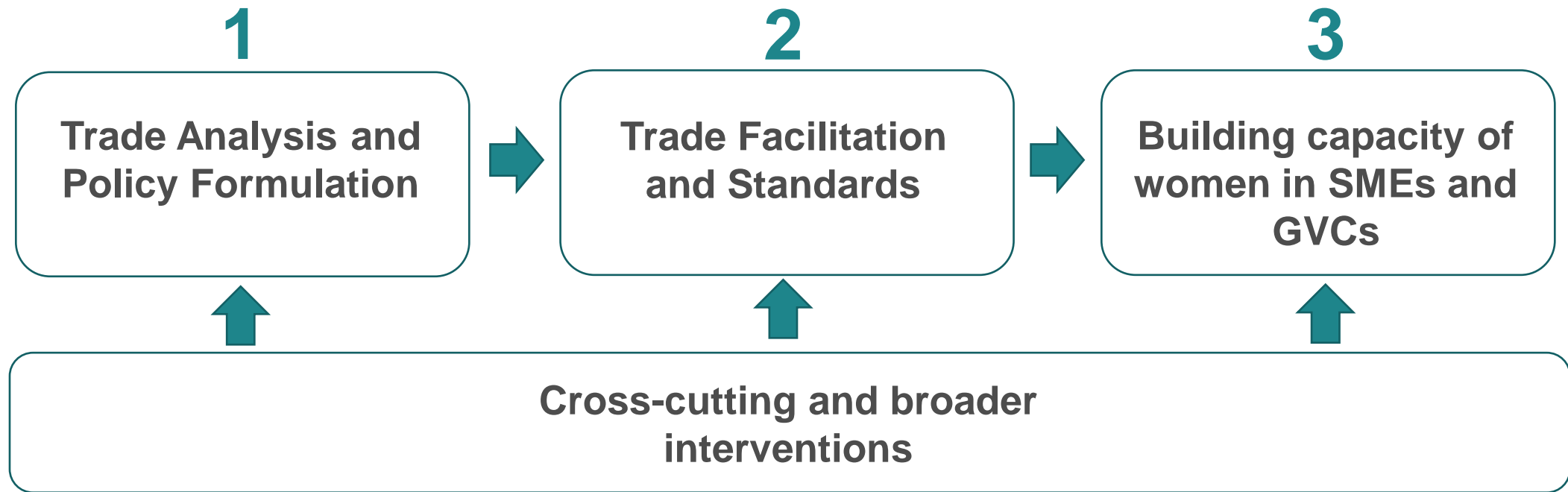
Trade and gender in the AfCFTA

- The African Free Trade Area (AfCFTA) is aimed at integrating the 55 markets of AU member states thereby creating a market of 1.3 billion people. Start of trading was in January 2021.
- The AfCFTA has the potential to advance the economic empowerment of women, as a fundamental component of gender equality by expanding opportunities to decent and productive work.
- The AfCFTA Agreement does not contain a separate chapter on gender and trade.
- However there are a number of provisions (though not gender specific) that can be leveraged to advance new trade and economic opportunities for women.
- Focus on mainstreaming gender into national implementation strategies.

What role for EUDs?

- Carry out gender analysis to inform decision making processes i.e. assess the differential impact of economic reforms and trade related policies.
- Improve women's participation in trade (including at higher levels) i.e. dialogue with women to identify barriers.
- Indirect support: Some policies do not need to target women specifically but in reality benefit women indirectly e.g. support for SMEs, training on standards, addressing NTMs and procurement.
- Support gender specific action e.g. from industry associations, target export related initiatives, financing etc.

Gender mainstreaming in AfT: an overview



Gender mainstreaming:

1. Trade analysis and policy formulation

MAINSTREAMING GENDER
IN FREE TRADE AGREEMENTS

For example:

- Statistics development and “ex-ante” analyses
- Support CSOs and associations to understand and influence trade policy
- Tweak FTAs and export strategies



Gender mainstreaming:

2. Trade facilitation and standards

For example:

- Gender-sensitive standards development
- Raise gender awareness among customs officials and standards agencies
- Pay attention to informal/small-scale traders – a majority of which often women

THE WORLD TRADE ORGANIZATION'S
TRADE FACILITATION AGREEMENT
THROUGH A GENDER LENS



Gender mainstreaming:

3. Building capacity of women in SMEs and GVCs

For example:

- Export promotion of women-led SMEs (access to credit, skills, market information, trade barriers, etc)
- Ensure inclusion of women in business membership organizations
- Address Decent Work gaps, including through standards





Broader interventions needed

- Mainstream awareness in partner organizations and internally
- Supporting interventions
- Gender-sensitive public financial management as a lever

Success factors

- High-level commitments matter – but are not enough
- Focus on organizational issues and incentives

For “no entry points” or “limited contributions”

- Intention to implement relevant EU policies, e.g. Green Deal and relevant planet SDGs. **Example:** Governance and Civil Society projects can promote behavioural change
- Relationship with the Rio themes as addressed by Action reference to national policy(ies). **Example:** Env and CC issues can be integrated in secondary and TVET curricula
- Dependency, exposure or potential influence on env/cc issues, notably in the context section **Example:** Trade projects can support how to comply with EU environmental standards for exports, but also how to reduce environmental risks including land degradation and harmful practices towards ecosystems potentially linked to intensive agricultural production
- Define project methodology for mainstreaming Avoid generic expressions such as “relevant cross-cutting issues will be integrated” or “EU standards will apply”. Underline issues to be raised by an Environmental Impact Assessment or when using standard safeguards.
- Include green practices at project level, e.g. green procurement, aspects relating to mgmt. of energy resources in works contracts, strategy for medical waste and its toxic effects

Thank you

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Slide3: How women differ from men in exporting outside the EU, source

https://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/From%20Europe%20to%20World%20Women%20EU_final_web.pdf

Slide 7: Graph of Aft contribution to SDGs, source: [https://www.oecd-ilibrary.org/docserver/18ea27d8-](https://www.oecd-ilibrary.org/docserver/18ea27d8-en.pdf?expires=1615282728&id=id&accname=guest&checksum=DB5DDBC8D6B1B28C646168A5B09837CD)

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Slide 8: Graph of Promotion of WEE in increasingly part of AfT, source: https://www.wto.org/english/res_e/booksp_e/women_trade_pub2807_e.pdf