



A Discussion on Supporting Women Entrepreneurship in LED with FCM Partners from Canada, the Caribbean and Latin America

Guest Speakers

Mayor Angela Brown Burke, Kingston, Jamaica

Alison Kirkland, Director of Communications and Client Services, Women's Enterprise Centre, Manitoba

Daena Diaz, Associate from University of La Guajira, Colombia

Orientation: FCM WebEx Platform

The screenshot displays the Cisco WebEx Event Center interface. The top navigation bar includes 'File', 'Edit', 'View', 'Communicate', 'Participant', 'Event', and 'Help'. The main content area is titled 'Event Info' and shows 'Test' as the event name, with 'Host: Pascal Lavoie' and 'Event number: 736 149 062'. On the right side, there are icons for 'Participants', 'Chat', and 'Q&A'. The 'Chat' icon is highlighted with a red circle, and a red arrow points from it to the 'Ask' menu in the bottom right corner. The 'Ask' menu is currently set to 'All Panelists' and has a 'Send' button next to it. The bottom status bar shows 'Connected' with a green indicator.

- Audio: VoIP only (i.e. audio via your computer speakers).
- For system performance: Close all other applications!
- Chat... your comments and questions as the webinar unfolds...
- This webinar will be recorded.

We will now start recording



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- 12:00pm **Welcome and Introduction – Fed. of Canadian Municipalities**
Rebecca Klaassen, Project Coordinator, FCM International
- 12:07pm **UNDP DELGEN Initiative – UNDP Regional Center for LAC**
Barbara Auricchio, Gender Specialist, UNDP
- 12:10pm **Women and LED Processes in Local Government**
Mayor Angela Brown-Burke, Kingston, Jamaica
- 12:20pm **Experience with a Women Entrepreneurship Centre**
Alison Kirkland, Manitoba, Canada
- 12:30pm **Gender Inclusivity in LED Project Planning**
Daena Diaz, University of La Guajira, Colombia
- 12:40pm **Q&A Period with Moderator and Audience**
Rebecca Klaassen, Project Coordinator, FCM International
- 1:20pm **United Nations’s Sustainable Development Goals**
Elena Pierce, Governance, Policy and Networks Advisor, FCMI



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DELGEN Initiative

Integrating a Gender Approach for the achievement of a more inclusive and sustainable Local Economic Development



Overall Objective:



Promote the expansion of the Local Economic Development approach to incorporate the gender perspective in a more sustainable and effective manner in the design, implementation and evaluation of territorial plans and policies.

Who we are:

- ▶ Emakunde-Basque Women's Institute
- ▶ The Federation of Canadian Municipalities - FCM
- ▶ United Nations Development Programme – UNDP
 - Gender and Local Governance areas of UNDP Regional Hub for LAC
 - The initiative team Global ART -Hub for territorial partnerships
- ▶ Action Research for Development - Arco Lab
- ▶ Swedish Cooperative Centre - We Effect
- ▶ Iberoamerican Union of Municipalities - UIM
- ▶ Union of Universities of Latin America and the Caribbean –UDUAL



Why integrate the gender approach in local economic development?

1. **Women continue to face structural barriers within local economic development.**
2. **Advance in the localization of the SDGs and the achievement of Objectives and goals prioritized for the countries:** the localization of the Agenda 2030 and the integration of gender equality and women's empowerment in local spaces have been chosen as central actions for the reduction of poverty (SDG 1), the reduction of inequalities (SDG 10), and governability and peace (SDG 16).
3. **Unite the two agendas of gender equality and local economic development** that continue to be separated and public policies and local economic development programs that are partially, if not totally, gender-blind.

Proposed activities:

➤ Development of tools:

- **Conceptual framework** a guide for the work of the consortium that will serve to position the theme in the national and territorial agenda
- **Series of Booklets/Thematic Notes** concerning themes specific to LED and Gender (e.g. strengthening of local public-private alliances , gender mainstreaming in national and local public policies, strategies to increase participation of women in decision-making spaces, care systems)
- **Collective platform of practical tools** that will serve the countries and local actors for the inclusion of gender equality and women's empowerment in policy and territorial platforms for local economic development;

➤ Development of a regional/global dialogue platform:

- **Series of Webinars** (between 4-6 for the year 2016), coordinated alternatively by the different organizations concerning specific themes such as:
 - Empowerment of Indigenous women and LED
 - Economy of care as an integral dimension of Social Economy
 - Experiences and perspectives on cooperation systems: entrepreneurship in local

Proposed Activities:

- ▶ **Promotion of South-South Cooperation and Interchange of knowledge and experiences**
 - **A call for Good Practices at the international level** to be launched in the second semester of 2016 through a process of extensive consultation that will include multiplicity and diversity of actors at national, subnational, and local levels.
- ▶ **Establishment of strategic alliances** with key actors (private sector, women's networks, universities, United Nations agencies, municipal networks, LEDAs, etc.) in order to position the theme at the centre of the public agenda of countries.
 - The programs and projects that support and/or co-lead the organizations that are part of the consortium will serve as entry points for this purpose.
 - Possible coordination of a regional meeting on LED and gender for 2017.



Thank you!

FCM International

- Local governments around the world deliver critical services that help reduce poverty and improve quality of life
- Since 1987, FCM and municipal members are important development partners of the Government of Canada
- Over \$175M from Global Affairs Canada and in-kind contribution from members
- Programming in 42 countries in Asia, Africa, Latin America and the Caribbean, Eastern Europe and Middle East
- Almost 200 Canadian municipalities and provincial municipal associations involved



FCM International

Main Areas of Programming and Expertise:

- Local Economic Development
- Local Governance and Democracy
- Municipal Services

- Gender Equality
- Environmental Sustainability
- Post-Disaster Reconstruction

- Local Government Associations
- Global Policy Development and Advocacy



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FCM INTERNATIONAL MAKING A WORLD OF DIFFERENCE

83 Canadian municipalities and local government associations working with



128 overseas local governments and associations to improve services for



13,000,000 people in



27 partner countries





Programme de coopération municipale Haïti-Canada



TO LEARN MORE: <http://www.fcm.ca/home/programs/international.htm>

FCM International's programs are undertaken with the financial support of the Government of Canada provided through Global Affairs Canada.



Global Affairs Canada

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Panelists



Mayor Brown Burke
Kingston, Jamaica



Alison Kirkland
Director of Communications and Client Services, Women's
Empowerment Centre,
Manitoba, Canada



Daena Diaz
CISAL Partner and Associate from La Guajira University
La Guajira, Colombia



PRESENTATION 1:

Mayor Brown Burke
Kingston, Jamaica



CURRENT CONTEXT

- ✓ Of the the approx. 2.5 million Jamaicans at home 26% live in Kingston
- ✓ Women - 52% of the population
- ✓ 50.4% households - led by women
- ✓ Unemployment 13.6% while youth unemployment is 29%
- ✓ in Kgn youth unemployment 32%
- ✓ 96% of unattached youth – 15-24 yrs (not in school, training or employed)



Local Economic Development in Jamaica

- ✓ Long strong history of entrepreneurship in Jamaica – not previously formalized
- ✓ Formal structure for development introduced in 2012 when local authorities were given specific mandate to facilitate LED
- ✓ Consistent with the Government's strategic priorities, focusing on **job creation** and **economic growth**
- ✓ Strategic local government reform priority



LED for economic growth

- ✓ Foster wealth creation, business growth and development
- ✓ < 2% growth in GDP for decades
- ✓ People centered approach
- ✓ Helps to address local problems



Why include women in LED processes:



- ✓ Can't ignore 45% of entrepreneurs in the country (GEM, 2013)
- ✓ Women reinvest up to 90% of their income to support families - food, housing and education
- ✓ With the right support, women are can contribute significantly not only socially and in families, but also economically and politically



Challenge to women's involvement in LED

- ✓ Society's perception / expectations of women- women are as “caregivers, nurturers, support systems”
- ✓ Time spent managing the home influences the amount of time that could be dedicated to nurturing a business.
- ✓ Lack of access to financing, business connections, networks and role models for women



Challenge to women's involvement in LED

- ✓ Gender inequality-results in women having a hard time networking, particularly in industries dominated by men



Our biggest success in supporting women entrepreneurship - KEAP



- ✓ 75% of applications from women
- ✓ 4 of the 5 (80%) awardees were women
- ✓ 3 new jobs created
- ✓ 2 new businesses registered
- ✓ 10% increase in revenue
- ✓ Increase in client base from one to four
- ✓ Shoestring budget of **less than US\$3,500** invested from the Council's own source revenue



Factors contributing to Women's success in KEAP

- ✓ Tailored individual support
- ✓ Women were more committed and self-motivated
- ✓ Their applications were more thorough
- ✓ Women created flexibility in their business to balance family and business



In essence...

- ✓ Including women in local economic development serves as a vital means of creating wealth by contributing to growth and development.
- ✓ Though still faced with challenges, empowering women through entrepreneurship programs acts as a catalyst for advancement.



In essence...

- ✓ Embracing a woman's perspective
 - ✓ empowers her and
 - ✓ makes institutions receptive to a range of views/ideas

- ✓ Though still faced with challenges, empowering women through entrepreneurship programs acts as a catalyst for advancement.



Thank you



PRESENTATION 2:

Alison Kirkland, Director of
Communications and Client Services
Women's Enterprise Centre
Manitoba, Canada



Women's Enterprise Centre of Manitoba

- A federally funded, non-profit organization
- Helps women develop skills and acquire knowledge to enhance their opportunity for business success
- Focuses on three core service areas:
 - Business advising
 - Training, skill development, networking, mentoring
 - Business loans up to \$150,000



PRESENTATION 3:

Daena Diaz

Associate from University of La Guajira
La Guajira, Colombia





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SUSTAINABLE AND INCLUSIVE COMMUNITIES IN LATIN AMERICA



CISAL seeks to strengthen local governments in mining contexts of Colombia and Peru to achieve greater social benefits and sustainable economic opportunities for communities .

On the long run:

CISAL works so that vulnerable groups within communities impacted by the mining sector enjoy increased social benefits and sustainable, inclusive economic opportunities



WHERE CISAL WORKS



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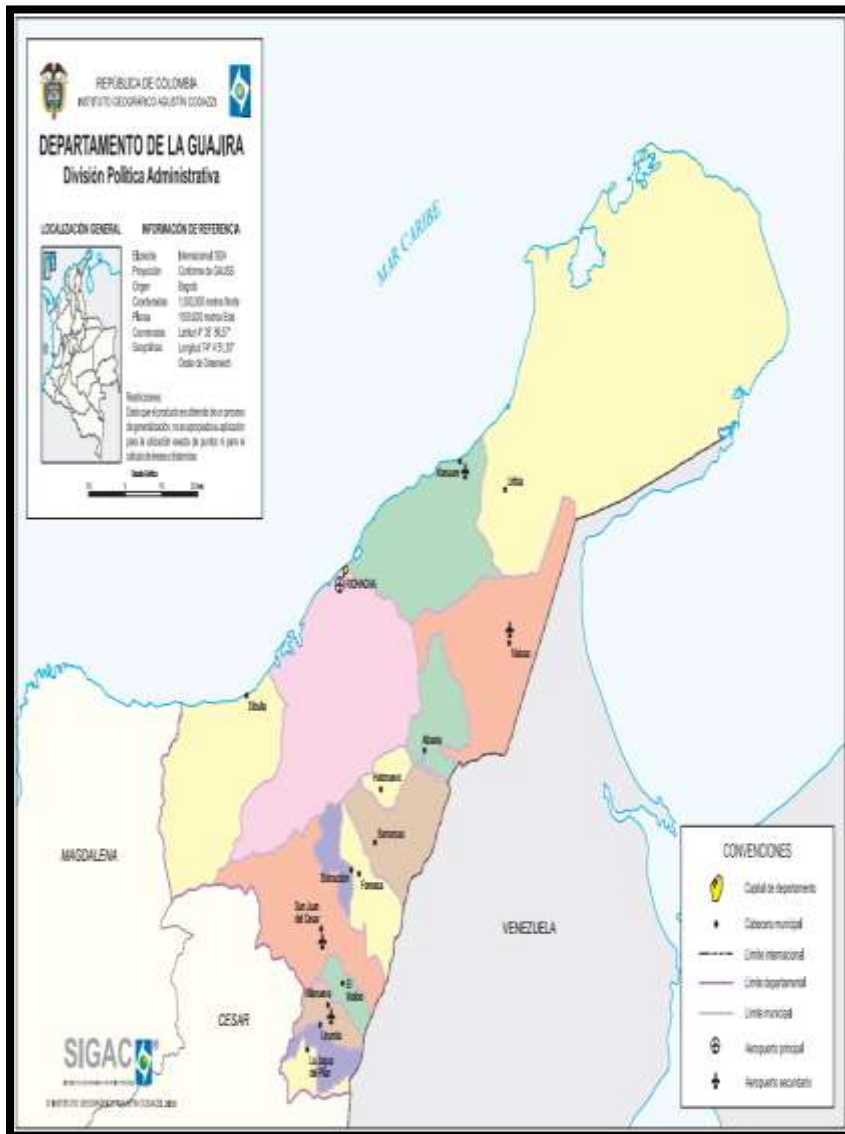


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LA GUAJIRA



INFORMATION OF INTEREST

- Gender distribution in the population pyramid is balanced (Men - 49,5%/Women - 50,5%).
- More than half of the population is ethnic origin (indigenous and Afro-descendant population).
- It is the Department with the largest indigenous population in the country (19,4%).
- The department of La Guajira is one of the poorest departments in the country, represented 53.3%.
- It ranked 9th nationally with the biggest difference in labor income between men and women.
- Overall participation rate women 58.5% and men 76.3%.
- Unemployment rate by sex in La Guajira is men 3.8% and women 9.1%.



Gender Equality and LED

National legislation in favor of women

- **Act 1413/2010:** Regulation of the inclusion of the care economy in the national system accounts in order to measure the contribution of women to economic and social development of the country, and as a fundamental tool for the definition and implementation of public policies.
- **Act 1475/2011:** Implementing rules of organization and operation of parties and political, electoral processes and movements dictate other provisions Law has allowed quotas in shaping lists charges popular election.
- **Act 1496/2011:** Ensure equal pay and labor pay gap between women and men mechanisms are established to eradicate all forms of discrimination and other provisions.
- **Social CONPES 161/2013-2016:** National Public Policy for Gender Equality



Gender Equality and LED

Departmental legislation in favor of women

- **Ordinance 332/2011:** “Through which measures to prevent, eradicate and punish all forms of violence against women are taken, and other provisions “

Departmental Development Plans

- “La Guajira First”, 2012-2015: Right to equality Women
- “Opportunity for All and Purpose of Country”, 2016-2019: Population dimension (Women in La Guajira).



“La Guajira First”, 2012-2015

Institutional strengthening

- Support the creation of the departmental network of guajira’s woman as associativity mechanism.
- Implement four educational Gender plans with differential focus .
- Create an instance in a departmental level to direct and implement the Gender Equality Policy in the Department of La Guajira.
- Creation and implementation of the Departmental Council and the municipal councils of women, with differential focus.

Empowerment

- Support the financing of one production project per municipality, for women in the Department of La Guajira.
- Generating revenue opportunities with differentiated focus to four hundred and fifty women by creating incentive program.
- Encourage the craftwork of ten women per municipality annually through a storage facility with economic incentives.
- Support the excution of one Research with differential focus on the situation and status of women in the 15 municipalities of the Department of La Guajira.

Gender Violence

- Edit and publish four thousand texts on the situation and status of women in the Department of La Guajira.
- Manage an interagency agreement for the integral support of women of different population groups victims of violence in La Guajira.
- Create a program with differential focus to prevent, care and repair of domestic and sexual violence of different population groups.

“Opportunity for All and Purpose of Country”, 2016-2019

Autonomy and Political Participation

- Training departmental staff on gender issues with differential focus.
- Identify profiles of social women's groups, cultural and political actors.
- Strengthen the women's issues Observatory with differentiated information by gender and areas of interest.
- Creation and implementation of the training school for indigenous women "Weaving for Life".

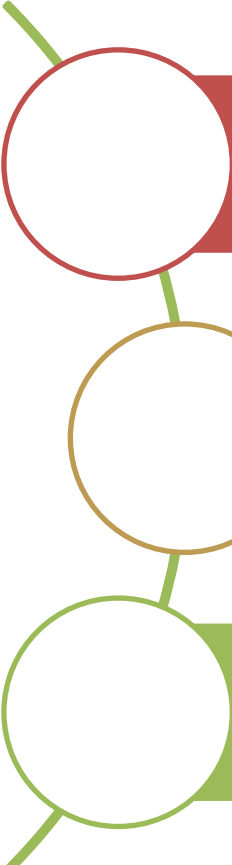
Gender Violence

- Promotion and divulgation of participative representation of women victims of violence and victims of armed conflict.
- Participatory Construction of Public Policies for Women and Gender Equity and an action plan.
- Support municipalities in participatory construction of the Public Policy for Women and Gender Equality.
- Creation of the fund for women focusing in access to seed capital and credit for production.

Employment and Gender

- Development of actions to benefit women on prevention and integral attention care of gender-based violence.
- Creating a network of peace makers women of La Guajira.
- Implementing local agendas of women to promote peace with opportunities for reflection on peace building.
- Build a strategy for accessing female labor in the public department hiring.

Public Policy of Gender Equity with Ethnic and Generational differential focus

- 
1. Economic autonomy with emphasis on strengthening own businesses
 2. Political participation, leadership in organizational processes and decision making

3. Integral Health and reproductive sexual rights with ethnic and intercultural differential focus
4. Ethnic quality education and intercultural focus

5. Territory-Habitat - Environment and Culture
6. Peace building from ethnic and intercultural perspective



Gender Equality and LED

CHALLENGES

- Reduce the wage gap and creating greater opportunities to strengthen the participation of women in the labor market.
- Reduce the unemployment rate of women in the Department.
- Reduce the rate of illiteracy among women, with special emphasis on the differential focus.
- Generate more tools to help reduce the rate of pregnancies in teen female in the Department.
- Create a public policy of gender equity with guidelines to departmental level with differential focus to the implementation of programs that help strengthen gender equity and inclusion in local economic development.
- Make a study on occupational profiles of women, with emphasis on the differential focus.

HOW CISAL PROMOTES WOMEN ENTREPRENEURSHIP



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- TRAINING: Local governance course with University of La Guajira
- CISAL Fund: promoting women's association to access funds for social and economic projects that help build better communities.





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Questions & Answers

Initial questions for discussion with our panelists:

- **What is the greatest challenge to women's involvement in LED?**
- **What has been your biggest success in supporting women entrepreneurship? What factors contributed to it?**
- **What can development organizations like FCM and the UNDP do to improve the situation? What role do you recommend they play?**



Connecting to the SDGs



Gender Equality in the SDGs

- **SDG 5: “ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS”**
 - Local governments can develop policies for women, and participation by women in political, economic and public life with an aim to end violence and discrimination against women and girls.
- **SDG 8: “PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL”**
 - Local governments can generate growth and employment from the bottom up through local economic development strategies that harness the unique resources and opportunities in our territories.



Role of Local Governments in Achieving SDG 5

- Act as a model of best practice.
- Alleviate violence and harmful practices against women.
- Improve female representation in elected, senior administrative positions.
- Ensure women's equal access to land and economic and natural resources.
- Mainstream a gender perspective into local legislation, urban planning and policy-making.



Thank you for joining us today!

For more information
international@fcm.ca



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FCM International's programs are undertaken with the financial support of the Government of Canada provided through Global Affairs Canada.



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