

# The Gender Moonshot

## Building an equal world of trade



## Why we need to act now

Closing the global gender gap will take **135 years** — a gap widened by multiple crises, reversing progress on poverty reduction. Women and girls in developing countries pay the highest price, as they're more likely to shoulder unpaid domestic work and face barriers in accessing financing, market information, digital tools and professional networks.

It's time for a strategic rethinking of the way we tackle gender inequality in trade at every level, from policy reform to institutional strengthening to targeted capacity building for small businesses.

## What is an ITC moonshot?

At ITC, moonshots represent our bold solutions to confront the challenges experienced by small businesses in developing countries, to participate in global trade. They are our raised ambition for gender, youth, digital connectivity and green trade, aligned to our updated strategic plan, and grounded in our core expertise of delivering trade related technical assistance.

## Our Vision

Our vision by 2025 is to have built on our projects, services and tools to deliver gender-transformative interventions that tackle the root causes of persistent inequalities in trade — at the individual, community and national levels — to ensure long-term results. The goal is to address the context-specific gender norms holding women back from succeeding in trade, so they can access the same training, entrepreneurship and market access opportunities that men have.

All interventions will be delivered with public and private sector partners through our flagship SheTrades Initiative.

We will equip business support organizations, market partners and financial institutions with the skills and tools needed to develop tailored programmes — using proven strategies — to advance women in trade. Women will not only have better access to trade and procurement opportunities, but they will also have a stronger voice in trade, in policy and in practice.

ITC is a trusted partner in delivering on the Aid for Trade and gender agendas, responding in a coordinated manner to the challenges and opportunities women entrepreneurs face.

## Our Response

### 1. Develop innovative services for new target groups

ITC will broaden and deepen its interventions to reach various groups of women, including workers, young women, and small-scale traders; and by focusing on high-growth, male-dominated sectors, and digital readiness.



### 2. Use SheTrades Hubs to deliver high-quality services

ITC SheTrades Hubs are 13 decentralized platforms (and growing!) hosted by local institutions across Asia, Africa and Latin America. Through a new governance structure, ITC will co-deliver high-quality, results-driven offerings on competitiveness and strengthen business-to-business linkages. We are partnering with local host institutions to launch new Hubs to widen our in-country reach.

### 3. Work with partners for joint programmes and advocacy

ITC will build upon its network of over 200 partners to revamp its partnership management framework and develop new workstreams. This includes targeted supplier chain diversity, advocacy for the new target groups, and a coaching programme with partners.

Under ITC SheTrades Invest, we will roll out automated matchmaking functionalities and gender-lens investing tools in multiple countries.

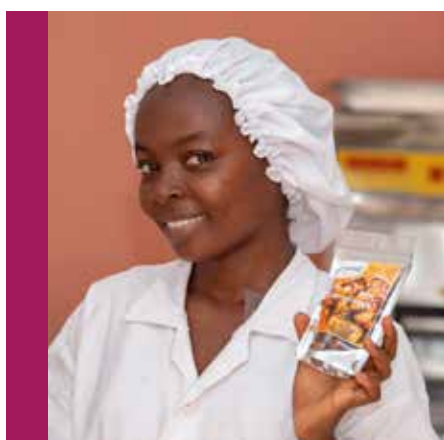




## 4. Work with Ministers towards inclusive policies, with a focus on gender-responsive public procurement

ITC will mobilize countries to launch gender-responsive public procurement initiatives, creating a global movement involving trade, finance and gender equality ministers as well as women's business associations.

ITC will provide technical assistance to governments, build the capacity of women-led businesses to bid and win tenders and rally partners and other UN agencies around this agenda.



## 5. Support an inclusive African Continental Free Trade Area

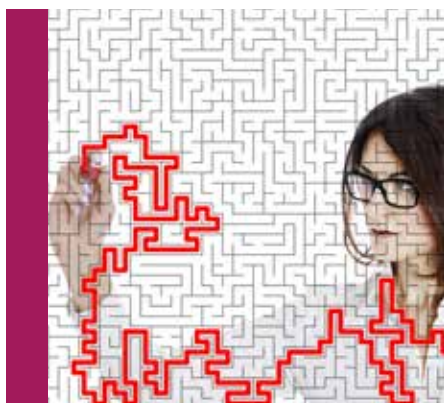
ITC will strengthen women's participation in the African Continental Free Trade Area negotiation and implementation through an Africa-wide network of women's business associations, supporting the Protocol on Women and Youth in Trade, and ensuring women-led businesses are export-ready.

The expected outcomes include a network of African women's business associations, advocacy for a gender-responsive Free Trade Area, and export-readiness interventions for women-led businesses in 10 countries.

## 6. Promote ITC trade and gender data tools

ITC will enhance its data collection and analysis capabilities on trade and gender by promoting inclusive data practices across projects, increasing research outputs and conducting a gender audit of data collection across ITC.

The expected outcome is an ITC-coordinated approach to the collection and analysis of trade and gender data and being recognized as a world leader in the field.



## 7. Strengthen gender mainstreaming across ITC

ITC will establish a gender mainstreaming technical unit to increase the visibility of its women and trade agenda across all projects and develop new services and tools. The unit will house a pool of resources on trade and gender for project managers, share best practices, and increase the uptake of existing tools on trade and gender.

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## Partner with us and get involved

Governments, donors, and partners can support the Gender Moonshot by collaborating with ITC's SheTrades team. We have a network of 200 partner organizations that are categorized into Advocates, Contributors and Transformers.

Advocates can participate in business events, communication and outreach. Contributors can co-deliver technical assistance and tailored services for women, while Transformers can co-deliver technical assistance, tailored services and funding for women.

Strategic market partners, including UPS, Maersk and VISA are already collaborating with ITC to create targeted programmes for women's economic empowerment across Africa, Asia and Latin America.

ITC has also been working with other international organizations such as WTO and ISO to provide public goods and secure high-level commitment on trade and gender.



*'Despite their significance to the economy, women entrepreneurs face many challenges, including human resource constraints, increased competition, access to market and finance. ITC's timely support will enable them to leverage emerging trade opportunities and improve their linkages to formal supply chains, thereby contributing to Zambia's economic growth.'*

Denny Kalyalya, Governor, Bank of Zambia

*'When women have access to information, they become more influential and are better placed to create sustainable impact in their communities, countries and continent.'*

Frida Owinga, President, Organization of Women in International Trade



*'Mexico's participation in SheTrades Outlook will contribute to advancing our country's international gender efforts, and the information it offers will help us translate our policies into a more inclusive ecosystem that will allow women to participate in trade and benefit from it.'*

Tatiana Clouthier, Secretary of Economy, Ministry of Economy, Mexico