



**IFC** | International  
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## **Making Business Enabling Environment Work for Women Entrepreneurs:**

### **A Practical Guide on “How To”s**

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## Outline

Why develop a practitioners guide?

How to address gender barriers in investment climate?

What does success look like?

## Why develop a practitioners guide?

### Relevant

I do private sector development work. Gender issues don't relate to me, that's for social specialists.

### Easy, cost effective and efficient

It's fine if you want to do gender work, just don't get me involved. I have enough work as it is.

### Specific and measurable

Gender issues are just too complicated. Plus, it's very hard to measure the impact.

### Action oriented and practical

OK, I want to include gender perspective. Show me how!

## What are Gender Specific Challenges in the Investment Climate Agenda?

Women have limited **voice** in public decision making

Networks

Role Models

Access to information

Lobbying

Gender neutral laws can have **gender-biased outcomes** in practice

Expensive and lengthy procedures impact women more

Inference and harassment from gov't officials

**Legal rights** may differ for men and women

Male consent required to start a business

Limited inheritance rights

# How to address the challenges?

## Structure of the Guide

I. Why? Economic Case

II. What to do about it? Thematic Modules

Business  
Entry  
and Operation

Alternative  
Dispute  
Resolution

Special  
Economic  
Zones

Business  
Taxation

Trade  
Logistics

Investment  
Policy &  
Promotion

Legal Rights and Gender Biased Outcomes

Public-Private Dialogue, Communications, Outreach

Voice

II. How to measure it? Monitoring and Evaluation

## Why matters? **Economic Case for Reform**



There is a strong correlation between gender equality and productivity, competitiveness and higher GDP growth.

Gender inclusion promotes good governance.

Investing in women is investing in future generations.

## What to do about it?

Why matters? Economic Case for Reform

What to do about it? Thematic Modules

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## Business Entry

	Common Issues	Example	What to do?
Legal Rights	Do women need a male consent to start a business?	Democratic Republic of Congo	Legal change.
Gender Biased Outcomes	Is sexual harassment or speed payments common occurrence in government offices?	Bangladesh	Gender sensitivity training and promote gender balance in government offices.
Voice	Do women entrepreneurs have an effective organization representing their interests at local or national level?	Liberia	Ensure women are well represented in PPD and forums.
	Is it socially acceptable for women to attend meetings, events and speak up freely?	Middle East	

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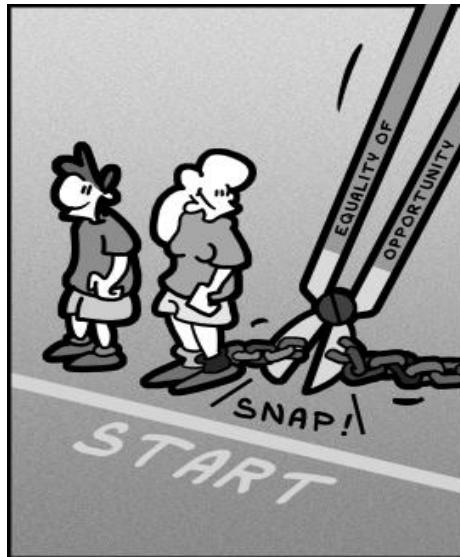
Public-Private Dialogue, Communications, Outreach

How to measure it? Monitoring and Evaluation

## Business Entry

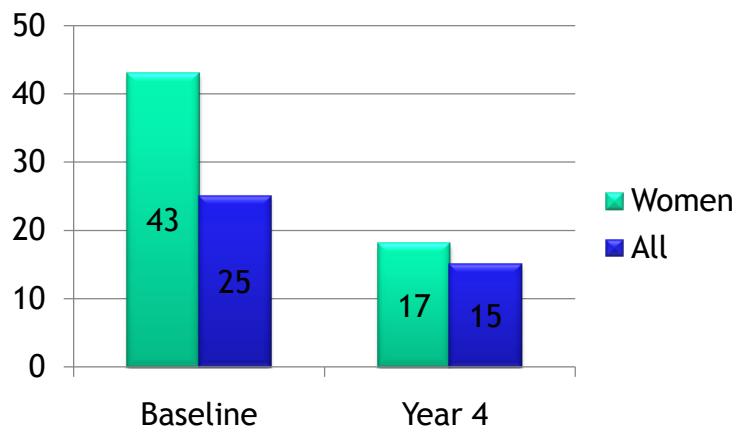
Core Existing BEE Indicator	Proposed Sex Disaggregated BEE Indicators
<b>OUTPUT</b>	
# entities receiving assistance	Disaggregate businesses by sex of business owner Ratio of men to women beneficiaries in the entities receiving assistance
# procedures proposed for improvement or elimination	# procedures addressing gender-specific barriers # procedures with anticipated gender-specific impacts
<b>OUTCOME</b>	
# recommended laws enacted	# gender-responsive laws enacted
# days and cost to register a business	Track # days disaggregated by sex of business owner
<b>IMPACT</b>	
# formal jobs created	# disaggregated by sex and by sector

## What does success look like?



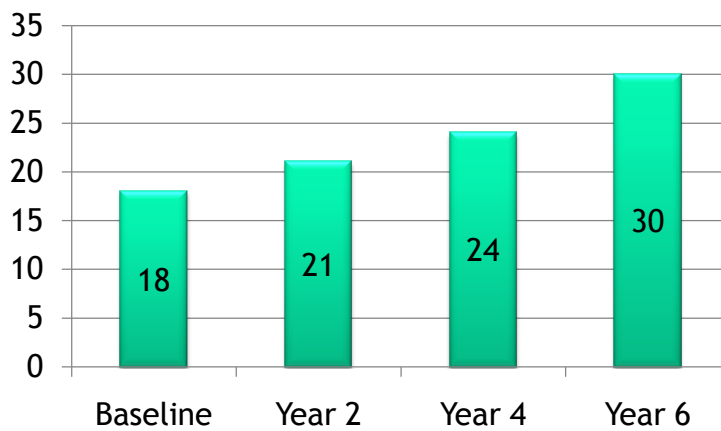
## Success is.....

Businesses responding that government officials have  
“interfered” in their businesses (%)



## Success is.....

### New Business Registrations Women owned



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## Conclusion

We can make investment climate work for women with

Smart project design

Creative solutions

Effective monitoring and evaluation

