Gender Based Analysis (GBA)
Kyiv Report Launch
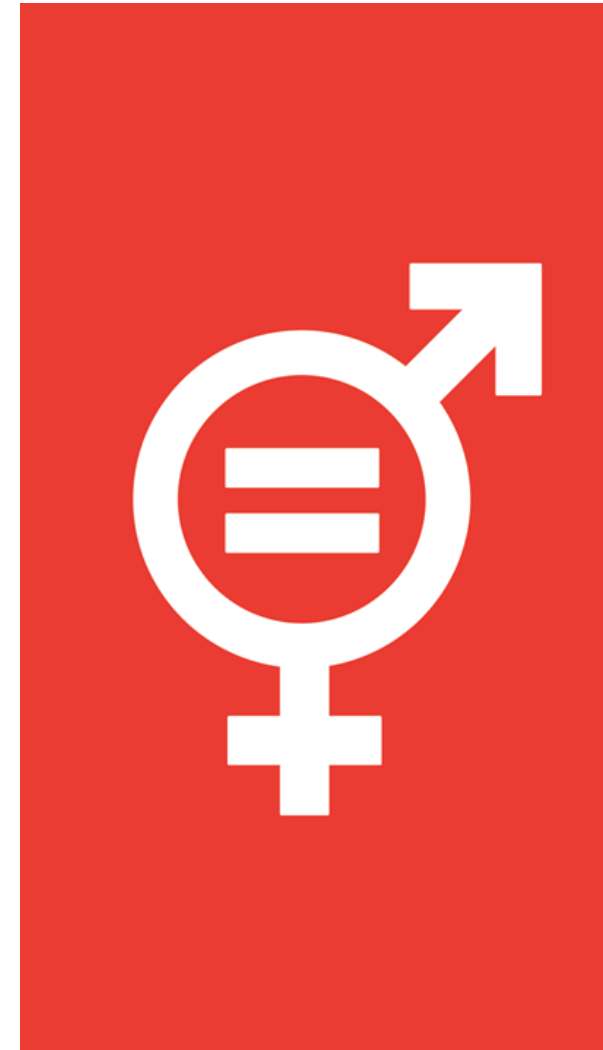
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Canadian gender expert for CUTIS

May 28, 2019

Canada

Summary

1). Methodology & Scope
2). Key Results
3). Recommendations
to stakeholders promoting GE

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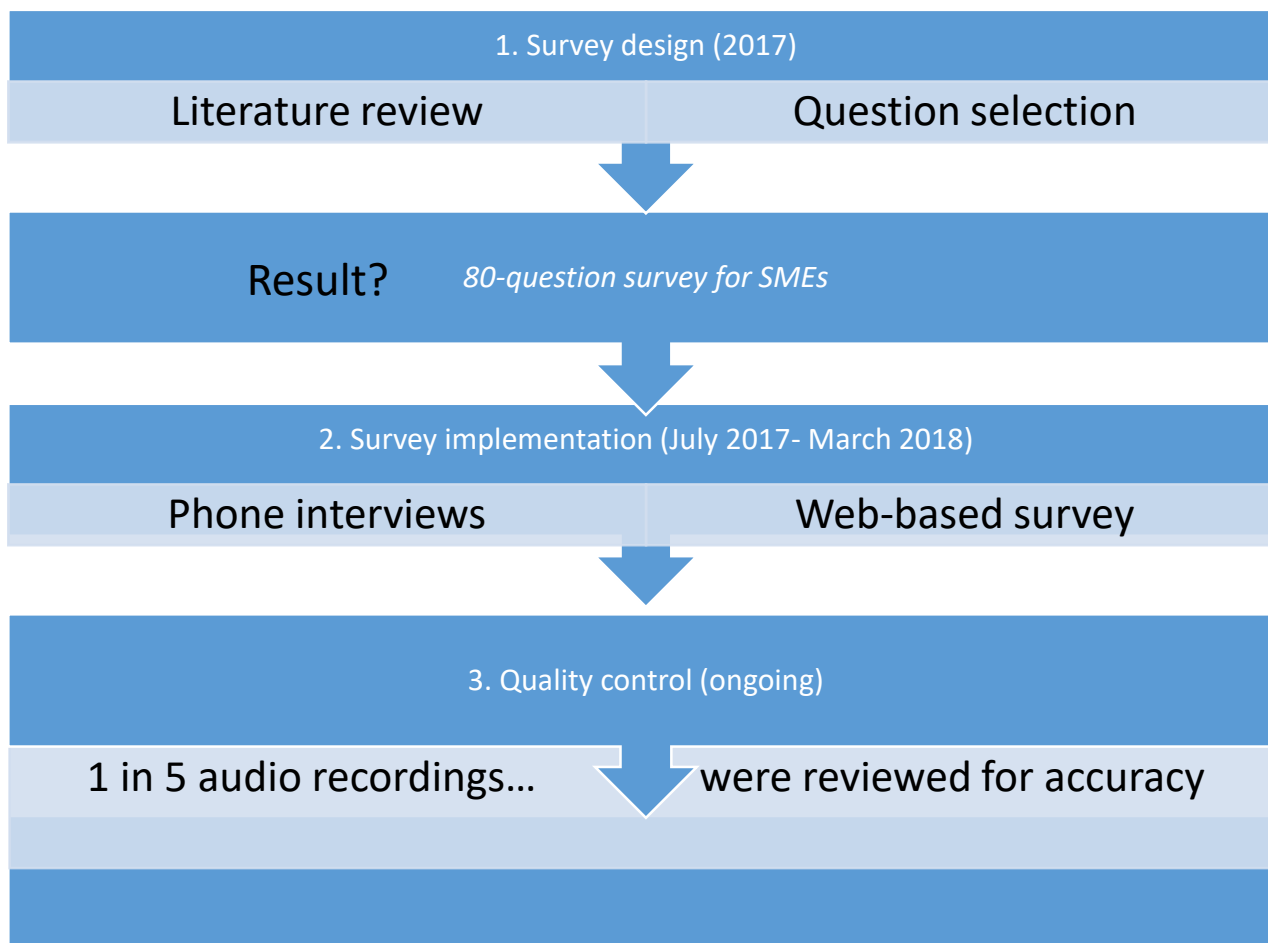office@cutisproject.org   (f) CUTISproject   (v) @CUTISProject

GBA Objectives

1). To provide useful and policy-relevant recommendations to trade stakeholders on how to lower the gender-based barriers to trade and growth; particularly, to give officials a better understanding of what government can do to support and promote women exporters and women-led enterprises interested in expanding their business to the next growth level.

2). To inform the CUTIS gender equality strategy, including the design of relevant and affordable interventions to lower the export barriers for women owned/led SMEs in Ukraine in the final years of the project.

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Methodology & Scope

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First phase

1. Survey design (2017)

Literature review	Question selection

Result? *80-question survey for SMEs*

2. Survey implementation (July 2017- March 2018)

Phone interviews	Web-based survey

3. Quality control (ongoing)

1 in 5 audio recordings… were reviewed for accuracy

Second phase

Semi-structured interviews
with 25 women-led MSME
(Apr–May 2018)

Results:

New perspectives of women-led MSMEs only on same survey topics

**Data Analysis +
Report Writing**
(June - Dec 2018)

Results?
o 25 new recommendations found in:

o 1 overview report "Visible and Invisible barriers: a gender based analysis of the export barriers of Ukrainian MSMEs"

o 5 reports (with industry-specific results)

Research team

- Centre "Social Indicators" delivered the phone, web-based surveys, and interviews

- CUTIS acknowledges the important work in sample design, fieldwork and/or data analysis of:

  o Oleksandr Dyshlevyi
  o Olga Lysa
  o Marina Shpiker
  o Anastasiia Bastrakova

The Issues

- Barriers to export (real or perceived barriers)

- Gender preferences in hiring men or women

- Lines of credit / loans

- Business association membership rates

- Voluntary certification rates

- Awareness of women's business networks

- Labour issues

- Outlook on exporting

Variables & Definitions

- First, the research team determined whether or not the enterprise was women-led or men-led

- Each question response was categorized by M/F

- Results were then organized and charted using the gender variable

- In some instances, other variables were analysed (e.g., company size)

Definition of **women-led MSME** for the purposes of the GBA:

1. There was only one business owner and she was a woman; or

2. There were several owners. Equal shares or where the majority of owners were women (50% +); or

3. The business was owned by a legal entity. The top manager or decision-maker was a woman.
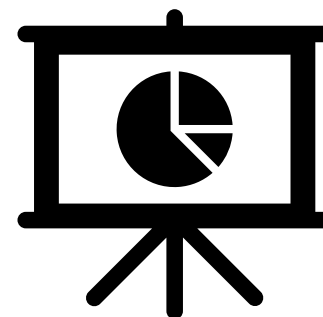
Definition of MSME was based on # employees

- Micro: 0–9 employees
- Small: 10–49 employees
- Medium: 50–249 employees

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641 MSMEs in five industries

	Women-led MSMEs				Men-led MSMEs			
	Total	Micro	Small	Med	Total	Micro	Small	Med
Confectionary	15	3	2	10	35	11	9	15
Apparel	98	29	51	18	119	27	59	33
Footwear	12	5	3	4	31	4	16	11
Furniture	28	14	10	4	102	44	40	18
IT	56	40	13	3	145	93	47	5
Total	**209**	91	79	39	**432**	179	171	82

Research limitations

- Initial enterprise contact sometimes difficult

- Limited time of MSME owners/managers

- Didn't attain a 1:1 ratio of men and women (209 women-led; 432 men-led MSMEs)

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Findings

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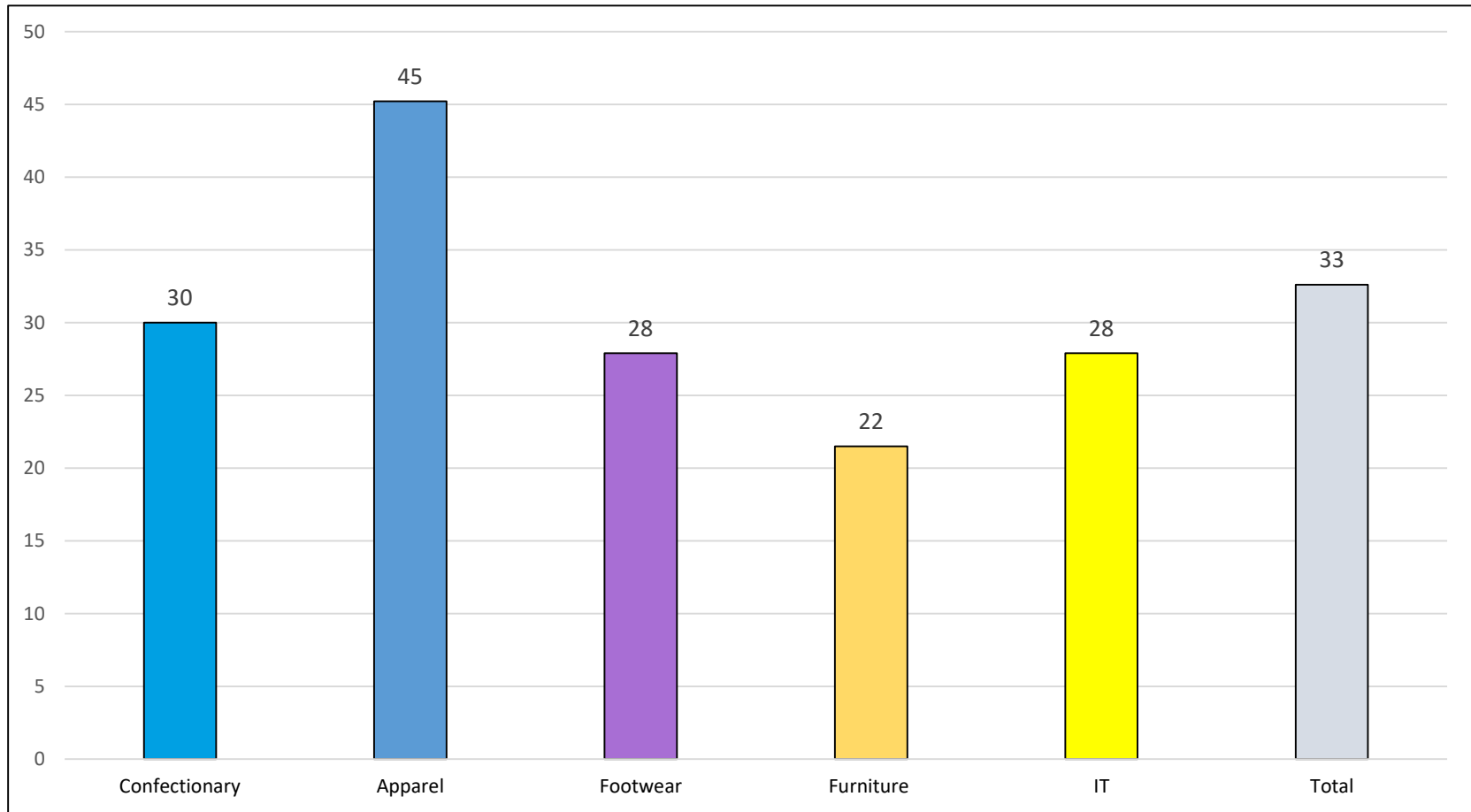office@cutisproject.org   CUTISproject   @CUTISProject

Snapshots

- ✓ Women-led companies are less likely to be exporting than men-owned companies of the same size; the larger the MSME, the more likely it exports

- ✓ Exporting women-led MSMEs reported market entry issues as the top trade barrier

- ✓ Largest share of non-exporting women-led MSMEs in 4 of 5 industries reported that they hadn't considered exporting in their business plans

- ✓ Gender stereotypes and women's double burden were found to be limiting women's ability to engage in foreign markets and to run a business

- ✓ Unaware of opportunities via women's business networks/ supplier diversity

Source: CUTIS gender and trade survey (641 surveys of micro, small and medium enterprises and 25 interviews with women-led MSMEs)

Result 1. Under-representation of women MSME owners/top managers

- Overall, 33% of MSMEs were women-led

  (See next slide)

- This likely overstates true representation of women in MSME leadership due to efforts made during field work to reach a 1:1 ratio of men and women

Percentage of MSMEs in each industry that are women-led:

Source: CUTIS gender and trade survey

Recommendations for Result 1

MEDT & Donors:

1. Introduce measures to specifically encourage start-ups led by women and to increase women's participation in business ownership. Measures such as: funding more business incubators; expanding regional and industrial coverage of women's business associations (and professionalizing existing associations), & promoting women's businesses networks.

2. Create a dedicated advertising program for all government-funded start-up/business incubator training programs that specifically target women.

3. Fund MSME start-up programs that integrate e-commerce into their training curricula. Digital marketing strategies lower the entry costs to owning a business.

Employers:

4. Increase mentorship and networking opportunities for women considering starting their own business or seeking advancement to executive positions in MSMEs.
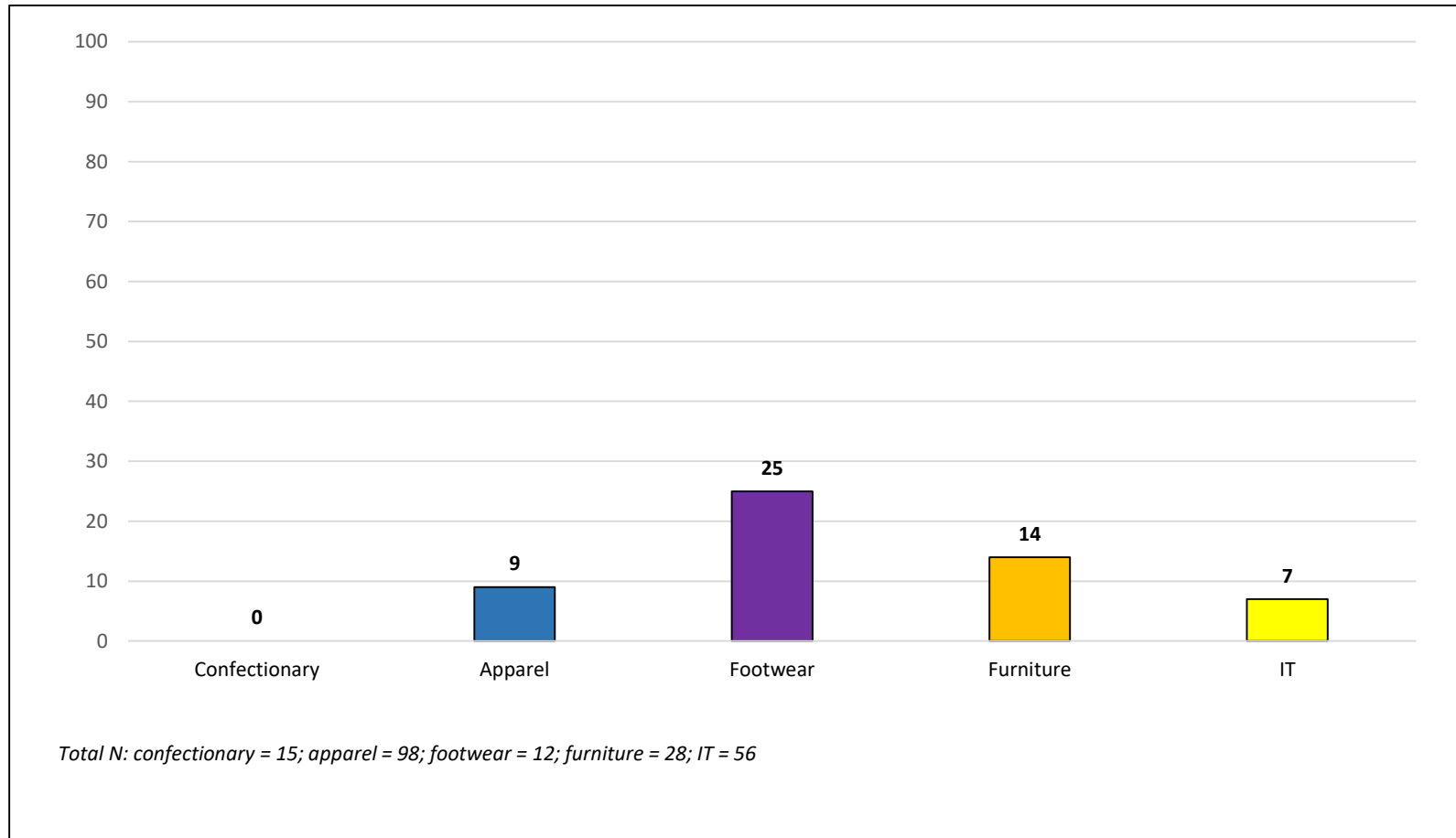
Uni/ Colleges:

5. Promote distance/online course options in business and related disciplines. This would address women's time constraints and increase their enrolment in management courses.

Result 2. MSMEs are under-represented among business association members

Fewer than one in 10 women-led MSMEs reported being a member of a business association. With increased women's membership in associations and chambers, however, more women would receive trade information and benefit from participation in trade events, helping them identify opportunities to engage foreign markets.

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Q: Is your company a member of a business association? (women-led MSMEs)

Total N: confectionary = 15; apparel = 98; footwear = 12; furniture = 28; IT = 56

Source: CUTIS gender and trade survey

Recommendations for Result 2

1. Identify what types of business services or information women would like to be offered; offer more of these services/information in future.

2. Share effective practices from other countries' business association-run mentorship initiatives for women.

3. Create and deliver new trade-readiness tools (or build on existing tools such as I Can Export Guide) and ensure women are accessing these tools.

(targeted to Business Associations, Chambers and Donors)

Recommendations - Cont'd

(Business Associations, Chambers and Donors)

4. Encourage micro enterprises, including those owned by women, to join chambers of commerce and business associations, and offer support to women owners on how to professionalize and scale up their business.

5. Promote global initiatives that encourage women's engagement in international trade and provide buyer–seller linkages for women (e.g., SheTrades Global).
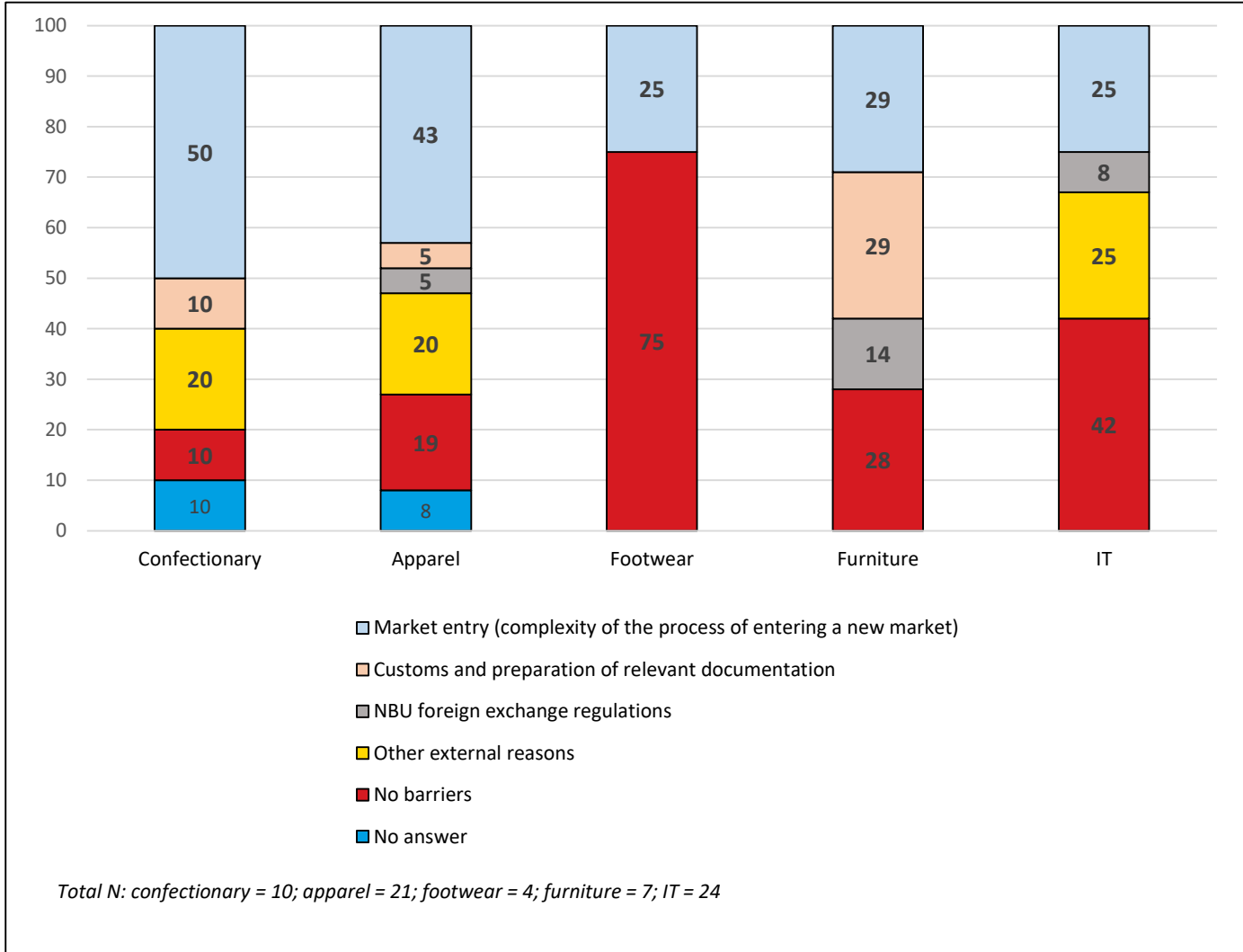
Result 3.

Among women-led exporting MSMEs that reported barriers, market entry issues was the most common barrier reported.

e.g., lack of market intelligence, difficulty finding foreign partners and language barriers

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Q: What top barriers to export does your company face? (women-led MSMEs)

Source: CUTIS gender and trade survey

Total N: confectionary = 10; apparel = 21; footwear = 4; furniture = 7; IT = 24

Legend:
- Market entry (complexity of the process of entering a new market)
- Customs and preparation of relevant documentation
- NBU foreign exchange regulations
- Other external reasons
- No barriers
- No answer

Chart values:
- Confectionary: No answer 10, No barriers 10, Other external reasons 20, Customs 10, Market entry 50
- Apparel: No answer 8, No barriers 19, Other external reasons 20, NBU 5, Customs 5, Market entry 43
- Footwear: No barriers 75, Market entry 25
- Furniture: No barriers 28, NBU 14, Customs 29, Market entry 29
- IT: No barriers 42, Other external reasons 25, NBU 8, Market entry 25

Recommendations for Result 3

MEDT, EPO and SheExport program

1. MEDT should encourage women to consider engaging foreign markets as part of the implementation of its Strategic Trade Development Road Map. EPO and the SheExport Program can help build the capacity and strategic/trade-related knowledge of women-owned businesses in Ukraine

Recommendations – Cont'd

2. Widely disseminate up-to-date market intelligence on markets of interest to women-dominated industries, support the participation of women in trade fairs, and disseminate practical information for MSMEs considering foreign trade (e.g., potential customer lists, where they can register for upcoming trade fairs and meet potential partners, how to prepare for fairs and sales negotiations) using a variety of dissemination methods.

3. Deliver workshops in Ukraine's regions to disseminate up-to-date trade data and relevant information that can help businesses weigh the pros and cons of exporting in the context of their own business plans

Result 4.

Traditional gender stereotypes and women's double burden present a challenge that, in turn, limits women's ability to participate in foreign markets and to run a business.

Quotes from interviews with women-led MSMEs

"They did not treat me as a CEO, as a business owner, as a woman, because I was rather young when I started my business. I needed time to defend my business. They did not take me seriously!"

"Women are perceived to be more emotional than men."

"If you have children, it's rather problematic [to run a business]. If you don't have a mother nearby, you need to either hire a nanny who will take your child to extracurricular activities or switch to part-time work."

Discussion Session