

***14th Women Leaders Network Meeting***

***Women in Tripartism and Social Enterprise  
Singapore***

***August 2009***

**Social Enterprise Model is Critical when...**

- **Gaps in Policy**
- **Models for development of particular industry/skills are lacking**
  - Skills waning or diminishing
  - Product not changing with market demands – lost opportunities
- **Lack of networking capacity/resources**
  - Marginalized communities (geographic, cultural and other factors)

## What is needed for Tripartism

- **Resources of government**
  - Alignment across departments, policies
- **Institutional building led by NGOs**
  - Development view
  - Product change with market demands – lost/found opportunities
- **Private sector**
  - bring ideas, know-how and opportunities

## Challenge

Tripartism

1 of the parties is too confined in tradition and convention to change the system  
(often government)

## APEC Project - Goal

Increase trade among women  
in the  
APEC Region  
with a focus on  
Indigenous, remote and rural women's  
production capacity

## Background

- A four-phase project funded by Asia-Pacific Economic Cooperation (APEC)
  - Worked with women in international market
  - Women Leaders Network (WLN) Trade network of 4000 women in private sector, business associations, academia, and government
  - Identified models, worked with indigenous/rural/remote women, provided training for market access
  - Final phase – **pilot project to begin trade**

## The Project Description

- Increase Indigenous/rural/remote women producers involvement in value chain activity by:
  - Promoting and increasing their product distribution
  - Increase access to domestic and international markets
  - Promote participation at the sales, distribution, middle, wholesale, retail level, and product distribution
  - Establish distribution in Canada through: bricks and mortar stores, youth internet involvement, specialty markets, brand development, and other ways

## 3 Phase -Project Design

### Components - Phase 1: Planning

1. Project scope and launch
2. Product identification
3. Understanding small quantities trades
4. Engagement of Aboriginal women – Project planning, business development conceptual
5. Engagement APEC partners
6. Distribution and models training
7. Project plan feasibility
8. Partner identification and agreements (international distributors)
9. Web-site launch

## Project Design...continued

- Phase 2: Start-up Components
  - Pre-start-up activity and operations, business plan development, feasibility
  - Training
  - Technical expertise
- Phase 3 – Support
  - Work with distributors and suppliers

## Project Outputs

### **Domestic**

- Target 4 start-up distribution outlets
  - Strategic locations e.g. Specific communities, specialty sales and niche markets, technology savvy young women
  - Successful experienced women involvement

### **International**

- Identify and distribute 6 products (near market-ready)
- Train 5 women distributors
- Some partnership agreements in place

## Product descriptions

### **Domestic:**

- Staple goods: socks, shampoo, everyday products
- Traditional women's products: mitts, moccasins, mukluks
- Jewellery
- Fashion
- Personal care products

### **International:**

(Chile, Peru, Vietnam)

- Outsourced products
- Jewellery
- Green Products
- Peru rainforest
- Chile- Elki Valley and Mapuche women items
- Hill tribes woven blankets, table cloths, vases

## Project Outcomes

- Women's economic development and prosperity
- Anticipate work/training with 175 women
- Role models
- Successful models
- Successful investment made in marginalized women-led MEs
- International co-operation with partner economies

## Benefits of a Social Enterprise Approach

- Advance women's economic security and prosperity
- Promote investment in women's trade and networking – hands on efforts
- Facilitate women's access to international markets and place products in new markets and more specifically assist women create the niche markets for sustainable enterprises
- MEs – **"Time to Shine"** -existing sustainable MEs with traditional knowledge, skills that are organic, green, and the way of the future.

## Benefits...continued

Promote ITC education as a tool for women

Reinforce international co-operation, friendship, exchange and benefits for women in APEC economies

Raise awareness and engage and promote more corporate social responsibility

Highlight the successful models in the value chain that enable women make a transition and grow to adopt traditional business models

**Strengthening Aboriginal Women's  
Participation in  
The Value Chain**

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