



**Asia-Pacific
Economic Cooperation**

2010/SMEWG31/016
Agenda Item: 11.4

Strengthening Indigenous and Rural Women's Participation in the Value Chain

Purpose: Information
Submitted by: Canada



**31st Small and Medium Enterprises Working
Group Meeting
Gifu, Japan
29-30 September 2010**

**Strengthening Indigenous and Rural
Women's Participation in
The Value Chain**

**Supply Movement Framework and Tools
(Phase IV of *Models for Supporting Women's
Micro-Enterprise Development: Best
Practices and Guidelines Assessment and
Recommendations from Phase III of a Four-
Phase Study for APEC*)
September, 2010**

Goal

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

Background

- A multi-phase project funded by CIDA, Industry Canada, HRD (Canada), APEC, Whiteduck Resources, Lever Enterprises, and Kartini International with support from Chile, Peru and Vietnam
 - Worked with women in international market
 - Women Leaders Network (WLN) Trade network of 7000 women in private sector, business associations, academia, and government
 - Identified models, worked with indigenous women, provided training for market access
 - Final phase – **pilot project to begin trade**

Background

- Launched in Vietnam in 2006
- Project based on models that assist women business owners to actively trade
- 8 other economies participated in 2006 (NZ, Thailand, Philippines, Chile, Indonesia, USA, Taiwan, Peru)
- Opportunity for a Canadian First Nations pilot
- Looked at how to use the models in First Nation communities
- Four project partner economies now include Chile, Peru, Vietnam and Canada
- At WLN 2010, Chinese Taipei has agreed to become the fifth partner economy starting October 2010

Background

- The vast regions of Asia contain the majority of the world's present-day indigenous populations, about 70% according to IGWIA figures
- Number of indigenous people in APEC economies:
 - China: 50 million
 - Canada: 1.4 million
 - Peru: 70% of the population
 - New Zealand: 22%-25%

Rationale

- Microenterprises employ substantial numbers in APEC economies, particularly in developing economies
- Many indigenous and micro enterprises focus on green and environmentally friendly products and processes
- Majority function at survival level
- Significant group still has potential to grow into more sustainable and larger enterprises with the right supports and networks in place

Rationale

- Many successful ME support programs in the region focus on improving access to microfinance, but it takes a minimum of 6-7 loans for a ME to become sustainable through a microfinance program
- Also possible to foster increased domestic growth of MEs through strengthening their links to larger scale exporters and by building their own international trade capacity and networks
- These and other alternative growth strategies not yet as widely documented as microfinance approaches
- For international trade priorities to be truly successful they must benefit everyone and include all economic groups

Target Groups

- MEs either run by indigenous or rural women or that substantially employ or benefit indigenous and rural women, with potential for growth at the domestic level with the right supports in place to link them with larger business already involved in export as suppliers of either products or services (focus on domestic growth)
- Microenterprises with potential to become export oriented if they can access the right program supports or if their governments create an enabling policy environment (focus on international growth)

The Project Description

- Models focus on:
 - Branding
 - Aggregating and product distribution
 - Use of technology (as a facilitator)
 - Retail
 - Youth
 - Microenterprise production

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

Multi-Component -Project Design

Components:

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

Project Design...continued

- **Phase 3: Start-up Components**
 - Pre-start-up activity and operations, business plan development, feasibility
 - Training
 - Technical expertise
- **Phase 4 – Support**
 - Work with distributors and suppliers
 - MOU's with suppliers
 - Training of women
 - Identification of products and markets

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
- 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- Elqui Valley and Mapuche women items
- Hilltop tribes woven blankets, table cloths, vases

Project Outcomes

- Women's economic development and prosperity
- Are now working with and have trained more than 200 women in Chile, Vietnam, Peru & Canada
- Role models
- Successful models in the value chain
- Successful investment made in women's trade network
- International co-operation, friendship, exchange and benefits for women in APEC economies

Where We Are

Work on these components has begun

- 1. Project scope and launch**
- 2. Product Identification**
- 3. Engagement of Aboriginal Women – identified some potential participants poised for success**
- 4. Engagement of the core APEC Partners**

Chile

- **Delivered training in November 2007, June 2009 and January 2010**
- **Identified 15 potential products**
- **Working towards importing small quantities of goods from Mapuche women**
- **Working with other Chilean women**
- **MOU negotiated and funds being transferred to assist Chilean partners (Mapuche and AMJE)**

Canada

- **Aboriginal Skills and Training Strategic Investment Fund funded \$120,000 for training in 2 locations**
- **Kitigan Zibi & Stoney Reserve, Alberta**
- **30 women**
- **Focus on employment and business start ups and distribution opportunities**
- **Looking at developing an Algonquin and branding products trademark**
- **Educating and training rural and remote on how to access and utilize existing distribution**

Vietnam

- **Met with NGOs to address issues related to project**
- **Training delivered in December 2007 and May, 2010**
- **Communication on a regular basis**
- **In country coordinator retained**
- **MOU executed with Centre for Women's Development (part of Vietnam Women's Union)**
- **In excess of 80 micro-producers identified**
- **Agreement to participate in next stage to export**

Peru

- **Signed agreement with Camara Pyme, Arequipa**
- **Identified women made products**
- **Met in May, 2008, June, 2009 and June, 2010**
- **Identified export issues that need to be addressed**
- **Working with Camara Pyme to secure local support and address export issues**

Completion of Phase 4

- **October 2010**
- **Reporting on the results from Chile, Peru, Vietnam and Canada**
- **Report and recommendations for going forward**
- **Phase 5**
 - Testing actual trade with women
 - Including Chinese Taipei indigenous and hill women (those mostly affected by earthquake)
 - Establishment of distribution in Canada

Preliminary Findings

- **Role of NGO's not always helpful**
- **Costs of transferring funds and paying suppliers high and difficult**
- **Lack of understanding of pricing products**
- **Similarities in issues and challenges**
- **Huge untapped potential of participants**
- **Models can be adapted**
- **Can be implemented in disaster areas to kick-start economy**

Next Steps

- **Phase 5**
 - **Testing actual trade with women**
 - **Including Chinese Taipei indigenous and hill women (those mostly affected by earthquake)**
 - **Establishment of distribution in Canada**

Strengthening Aboriginal Women's Participation in The Value Chain

Thank you

Andrina Lever

andrina@leverenterprises.com

+39 345 748 6214