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Inter-Agency and Expert Group on Gender Statistics (IAEG-GS)

17th Meeting

# MAINSTREAMING GENDER PERSPECTIVE INTO BUSINESS AND TRADE STATISTICS

*Draft guidance note*

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# Background: where we are?

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**Decision 51/115**(b) of the Statistical Commission and establishment of an **Advisory Group**

IAEG-GS identifies business/trade statistics as priority topics

The Advisory group agreed to develop a **guidance note** highlighting gender issues and rationale for mainstreaming gender in the priority areas



# Overview

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**Introduction**

**1. The relevance of mainstreaming gender into business and trade statistics**

**2. Existing conceptual frameworks**

**3. Statistical considerations**

**4. National practices** *(under development)*

# Women's participation in the economy: a powerful resource

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- Women's economic empowerment is crucial for realizing women's rights and gender equality (UN Women, 2018) and for achieving the **2030 Agenda for Sustainable Development** (UN, 2015b).
- In the **Beijing Platform for Action entrepreneurship** is a key element for women's economic empowerment.
- The **Addis Ababa Action Agenda** emphasizes the need to “enable women's full and equal participation in the economy and their equal access to decision-making processes and leadership” (UN, 2015a).
- The **Buenos Aires Declaration** on Trade and Women's Economic Empowerment highlights the pressing need for data on gender and trade.
- Regional Gender Agenda adopted by **ECLAC** member States agreed on innovative policy commitments to re-orient trade and development policies towards gender equality and sustainability

## ... women's fully participation in the economy: a powerful resource

- Helping women to **fully participate in the economy** diversifies the economies, reduces income inequality, mitigates demographic shifts, and contributes to financial sector stability (Gonzales and others 2015; Kochhar and others 2017; IMF, 2018; IMF, 2020).
- **Companies greatly benefit** from increasing employment and leadership opportunities for women, which is shown to increase organizational effectiveness and growth (Desvaux et al., 2017).
- Female **underrepresentation** in the labour market and other spheres of the economy is highly inefficient due to underutilization of available capacities and human resources



# Relevance of female entrepreneurship

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- Women entrepreneurs make significant contributions to economic growth and poverty reduction (World Bank, 2014; Cirera and Qasim, 2014), not only in developing countries but also in high-income countries
- Female entrepreneurship has a clear impact on employment with all the positive effects in terms of the **well-being of the community** (OECD, 2004a; OECD, 2012).
- Supporting women entrepreneurship is not just about increasing the number of women-owned firms, but also about **raising and fulfilling their performance and their growth and innovative potential** (Piacentini, 2018)
- Furthermore, women's entrepreneurship supports the **diversification of business** stimulating innovation and diversification in management, production and marketing practices as well as in products and services (Pimpa, 2021).



## Relevance of trade

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- Firms that engage in international **trade employ more women**. In developing and emerging countries, women make up 33 percent on average of the workforce of firms that trade, but just 24 percent for non-exporting firms and 28 percent for non-importing firms (UNACTD, 2020)
- Trade **increases women's wages** and economic equality. When developing countries double their manufacturing exports, women's share of total manufacturing wages rises by 5.8 percentage points on average, through a combination of increased employment and higher salaries (UNACTD, 2020)
- Trade **creates better jobs** for women. In both developing and emerging economies, workers in sectors with high levels of exports are more likely to be employed formally, with opportunities for benefits, training, and job security (UNACTD, 2020)
- Trade openness can **increase women's welfare**. Female-headed households could gain more real income than male-headed households through the removal of import tariffs (gaining the equivalent to annual expenditure on education or health) (UNACTD, 2020)

# Some evidences on entrepreneurship

- Women are still **under-represented** among entrepreneurs in many countries. Globally, **only 1 out of 3 businesses** are owned by women
- Women also face more disadvantages in starting businesses: in 40% of global economies, **women's early stage entrepreneurial activity** is half or less than half of that of men's
- Women are constrained from achieving the **highest leadership positions**
- There are **structural differences** between women and men-owned businesses in terms of size, sector of activities, growth opportunities, access to credit, etc.
- In some countries more than half of women are **not connected to Internet** and/or cannot afford effective connectivity (women entrepreneurs are much less represented in the digital economy than men)
- Many **cultural barriers** and constraints (Bullough et al., 2022; Anambane and Adom 2018; Baughn et al., 2006; Khandelwal and Sehgal, 2018)





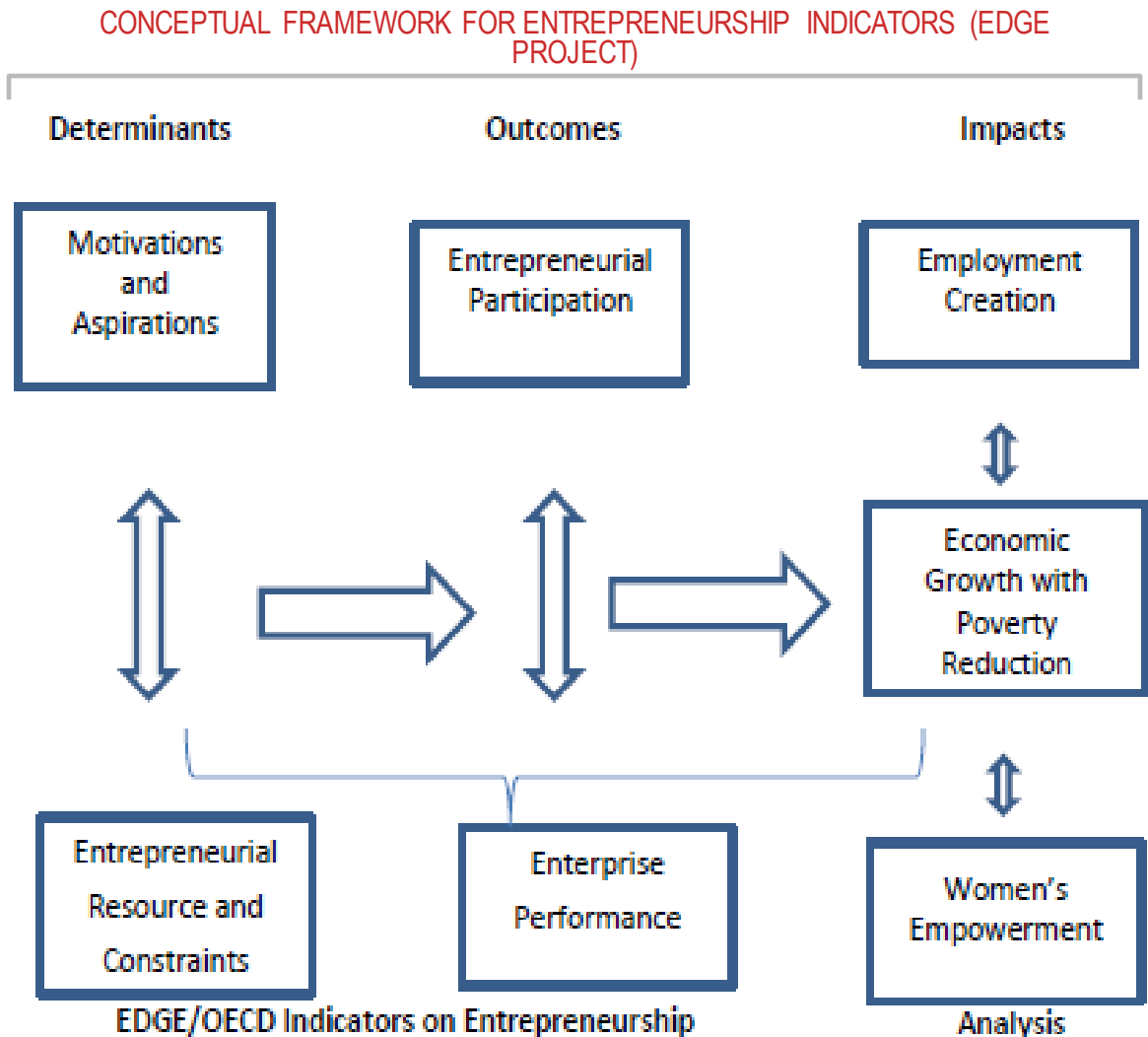
## Some evidences on trade

- Male owned enterprises tend to be relatively more involved in export activities. The **export gap** is partly explained by gender differences in characteristics of the firms (size and sector of activity)
- However, women exporters often believe that **gender plays a role** in the operation and/or internationalization of their firm (Orser et al., 2008)
- Border areas are not friendly environments for women traders (UNCATD, 2022). Women traders face multiple forms of gender-based discrimination at borders
- Female entrepreneurs also have more difficulty than men **in obtaining finance**, especially for riskier activities like trade
- Ingrained gender bias for **domestic tasks** such as child rearing limits women's flexibility and mobility



# (3) Existing conceptual frameworks

- In 2013 the **Evidence and Data for Gender Equality (EDGE)** project initiated methodological work to develop and pilot methodologies to integrate a gender dimension into entrepreneurship data
- The EDGE methodology proposes a conceptual framework that defines the objectives of the data collection as three inter-connected flows, which are important in the formulation, assessment and appraisal of policy measures, namely **determinants, outcomes and impacts**



## PRECONDITIONS

## OUTCOMES<sup>1</sup>

## IMPACT<sup>2</sup>

Sect.2

### MOTIVATIONS AND ASPIRATIONS

- Motivation
- Health
- Socio-cultural norms
- Religious beliefs

### PARTICIPATION IN TRADE

- As a producer in the role of
  - worker
  - business owner/entrepreneur
- As consumer

### LABOUR

- New opportunities (business, markets, jobs)
- Working conditions and rights
- Paid/unpaid work
- Formal, informal and vulnerable jobs

### RESOURCES AND CONSTRAINTS

- Education and skills
- Access to resources
- Time-use
- Discrimination
- Income and wealth
- Rights
- Decision-making in society and households
- Security and safety

### TRADE PERFORMANCE

- Exports and imports of products/services
- Traded products/sectors
- Trade openness
- Reduced trade costs
- Innovations and investment
- Government tariff revenue

### WEALTH AND EMPOWERMENT

- Consumption and prices
- Income and wage differentials
- Social transfers and services
- Trade and GDP growth
- Competitiveness
- Agency and financial autonomy
- Economic and social status
- Bargaining power in society
- Wellbeing, norms and equality

### TRADE POLICY AND OTHER INTERVENTIONS

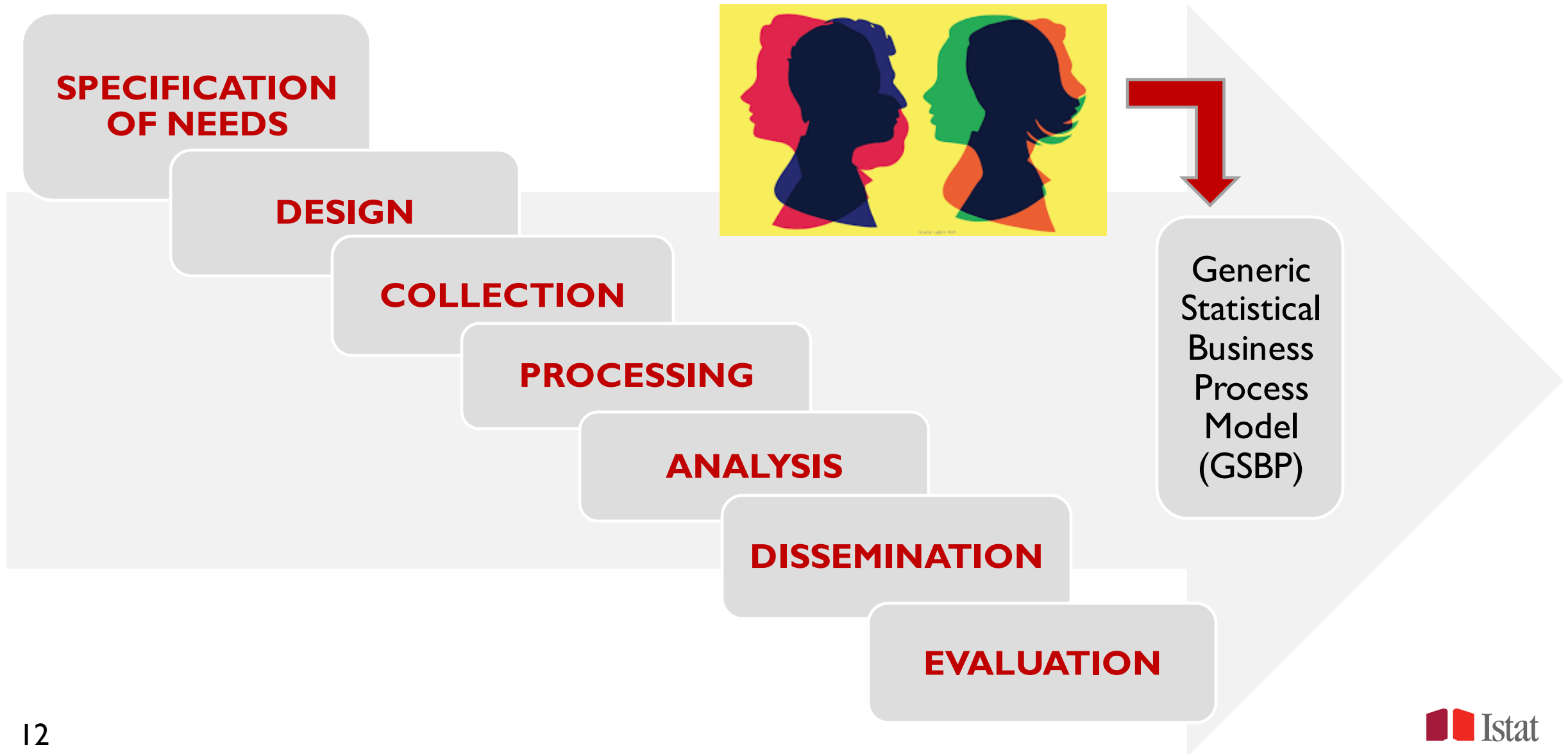
Trade policies, reforms, facilitation, tariffs, taxes, subsidies, agreements, non-tariff measures, procedures, barriers and rules, aid for trade

<sup>1</sup> Immediate short-term outcome of a change

<sup>2</sup> Longer-term effects of the outcomes on lives and living conditions.

# Mainstreaming gender perspective into the statistical production process

Sect.3



# Some statistical considerations and challenges

- From the signing of the Beijing Platform for Action in 1995, significant progress has been achieved in the availability of gender statistics in business and trade sectors
- Despite the clear policy relevance of measuring entrepreneurship and trade from a gender perspective, there is a **lack of harmonized and regularly produced official data**
- Just less than **one-third of countries disaggregate statistics by sex** on informal employment, entrepreneurship and unpaid work (World Bank, 2016)



# Some statistical considerations and challenges

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- It is necessary to incorporate **an intersectional approach** into the analysis
- **Ad-hoc surveys** on individuals about attitudes toward entrepreneurship should be encouraged to produce gender-sensitive indicators on entrepreneurial determinants
- Evaluate the need to complement quantitative research with the **qualitative research** methodology in order to fill the survey data gaps
- A **definition work** would be necessary to obtain a statistical shared definition of the female enterprise.
- It is vital to have **coordination** between data producers and **consultation** with users for the identification of gender gaps and for the dissemination of results
- **Regulatory frameworks** could facilitate the incorporation of the gender perspective into business and trade statistics



# Some statistical considerations and challenges

- Populating a full framework for the measurement of interactions between gender and business and trade requires **bringing together** and **linking data** from across statistical domains
- **Linking data** on the individuals who are business owners with data on the businesses, in order to study relationships between the entrepreneur and the nature and performance of the enterprise.
- The **customs data** with the detailed descriptions of trade transactions (products codes, value of exports) need to be linked with the data about the enterprise and entrepreneur characteristics (the UNCTAD work provides some ideas on potential statistical data sources, in terms of determinants, outcomes and impacts)



## National practices (under development)

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Examples collected by the recognition of the Advisory Group

- Experience in mainstreaming/integrating a gender perspective in the production of **Business statistics: Canada Colombia Italy Jordan Uganda**
- Experience in mainstreaming/integrating a gender perspective in the production of **Trade statistics: Canada Finland Italy Jordan Kazakhstan Mexico**

Wide heterogeneity about the activities undertaken, the actors involved in the activity (e.g., gender statistics experts, business/trade statistics experts); the source of data for analysis for mainstreaming gender and into business/trade statistics.

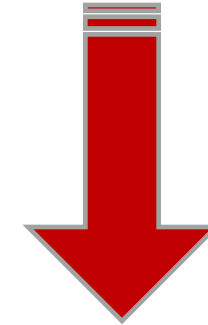
- Some pilots studies in Georgia, Kazakhstan, Kenya and Senegal which successfully calculated gender-in trade-indicators
- Experiences in Chile and Uruguay



## Next steps...

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- A **new draft** of the concept note
- To share the concept note with the Task Team on Business Dynamics, Demography and Entrepreneurship (**TT-BDDE**) – for feedback



Submission of **final version** as inputs for the SG report on gender statistics to be discussed by the Statistical Commission in 2024

# Remarks and suggestions?

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- How to structure the **national practices** section?
- Which **other aspects of business statistics** we should focus on?
- There are only hints on **data sources** (for example to the SBR, to some economic and social indicators to take into account, in addition to customs data). This is: 1. for reasons of space, 2. this part would border on the “how” to do the integration 3. heterogeneity of data sources used in different countries. It's ok?
- The document is longer than expected
- .....



# Thanks for your attention!

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