



International Labour Organization  
Organisation internationale du Travail  
Organización Internacional del Trabajo

## WOMEN ENTREPRENEURS OF LATIN AMERICA AND THE CARIBBEAN NETWORK

**“Women’s Leadership in the Region:  
exchanging ideas and inspiring initiatives”**

**Virtual session: September 24th 2020 – 9:30 am Lima, Peru time**

### Concept note:

**“Win- Win: Gender Equality means Good Business”** is a programme jointly implemented by the International Labour Organization (ILO) and UN Women, funded by the European Union. Through the promotion of the “business case”, this programme aims to promote gender equality to strengthen women’s economic empowerment and leadership as a basis for sustainable, inclusive, and equitable growth.

The programme supports employers’ organizations, businesses, and workers in six target countries in the Americas: Argentina, Brazil, Chile, Costa Rica, Jamaica, and Uruguay. It focuses on the development of capacities of public and private sector actors to fully understand the economic benefits that gender equality offers. By strengthening women’s business leadership, promoting women’s participation at work and applying measures to address the gender pay gap, the programme supports women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

The Programme is implemented through different activities organized around the following three pillars:

1. Strengthen the technical and influencing capacity of employers’ organizations and their members on the business case for gender equality through evidence-based knowledge exchange, sharing of good practices and other capacity development efforts;
2. Establish cooperation networks and opportunities for dialogue among companies led by women; and
3. Find creative ways to support women-led innovation and business ventures in their efforts to access finance and build and grow their businesses.

Within the framework of the programme, a new space for regional exchange will be launched through the establishment of a Latin America and the Caribbean Businesswomen’s Network.

To this extent, three virtual dialogues will be held to share inspiring and innovative initiatives, practices and ideas developed by women entrepreneurs in Latin America and the Caribbean to continue to build and grow their businesses, including during these challenging times of the COVID-19 crisis when the viability of all businesses have come to a stake.

The dialogues will also provide for a unique opportunity to review and collect information on these innovative and developmental opportunities, as well as on lessons learned. After each session, a

reporting back will be made available to participants with highlights of the discussions, contributions and results. These exchanges will be documented and enable more women business owners to understand how they could enhance their resilience to the crisis and recover from it.

### **Information on this exchange**

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The meeting will be an excellent opportunity for the Women Entrepreneurs Network for Latin America and the Caribbean, to share good practices and inspiring and innovative initiatives implemented by Women Entrepreneurs from LATAM & the Caribbean during the actual context.

These initiatives will consist of good practices and experiences that have provided lessons and learnings in the COVID-19 context.

**Date: August 5<sup>th</sup>.**

**Time:** 8:30 hs. Costa Rica

9:30 hs. de Perú, Ecuador, Colombia, Jamaica, México

10:30 hs. de Chile

11.30 hs Argentina, Brazil and Uruguay

### **Event Format**

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The exchange will be opened by the ILO, UN Women, the EU and IOE, followed by three interactive sessions. During these sessions, three videos will show Business Women success stories on innovation, opportunities, lessons and learnings in the COVID-19 context.

After the videos, the participants will break out in workrooms for discussion about the stories presented (they will work with the Mentimeter to summarize the conclusions they arrived). Following each working group will deliver the outcomes.

Alejandra Ciappa, an Argentinean doctor who was a rescuer in the Twin Towers, will share her experience of resilience, will close the event.

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