Women Empowerment in Green Business Development

The SWITCH Programme empowers Women in private sector development to promote sustainable lifestyles and an inclusive green economy.

Wednesday, 6th of June at 13:00

Duration 75 minutes

30-50 participants

Moderator
Jens Kristian Norgaard (organiser SWITCH to Green Facility)

Speakers

Name of minister, Ministry for Women and Family, Djibouti...
Ms. Chantal Marijnissen, Head of Unit DEVCO C2
Mr. Peter Repinski, Head of Societal Transitions Unit, Stockholm Environment Institute
Ms. Gohar Khojayan, head of communications, Armenian Women for Health and Healthy Environment
Ms. Eunice Ayugi, Sesame Farmer, SWITCH Africa Green project - "Sesame - Green Jobs Uganda"
Ms. Nardjess Mokhtari, Founder of Atelier le Printemps, Textile Company – Algeria
Ms. Su Mon Thair, Project Manager, Smart Myanmar, SWITCH-Asia

Interventions
Ms. Burcu Tuncer, Team Leader, Networking and Partnerships, Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)
Ms. Elisa Tonda, Head of Consumption and Production Unit, UN Environment
Mr. Charles Arden-Clarke, Head of the Secretariat of the 10YFP, UN Environment
Session description
The session presents stories of women entrepreneurs from around the world who have been agents of change driving the green economy transition and creating jobs. It builds on the experience of the SWITCH programmes in Asia, Africa and the Mediterranean and the 10-YFP Sustainable Lifestyles Education Programme, in developing partnerships with the private sector to shift behaviour and practice, towards SCP patterns. The lab is expected to generate a debate on capacitating Women as local business leaders, with a variety of roles, ranging from being enablers of new eco-entrepreneurship to providing new trends in sustainable consumption. The session will also focus on need for policy support to scale-up best practices and further support to women as promoters of green entrepreneurship.

Relevance
By exploring ways of empowering women as drivers of sustainable growth and job creation, and getting engaged in greening economies, the session focus on women and environment, and women in the urban space and in rural development. The EU SWITCH programme funds projects focusing on green entrepreneurship in both peri-urban and rural areas. The session will gather the experiences of women who took ownership of their businesses and used their power to promote green growth models that have benefitted their local economies, created decent jobs and positively impacted on their families. The debate will highlight further needs of women to be engaged in private sector development and their role in shaping future lifestyles. DEVCO C2 is actively supporting the organisation of the session.

Objectives and Outcomes
- The potential of engaging women as change agents in private sector development is showcased from the EU SWITCH and the 10-YFP SLE programme
- The importance of women in developing green business and setting the agenda for responsible production and consumption is explored, and opportunities offered through women in the design of policies and practice are highlighted
- Recommendations on the involvement of women are put forward, especially in terms of sustainable (individual and collective) lifestyles as entry points to broader community and societal development
## Detailed Agenda

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| 13:00 | 2 min    | Introduction and welcome by Chantal Marijnissen  
*Slide of title of session*  
*Name of Moderator and session organiser*                                                                                                                                                                                                                                                                                                                             | Remarks:  
- Highlight importance of empowering women in EU supported private sector development  
- Introduction of the Minister of Women and Family, Djibouti  

Questions to the audience:  
- Who has worked with Women business CEOs in partner countries?                                                                                                                                                                                                                                                                                                      |
| 13:02 | 5 min    | Opening remark by the Minister for Women and Family, XXX, Djibouti                                                                                                                                                                                                 | Remarks:  
- Focus on the challenges for women in Africa to get engaged in the private sector as entrepreneurs                                                                                                                                                                                                                                                                                                                                 |
| 13:07 | 3 min    | Introduction of the SLE Programme by Peter Repinski  
*No Slides*                                                                                                                                                                                                                                                                                                                                                                  | Remarks:  
- The role and importance of women in shaping lifestyles and education  
- Examples of possibilities for supporting women in the 10-YFP SLE programme                                                                                                                                                                                                                                                                                          |
| 13:10 | 24 min   | Presentation of women empowerment in SWITCH and 10-YFP SLE projects by:  
- Ms. Gohar Khojayan, Armenia  
- Ms. Eunice Ayugi, Uganda  
- Ms. Nardjess Mokhtari, Algeria  
- Ms. Su Mon Thair, Myanmar  
*Interview pitch with 3 “topic-defined” slides – 2min/slide/project in a dynamic rotation between the 4 projects on stage, 12 slides in total*                                                                                                                                                                                                                             | Questions to the projects:  
1. Slide 1 (x3): What are your project achievements and how are they relevant to women entrepreneurs (and their families)?  
2. Slide 2 (x3): Q2. How has your project benefitted from the 10YFP SLE / SWITCH programme? Did it make any difference that you are a woman entrepreneur?  
3. Slide 3 (x3): Q3. Do you consider your project a single case in your country?  
   What support would you need to pass-on your experiences to more women entrepreneurs?  

Remarks:  
- Focus should be the role of women in SWITCH and 10-YFP Projects and how to empower women-driven start-ups and entrepreneurs; what does it take?                                                                                                                                                                                                                                      |
| 13:34 | 10 min   | Plenary discussion with the participants                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                          |
| 13:44 | 4 min    | Question directed to Ms. Burcu Tuncer on SwitchMed Green Entrepreneurships involving women (answered from the floor) and a question directed to Ms. Elisa Tonda on National SCP Action Plans development under SWITCH and its support                                                                                                                                  | Remarks:  
- Focus on support of green women entrepreneurs in the MEDTEST/Green Entrepreneurships model (local level); *what does it take to support women entrepreneurs?*  
- Focus on policy support of green women entrepreneurs (national level); *how can*                                                                                                                                                                                                                                                                                    |
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| 13:48 | 12 min   | Plenary discussion with the participants (continued)                     | **SCP National Action Plans support the promotion of women entrepreneurs, what tools or policies are relevant to support and further develop in this regard?**
|       |          |                                                                          | • The intervention should ping-pong with the content of project presentations and yield additional questions directed to the project but also the persons intervening |
| 14:00 | 3 min    | Question dedicated to Mr. Charles Arden-Clarke on the role of the 10-YFP in advancing women green entrepreneurship globally | **Remarks:**
|       |          |                                                                          | • Focus on the role of 10-YFP in translating regional results and lessons learnt into global policy and mainstreamed SCP uptake; *what can the One Planet Network do to promote the role of women entrepreneurs in the global policy agenda?* |
| 14:03 | 9 min    | Final plenary discussion with the participants                           |                                                                                                                                          |
| 14:12 | 5 min    | Closure by Mr. Thibaut Portevin, DG DEVCO, Unit C2                       | TBC                                                                                                                                   |