

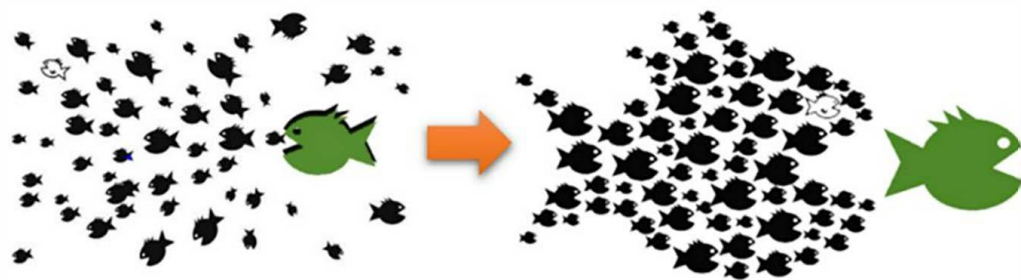
Women's Business Agendas (WBAs)

What is a Women's Business Agenda? A women's business agenda (WBA) is a tool for businesswomen and male champions to engage in dialogue with policymakers on issues that impact them disproportionately to their male counterparts. It is a process, whereby businesswomen agree and create buy-in on priority issues to address with the government. It is also a product, a document of policy prescriptions that have been researched and designed to improve the business environment for women.

Who develops a Women's Business Agenda? WBAs are locally led by women business leaders, key stakeholders, and champions. These stakeholders form a broad based and diverse coalition that represent MSMEs as well as larger corporations from all business sectors and are united on a common purpose, to improve the enabling environment for women in the economy. Coalitions vary in size and can represent as few as two separate organizations or thirty or more.

How does the WBA Process Work?

A WBA has a cyclical process as shown in the model to the right. It also produces a report containing research, policy issues, and reform recommendations as determined by the leading coalition.



What are the results of a WBA?

By joining together, businesswomen and their male allies have the power to effect real economic change and remove barriers to their success. Because of CIPE-supported local efforts:

- **Bangladesh:** 65% of banks now provide dedicated loan desks for women, giving women more access to loans that can help grow their businesses.
- **Nigeria:** women are now able to use jewelry and other moveable assets as collateral for loans, making it easier for women to take out loans.
- **Pakistan:** artisans now pay lower export financing interest rates, helping women to grow their markets outside of the country.



What is policy advocacy? Policy advocacy is the process of influencing lawmakers to consider a position you support. The position can be related to anything from business to human rights. Methods of influencing lawmakers can include utilising like-minded networks and organizations to lobby the government and hold public-private dialogues.

Acronyms:

CIPE: Center for International Private Enterprise
MOU: Memorandum of Understanding
MSME: Micro, Small and Medium-Sized Enterprises
PPD: Public-Private Dialogue
WBA: Women's Business Agenda
WNBA: Women's National Business Agenda

The Centre for International Private Enterprise (CIPE) is the international affiliate of the United States Chamber of Commerce, CIPE is a global leader in women's economic empowerment programs, among other topics, and CIPE currently has 118 projects on the ground in 84 countries. For more information on CIPE, visit <http://www.cipe.org>.