



## EXECUTIVE TRAINING SEMINAR

### Gender and Trade

Florence, 8-10 May 2019

**Scientific Coordinators:** **Arancha González** | Executive Director of the International Trade Centre (ITC), **Ruth Rubio Marin** | European University Institute and University of Seville, **Simonetta Zarrilli** | United Nations Conference on Trade and Development (UNCTAD)

Venue: Sala del Capitolo, Badia Fiesolana

#### ■ OVERVIEW

Economic and social development has contributed to narrowing the gender gap in many areas, such as primary education. These shifts, in many ways, were the results of focused policies and budget allocation for gender equality, which, in turn, were often the outcome of feminist movements.

Trade policy is not gender neutral. The distributional outcomes of trade vary between women and men, since they play different roles in society and in the economy, and they enjoy different opportunities. Moreover, women are not a homogenous group and, therefore, they are differently impacted by trade depending on their income, position in the labour market, educational level, ethnicity, etc.

If trade policies are designed without taking into account varied outcomes, including gender specific outcomes, they risk magnifying existing gender gaps instead of bridging them. Therefore, it is crucial to understand how trade policies can become inclusive and beneficial for all and contribute to women's economic empowerment. However, a key consideration to keep in mind is that a more gender equal world cannot be achieved without coherence and cooperation between policies and stakeholders. Without adequate education, access to productive resources - such as land and credit, and time availability, women will not be able to fully benefit from the opportunities offered by expanded trade.

Participants will learn:

- the links between trade, gender and development
- current trends on gender mainstreaming in policy making, policy implementation and in institutional frameworks
- the diverse ways in which women participate in production and trade, including through global value chains

- the role of institutions and market partners in supporting women as economic actors and in promoting gender equality
- good practices in designing programmes and initiatives to promote women's participation in trade and their economic empowerment

## Methodology

By combining lectures from well-known experts in the field, practical exercises, case studies, individual and group work, this course aims to inform professionals involved in policy-making, policy advice, research, teaching and advocacy on the links between trade and gender. Ultimately, it will enable them to play a transformative role towards gender equality and women's economic empowerment within their countries and sphere of influence. In addition to be a unique face-to-face learning platform, it will provide an opportunity for participants to meet peers involved in similar activities in other countries and other frameworks, therefore spearheading the setting of new professional networks.

## ■ PROGRAMME

### 8 MAY - DAY 1

09.00 - 9.10

Institutional Greetings

**Fabrizio Tassinari**

Executive Director of the School of Transnational Governance

### **Session 1. Course Goal and Methodology, Instructors and Participants's Introduction**

9.10 - 9.40

Presentation of the Executive Training by the partner institutions:

EUI, UNCTAD and ITC

9.40 - 10.00

Icebreaking Activity

**Ruth Rubio Marin** | STG Part-time Professor and Coordinator of the Cluster on Gender

### **Session 2. Setting a Common Playfield**

*Create a common understanding of frequently used concepts, terms, definitions and measurements related to trade and to gender. Discuss the evolution of gender awareness in policy-making – women in development, women and development, gender and development, gender issues in the 2030 development agenda.*

9.40 - 11.20

**Clarifying Concepts and Terms**

**Marzia Fontana** | Research Associate, Institute of Development Studies, University of Sussex

The aim is to clarify concepts such as gender, gender equality, women's economic empowerment, male bias, feminization and de-feminization, gender-based discrimination, gender equitable inclusive growth, and to illustrate key principles of gender-aware economic analysis. There will also be scope to discuss different dimensions of gender

equality/inequality and identify gender variables most relevant for trade analysis. Questions and answers.

11.20 - 11.30 *Coffee break*

11.30 - 12.40 **Evolution of "Gender Awareness" in Development Policy-Making**  
**Nursel Aydiner Avsar | UNCTAD**

The aim is to walk participants through the evolution of "gender" in development economics that moved from the concept of "women in development" to "women and development" and finally to "gender and development" and will assess the practical implications of these shifts. It will also explain how gender equality issues have been incorporated in the 2030 Sustainable Development Agenda. Questions and answers.

12.40 - 13.40 *Lunch (Sala Rossa)*

### **Session 3.**

#### **The Economy as a Gendered Structure and Global Trends Influencing Women's Participation in the Economy**

*Provide an understanding of how gender norms impact the society and the economy. Discuss changes and trends in the global setting that may impact women's participation in the economy.*

13.40 - 14.50 **Looking at the Economy through a Gender Lens**  
**Marzia Fontana | Research Associate, Institute of Development Studies, University of Sussex**

Examining economies, as gendered structures (i.e. through a gender lens), recognizes that economic resources, such as jobs, assets, infrastructure and time are not equally distributed, between women and men. Gender-based distortions, in the distribution of resources can be found in the labour market, where women often work in a limited range of sectors, and occupations relative to men, and their earnings do not always reflect the full extent of their contribution. Households too, are subject to internal gender inequalities in income, consumption, asset ownership and decision-making. The aim of this session is to present basic evidence to corroborate these points and to help understanding the two-way interaction between economic policies and gender relations. Questions and answers.

14.50 - 15.10 *Coffee break*

15.10 - 16.20 **Identifying how Structural Changes in the Global Setting Influence Women's Participation in the Economy**  
**Aranca González / ITC**

The aim is to discuss trends in the global setting that may impact women's participation in the economy, including shifts in centers of economic and political power; economic globalization; geographic consolidation of value chains; FDI, technological change, and the role of international donor agencies and development finance institutions in setting priorities and influencing the international debate.

9 MAY - DAY 2

#### **Session 4. The Trade and Gender Nexus**

*Present the channels through which gender inequality impacts trade performance and trade competitiveness, and the channels through which trade and trade policy impact gender equality and women's wellbeing.*

*Present new approaches at the multilateral, regional and bilateral levels to use trade policy as a tool to advance women's economic empowerment and contribute to gender equality.*

09.00 - 9.45                      **The Interlinkages Between Trade and Gender**  
**Simonetta Zarrilli / UNCTAD**

The focus is on the channels through which trade impacts women's economic empowerment and well-being, and the channels through which gender inequality impacts trade performance and competitiveness. The session will include a discussion on the definition and measures of gender inequality as well as concepts, definitions, and measurements of trade. Questions and answers.

9.45 - 10.15                      *Coffee break*

10.15- 11.15                      **New Instruments, Approaches and Frameworks in Trade Policy**  
**Towards Gender Equality and Women's Economic Empowerment**  
**Pamela Coke-Hamilton/ UNCTAD and Simonetta Zarrilli / UNCTAD**

This session walks participants through new instruments, approaches and frameworks in trade policy towards gender equality and women's economic empowerment, including the recent FTAs which contain trade & gender chapters; the Buenos Aires Declaration on Trade and Women's Economic Empowerment; and ex-ante and ex-post gender evaluations of trade policy measures. It will also deal with the current backlash against international trade and will try to address its causes and the appropriateness of the responses.

11.15 - 12.15                      **Plenary debate**

Could trade policy become the panacea to achieving gender equality and women's empowerment in economic life? What is the evidence? What is the right "blend" of policies to reach these goals? How effective are the new coalitions of "like-minded" countries? What is their likely future? Is a focus on gender issue an adequate response to the backlash against international trade?

12.15 - 13.00                      *Lunch (Sala Rossa)*

#### **Session 5. Women in Production and Trade**

*Explore the different roles women play in the economy. Highlight the risks and opportunities women face in each economic role. Highlight the diversity of roles women play in value chains. Understand obstacles and opportunities for more equitable distribution of the gains from value chains.*

13.00 - 14.10            **Identify The Different Roles Women Play In The Economy And Discuss How To Overcome The Challenges And Maximize The Opportunities**  
Nursel Aydiner Avsar / UNCTAD

The session explores the different roles women play in the economy, as producers, wage workers, informal workers, business owners, business managers, traders, informal cross-border traders, users of public services and tax payers. Questions and answers.

14.10 - 15.30            **Why a Value Chain Perspective is Relevant for Understanding Women's Role in Production and Trade. Analyzing Value Chains with a Gender Lens**  
Vanessa Erogbogbo / ITC

The aim is to detail the various components and functions included in value chains and show how value chain configuration can differ based on economic sectors. Afterwards, it will touch on typical support functions along the chain, the role of services in most value chains, and where value is concentrated in a value chain. This will allow participants to clearly see the role of SMEs in global value chains both as direct exporters, and as indirect exporters.

15.30 - 16.00            *Coffee break*

16.00 - 17.30            **Sharing experiences from your country or area of work on how to overcome the key obstacles women face while participating in the economy in general, and climbing up the value chains in particular**

Participants will be divided in groups. They will share experiences, present positive experiences or less encouraging outcomes on women's participation in the economy based on national and regional practices, policies and strategies. They will also recommend additional “entry points” to allow women to benefit more from their participation in the economy, especially trade, and in global value chains. The outcomes of groups' discussion will be shared in the plenary

10 MAY - DAY 3

### **Session 6. Gender mainstreaming**

*Gender mainstreaming at the country and regional levels: Comparative analysis of outcomes on gender equality. Gender mainstreaming in institutional frameworks.*

09.00 - 10.10            **Gender Mainstreaming: How to Make It Work in a Country or Regional context**  
Nursel Aydiner Avsar / UNCTAD

The session looks at efforts carried out by countries individually or in the framework of regional integration to mainstream gender in their policies and strategies, present the actual

gender equality outcomes and assess which elements made some initiatives more impactful than others. Questions and answers.

10.10 - 10.40 *Coffee break*

10.40 - 13.00 **Learn How to Mainstream Gender in an Institutional Framework**  
**Simonetta Zarrilli / UNCTAD and Vanessa Erogbogbo / ITC**

The session looks at concrete steps undertaken by international institutions to mainstream gender in their work. It will present different approaches, lessons learned, and will look into which elements are key to make institutions able to address gender issues effectively in their daily activities.

Participants will be divided in groups. Each group will be given one of the following documents: a technical cooperation project, a trade agreement, a national law, a strategic framework of an institution. The exercise will consist in making the project, the agreement, the law and the institution's strategy gender-responsive. A representative of each group will discuss the results of the group work in the plenary. The end result of the exercise will be to identify how and to which extent an activity can be engendered and what will be the likely challenges to overcome.

13.00 - 14.00 *Lunch (Sala Rossa)*

### **Session 7. A Toolbox of Ideas for Future Action. An Assessment of the Course**

*Identify concrete actions that each participant can spearhead in his/her area of work and sphere of influence to foster gender equality and women's economic empowerment Reflect on the learning experience and network opportunity provided by the course*

14.00 - 15.30 **A Toolbox Of Ideas for Future Action**  
**Ruth Rubio Marin |EUI and University of Seville**

The purpose of this session will be to provide participants with a “toolbox” of ideas for future action.

Participants will be asked to identify key course takeaways and concrete "deliverables" for the future, one to be achieved in the following month, one within the following six months and the final one within a 12-month period. For each deliverable, they will be asked to state if they can achieve the results on their own or if they need the support/cooperation of other colleagues/institutions. If this were the case, who would they be and what would be the strategy to involve other partners in pursuing the results (individual work).

All the "deliverables" will be put on the wall and the facilitator will select some of them and ask the authors to explain why they selected such deliverables and in what ways the course would support their achievement. Then the whole audience will have the opportunity to comment.

15.30 - 16.30 **An Assessment of the Course**

The facilitators will go back to what participants said in Session 1 regarding their main motivations, expectations and the main challenges they face in their work in relation to gender issues. Participants will be asked whether they feel to have acquired sufficient knowledge and skills on the nexus between trade and gender, whether they are better prepared to mainstream gender issues in their work, and whether they have set up a new network in this field. Participants will be given the opportunity to assess the workshop, including by singling out areas that are of relevance to them but that were not covered during the workshop. An evaluation form will be distributed.

16.30 - 17.00

### **Hand-Over of Diplomas, Group Picture and Farewell**

#### ■ TRAINERS

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|-----------------------------|---|
| <b>Nursel Aydiner Avsar</b> | Consultant, Trade, Gender and Development Programme (UNCTAD), Switzerland   |
| <b>Pamela Coke-Hamilton</b> | Director, Division on International Trade and Commodities at the United Nations Conference on Trade and Development (UNCTAD), Switzerland |
| <b>Vanessa Erogbogbo</b>    | Head, Women and Trade Programme, International Trade Centre (ITC), Switzerland  |
| <b>Marzia Fontana</b>       | Research Associate, Institute of Development Studies, University of Sussex, United Kingdom  |
| <b>Arancha González</b>     | Executive Director of the International Trade Centre (ITC), Switzerland   |
| <b>Ruth Rubio Marin</b>     | STG Part-time Professor and Coordinator of the Cluster on Gender, EUI and University of Seville, Italy and Spain                          |
| <b>Simonetta Zarrilli</b>   | Chief of Trade, Gender and Development Work Programme at the United Nations Conference on Trade and Development (UNCTAD), Switzerland     |

#### ■ CONTACTS

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