

Strengthening Indigenous Women's Participation in The Value Chain

*Micro-enterprise Initiative
International Trade*

*APEC GFPN Workshop
June 2009*

Goal

Increase trade among women
in the
APEC Region
with a Focus on
Indigenous, rural and remote
women's production capacity

Background

- A four-phase project funded by Asia-Pacific Economic Cooperation (APEC)
 - Worked with women in international market
 - Women Leaders Network (WLN) Trade network of 4000 women in private sector, business associations, academia, and government
 - Identified models, worked with indigenous women, provided training for market access
 - Final phase – **pilot project to begin trade**

The Project Description

- Increase Indigenous/rural/remote women producers involvement in value chain activity by:
 - Promoting and increasing their product distribution
 - Increase access to domestic and international markets
 - Promote participation at the sales, distribution, middle, wholesale, retail level, and product distribution
 - Establish distribution in Canada through: bricks and mortar stores, youth internet involvement, specialty markets,

3 Phase -Project Design

Components - Phase 1: Planning

1. Project scope and launch
2. Product identification
3. Understanding small quantities trades
4. Engagement of Aboriginal women – Project planning, business development conceptual
5. Engagement APEC partners
6. Distribution and models training
7. Project plan feasibility
8. Partner identification and agreements (international distributors)
9. Web-site launch

Project Design...continued

- Phase 2: Start-up Components
 - Pre-start-up activity and operations, business plan development, feasibility
 - Training
 - Technical expertise
- Phase 3 – Support
 - Work with distributors and suppliers

Project Outputs

Domestic

- Target 10 start-up distribution outlets
 - Strategic locations e.g. Specific communities, specialty sales and niche markets, technology savvy young women
 - Successful experienced women involvement

International

- Identify and distribute 6 products (near market-ready)
- Train 5 women distributors
- Some partnership agreements in place

Product descriptions

Domestic:

- Staple goods: socks, shampoo, everyday products
- Traditional women's products: mitts, moccasins, mukluks
- Jewellery
- Fashion
- Personal care products

International:

(Chile, Peru, Vietnam)

- Outsourced products
- Jewellery
- Green Products
- Peru rainforest
- Chile- Elki Valley and Mapuche women items
- Hilltop tribes woven blankets, table cloths, vases

Project Outcomes

- Women's economic development and prosperity
- Anticipate work/training with 175 women
- Role models
- Successful models in the value chain
- Successful investment made in women's trade network
- International co-operation, friendship, exchange and benefits for women in APEC economies

Where we are

Work on these components has begun

1. Project scope and launch
2. Product Identification
3. Engagement of Aboriginal Women – identified some potential participants poised for success
4. Engagement APEC Partners

What do we need to increase trade in a Women's Trade Network?

New messaging in our communities

- Requires education and awareness of the market (communities) – turn products and brands into household names
- Promote “Buy Indigenous Brand” in everything
- Use our competitive advantage wisely

Value Chain Project

- Identify potential and interested distributors
- Interested participants need to define what specialty market you have access to

Strengthening Aboriginal Women's Participation in The Value Chain

Megwetch

Francine Whiteduck

francine@whiteduck.com

819-776-1116