



Women's Global Development
and Prosperity Initiative

Annual Report

2019 – 2020



Annual Report 2019 – 2020

Table of Contents

I.	Letter from the President	4
II.	Foreword and Acknowledgements	8
III.	Executive Summary	10
IV.	Initiative Governance	17
V.	Agency Highlights	24
VI.	Partnerships	31
VII.	Metrics	41
VIII.	Conclusion	47



President Donald J. Trump signs a National Security Presidential Memorandum prioritizing global women's economic empowerment. (Credit: Official White House Photographer, Joyce Boghosian)

“

To advance a priority articulated in my National Security Strategy to empower women worldwide to participate more fully in civic and economic life, I hereby establish the Women’s Global Development and Prosperity Initiative.

”



PRESIDENT DONALD J. TRUMP



THE WHITE HOUSE

WASHINGTON

MESSAGE FROM THE PRESIDENT:

Creating economic opportunities for women increases global economic growth, peace, and stability for all. Around the world, we know that when women are empowered to participate in civic and economic life, their communities, families, and countries are more prosperous, healthy, and safe.

On February 7, 2019, I signed National Security Presidential Memorandum-16 that directs members of my Administration to prioritize women's global economic empowerment through the first-ever, whole-of-Government effort dedicated to this issue: the Women's Global Development and Prosperity (W-GDP) Initiative. One year later, I am pleased to announce that we have impacted 12 million women in 2019 alone.

Under the leadership of Advisor to the President Ivanka Trump, my Administration has taken bold action to increase the work of the Federal Government and our partners to unleash opportunities for women to participate fully and freely in the economy.

The W-GDP Initiative seeks to economically empower 50 million women across the developing world by 2025, and, in so doing, boost economic growth and increase peace and stability around the world. Accelerating women's access to economic opportunities ensures that our development assistance furthers countries' self-reliance, yields dividends for us all, and supports my America First policy.

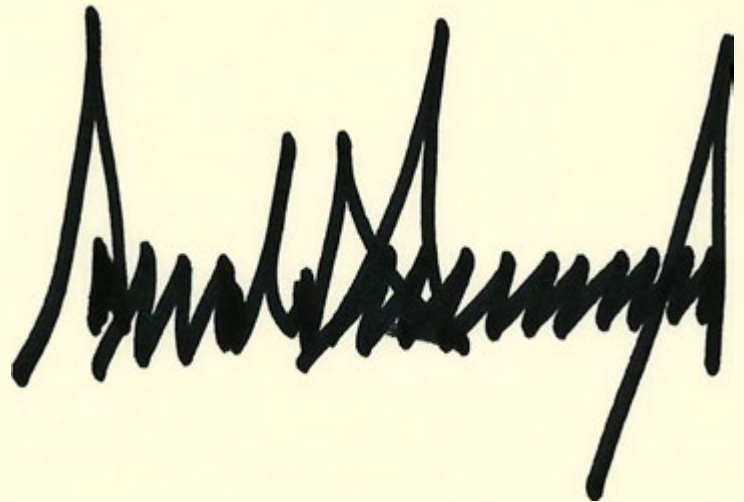
We are pursuing the W-GDP Initiative through diplomatic engagement and innovative foreign-assistance programs focused on three pillars. Pillar 1; *Women Prospering in the Workforce*, which addresses workforce development, vocational education, and skills training for women. Our goal is to increase women's participation in the global labor force by equipping them with the tools and training to advance in their jobs. Pillar 2; *Women Succeeding as Entrepreneurs*, increases women's access to capital, markets, networks, and mentorship. Our goal is to increase economic opportunities for women to create and grow their own enterprises, including through closing the credit gap. Pillar 3; *Women Enabled in the Economy*, identifies and works to remove legal, regulatory, and social barriers to women's economic success and enhances protections for women in policies, laws, regulations, and practices. Our goal is to promote an environment that increases women's economic empowerment by reducing or eliminating barriers to entry.

Today, 90 countries around the world still have laws on the books that restrict women's ability to work in the same jobs and sectors as men. We can, and must, address these discriminatory laws and regulations. To that end, two of the most significant milestones of the W-GDP Initiative have been the Governments of Côte d'Ivoire and Morocco each amending laws in order to promote women's economic empowerment by enhancing women's property

and land rights, respectively. We commend those governments for making these important and bold reforms. The United States stands ready to assist in any government's efforts to take action to address discriminatory legal and regulatory barriers that hold women back and impede economic progress for all.

As part of the W-GDP Initiative, I have also directed my Administration to track our progress and to prioritize working with outside partners—including the private sector—to pursue this initiative at the scale needed to make lasting change. To galvanize this work, I established a new and innovative W-GDP Fund at the United States Agency for International Development, with \$300 million in resources allocated to date and additional funding prioritized in future budget requests. The W-GDP Fund is in addition to a commitment to attribute no less than \$300 million per fiscal year across executive departments and agencies toward programs that support W-GDP Initiative objectives.

By investing in women around the world, we are investing in families and communities, we are investing in prosperity, and we are investing in peace. My Administration stands ready to partner with all those who share these priorities and looks forward to continued progress on the W-GDP Initiative.

A handwritten signature in black ink, appearing to read "Donald Trump", with a large, stylized flourish extending from the end.

“

Congratulations to the W-GDP Initiative on a successful first year. The initiative has secured important public-private partnerships and mobilized funding to help women across the globe gain access to economic opportunities. Promoting women's economic empowerment is closely aligned with the goals of the IMF, and our work shows that it matters greatly for economic growth, poverty reduction, and economic resilience. But there is still much to do. Opportunity gaps between men and women remain significant in many developing countries, with women bearing disproportionately the burden of unpaid work. Together, we can make a difference in eliminating the institutional, social, and cultural constraints that continue to inhibit women's full participation in the economy. We look forward to collaborating with the W-GDP Initiative to overcome these challenges and achieving our shared goal to strengthen global prosperity.

”



KRISTALINA GEORGIEVA, MANAGING DIRECTOR OF THE INTERNATIONAL MONETARY FUND

“

When women succeed, economies succeed. In its first year, the Women's Global Development and Prosperity (W-GDP) Initiative brought together public and private partners to support women globally – helping them open businesses, providing vocational training in their communities, and taking action to address discriminatory practices that deny them an equal opportunity to succeed. UNICEF will continue to work with all who strive to help women overcome social and economic barriers in order to achieve their dreams and ambitions.

”



HENRIETTA H. FORE, EXECUTIVE DIRECTOR OF UNICEF

Foreword and Acknowledgements



FROM THE DESKS OF SECRETARY OF STATE MIKE POMPEO AND ADVISOR TO THE PRESIDENT IVANKA TRUMP

One year ago, on February 7, 2019, the United States launched the Women’s Global Development and Prosperity (W-GDP) Initiative as a foreign policy imperative for this Administration to advance women’s economic empowerment globally – a policy priority articulated in the President’s National Security Strategy.

Women’s meaningful economic participation is integral to achieving greater security and stability around the world. When women are empowered economically, they invest in their families and communities, spurring economic growth and creating more stable societies. Research shows that increasing global women’s economic participation could boost global annual economic output by \$12 trillion by 2025.

W-GDP is the first-ever, whole-of-government approach to women’s economic empowerment. Through W-GDP, the United States seeks to reach 50 million women across the developing world by 2025. At the 1-year anniversary of the Initiative, we recognize the great strides already made, including 12 million women reached through United States Government programs and partnerships over the past year. This builds on nearly 20 million women reached already through United States Government programs and partnerships under the first 2 years of the Trump Administration.

Established through National Security Presidential Memorandum-16, W-GDP aligns the United States Government’s diplomatic engagement and foreign assistance programs to promote economic opportunities for women around the world. Through W-GDP, Federal departments and agencies are working together to elevate women’s economic empowerment in bold new ways. Exciting developments include the Millennium Challenge Corporation (MCC) expanding the way it analyzes women’s economic empowerment as part of its country scorecard, and the United States International Development Finance Corporation (DFC) considering for the first time the impact of every investment it undertakes on women.

The launch of W-GDP built on more than 2 years of the Administration’s work in support of women’s economic empowerment, including the 2017 launch of the Women Entrepreneurs Finance Initiative (We-Fi), of which the United States was a founding member, as well as the 2X Women’s Initiative and the WomenConnect Challenge.

Maintaining high-level engagement on this issue is instrumental to achieving impact. To that end, Advisor to the President Ivanka Trump has led three high-level delegations to advance women’s economic empowerment internationally and push for greater progress with our partners overseas, while also prioritizing women’s economic empowerment on the agenda of the world’s major international fora, including the G7 and G20.

During a visit to Ethiopia in April 2019, Advisor Trump and Former Acting CEO of the Overseas Private Investment Corporation (OPIC) David Bohigian announced the W-GDP 2X Africa initiative, a \$1 billion commitment to invest in the women of Africa. In Côte d’Ivoire, Advisor Trump and United States Agency for International Development (USAID) Administrator Mark Green met with female cocoa farmers and announced an expansion of a partnership with the World Cocoa Foundation. In

September 2019, Advisor Trump visited Colombia, Argentina, and Paraguay with former Deputy Secretary of State John Sullivan and Administrator Green to further strengthen United States partnerships in the region, including a new partnership with Citibank and DFC, and to promote W-GDP, engaging with senior government officials and civil society stakeholders. And in November 2019, Advisor Trump and MCC CEO Sean Cairncross visited Morocco to champion women's land rights through MCC's Compact in the country. New legislation securing women's land rights was subsequently codified and implemented.

We are pleased to announce that, going forward, the Department of State will serve as the lead coordinating agency for W-GDP, under the policy leadership of the White House. The Department of State will pursue this work in partnership with USAID, which will continue to manage the W-GDP Fund, and with the broader group of participating Federal departments and agencies that are supporting W-GDP around the world.

This increased mandate for the State Department is consistent with W-GDP's focus on legal and policy reforms under the initiative's Pillar 3. The State Department is uniquely positioned to elevate women's economic empowerment across our diplomatic engagements, reinforcing the work of the United States Government's foreign assistance programs and partnerships.

In December 2019, President Trump signed a new Presidential Memorandum on W-GDP's Pillar 3, directing departments and agencies to prioritize action to address the legal and societal barriers to women's economic empowerment. These barriers include women's ability to access institutions, travel freely, own and manage property, build credit, and work in the same jobs and sectors as men. The W-GDP Index, a new report by the White House Council of Economic Advisors, estimates that addressing these five foundational legal barriers could increase annual global GDP by \$7.7 trillion.

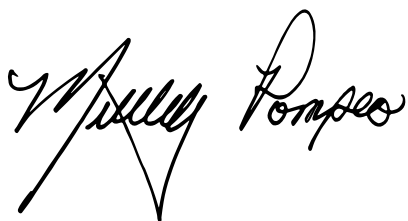
Going forward, the United States Government will continue to source and scale programs that are achieving impact, and will pursue new, innovative partnerships that help meet our objectives. Our progress cannot endure without the support of partners, including those in the private sector. From the launch of W-GDP one year ago to today, we celebrate and thank those partners who have worked with us to create opportunities for women and their families to thrive.

Through the W-GDP Fund managed by USAID, we have seen incredible new partnerships launched with companies across the world, where the government and the private sector have found that investing in women is not only the right thing to do, but also a partnership that brings value to all involved. It is only with a sustained commitment to these issues by public and private sector actors that we can truly create change for women across the world.

We are also pleased to note that in the recent Fiscal Year 2020 Omnibus, Congress further established W-GDP as a bipartisan priority through a new dedicated line item for the W-GDP Fund with \$100 million in resources. W-GDP will also continue to be prioritized in future President's Budgets.

Finally, we take this opportunity to thank the countries the United States has worked with around the world to advance this priority, and the women who have participated in this effort and helped us achieve greater impact through their contributions as individuals, parents, workers, consumers, innovators, entrepreneurs, and investors. Through W-GDP, we will continue to work tirelessly to ensure women enjoy the same access, rights, and opportunities as men to participate in, contribute to, control, and benefit from economic activity, thereby supporting peace and prosperity for all.

Secretary of State Mike Pompeo

A handwritten signature in black ink that reads "Mike Pompeo". The signature is stylized, with a large, sweeping "M" and a cursive "Pompeo".

Advisor to the President Ivanka Trump

A handwritten signature in black ink that appears to be "ITR". The signature is stylized, with a large, looping "I" and "T" followed by a smaller "R".

Executive Summary

On February 7, 2019, President Donald J. Trump signed National Security Presidential Memorandum-16 (NSPM-16), which established the Women's Global Development and Prosperity (W-GDP) Initiative.

W-GDP takes a whole-of-government approach to addressing the barriers to women's full and free participation in the economy, bringing together the diplomatic engagement and overseas programs of the Departments of State, Treasury, Labor, Commerce, the United States Agency for International Development (USAID), the United States International Development Finance Corporation (DFC) (formerly the Overseas Private Investment Corporation), the Millennium Challenge Corporation (MCC), the Peace Corps, the Inter-American Foundation, and the United States African Development Foundation. W-GDP also involves multiple White House offices and components, including the Office of Management and Budget, the Office of the United States Trade Representative, the Office of Economic Initiatives, the National Economic Council, and the National Security Council.

W-GDP builds on more than 2 years of the Trump Administration's work in support of women's economic empowerment. The United States was a founding member of the Women Entrepreneurs Finance Initiative (We-Fi) at the G20 Leaders Summit in 2017. In 2018, the DFC launched 2X, a \$1 billion commitment to invest in women in emerging markets. The United States carried this effort to the G7, joining members and their respective development finance institutions in the 2X Challenge, a collective commitment to mobilize \$3 billion for the world's women.

The W-GDP Initiative aims to enhance opportunities for women to participate meaningfully in the economy and advance both prosperity and national security. W-GDP focuses on three pillars:

Pillar 1: *Women Prospering in the Workforce*: Advancing women in the workforce by improving access to quality vocational and skills training, enabling women to secure jobs in their local economies.

Pillar 2: *Women Succeeding as Entrepreneurs*: Increasing women's access to capital, markets, networks, and mentorship to aid women in establishing and growing their businesses.

Pillar 3: *Women Enabled in the Economy*: Removing restrictive legal, regulatory, and cultural barriers to facilitate women's meaningful participation in the economy.

Additionally, under Pillar 3, W-GDP focuses on **five foundational areas of legal reform**:

1. ***Accessing Institutions*:** Lifting restrictions on women's authority to sign legal documents, such as contracts and court documents, and addressing unequal access to courts and administrative bodies for women, whether officially or through lack of proper enforcement.
2. ***Building Credit*:** Ensuring women's equal access to credit and capital to start and grow their businesses, and prohibiting discrimination in access to credit on the basis of sex or marital status.
3. ***Owning and Managing Property*:** Lifting restrictions on women possessing and managing property, including limitations on inheritance and the ability to transfer, purchase, or lease property.
4. ***Traveling Freely*:** Addressing constraints on women's freedom of movement, including restrictions on obtaining passports on the basis of sex.



5. **Removing Restrictions on Employment:** Eliminating barriers that limit women's working hours, occupations, or tasks on the basis of sex.

In furtherance of these priority areas, on December 23, 2019, President Trump signed a new Presidential Memorandum to emphasize further the breadth of W-GDP's Pillar 3, and the importance of these five areas of legal reform. The President directed departments and agencies to develop Action Plans outlining how they will advance this work, which will be documented in subsequent editions of the W-GDP Annual Report from 2021 forward. In the W-GDP Index, a new report, the White House Council of Economic Advisors estimates that if all countries addressed these five foundational factors it could add as much as \$7.7 trillion to annual global GDP.

Momentum to address these foundational legal barriers is growing, with significant progress seen over the past year in countries such as Saudi Arabia, the United Arab Emirates (UAE), Nepal, South Sudan, and São Tomé and Príncipe, as captured in the World Bank's recently released 2020 Women, Business and the Law Report. The United States is proud to work with other governments and the World Bank on this shared priority. This past year, for instance, the State Department worked to incorporate legal barriers for women's economic empowerment into the United States-UAE Economic Dialogue for the first time and encouraged the UAE to work with the World Bank to take steps to improve its score in the report. The UAE went on to become the second-most-improved score in that report this past year.

ONE-YEAR ANNIVERSARY HIGHLIGHTS:

Metrics for Impact: Building on work since the start of the Trump Administration in 2017, this report also assesses progress made toward W-GDP's objectives and makes public the Initiative's metrics. In 2019 alone, these included the following:

- 12 million women were reached through W-GDP in 2019;
- Nearly 2 million women participated in United States Government-supported workforce training and development programs;
- More than 9,000 women-led businesses received more than \$1.6 billion in United States Government-backed loans; and
- 5 legal instruments changed with United States Government support to address gender equality and non-discrimination.

High-Level Diplomatic Engagement and Policy Reforms: Advisor to the President Ivanka Trump has championed women's economic empowerment at high-level forums, including the G20 Leaders' Summit in Japan, where she addressed world leaders with a call to action to advance women's full and free participation in the economy. Advisor Trump has also led high-level delegations internationally to advance women's economic empowerment throughout the first year of the Initiative, including:

- **Ethiopia and Côte d'Ivoire, April 2019.** In Ethiopia, Advisor Trump and Acting Overseas Private Investment Corporation CEO David Bohigian announced the W-GDP 2X Africa initiative, a \$1 billion commitment to invest in the women of Africa. In Côte d'Ivoire, Advisor Trump provided a keynote address at the first We-Fi Regional Summit, and launched a new partnership with the World Cocoa Foundation to empower women in the cocoa sector through village savings and loans associations that increase their access to basic financial services. Following the visit, in July 2019, Advisor Trump applauded the government of Côte d'Ivoire for updating its family code to give wives more equal say in managing household assets and making financial decisions. The government undertook these actions, in part, to improve the country's performance on the MCC scorecard, specifically the Gender in the Economy Indicator.

- **Colombia, Argentina, and Paraguay, September 2019.** Advisor Trump and Deputy Secretary of State John Sullivan visited the region to further strengthen United States partnerships and promote W-GDP, engaging with senior government officials and civil society stakeholders. During the visit to Colombia, the Colombian Government committed to signing a Presidential Executive Order to improve access to credit for women in the country. In Paraguay, Advisor Trump announced 2X Americas, bringing the total commitment to women in Latin America to \$1 billion.
- **Morocco, November 2019.** Advisor Trump and MCC CEO Sean Cairncross met with government officials and local leaders in Morocco to discuss how to help women in the region gain economic independence, including through addressing women's land rights. As a part of MCC's Morocco's Compact, the Government of Morocco recently reformed legislation to revise the structure and administration of communal lands, including for women.

Innovative New Partnerships and Programs: Federal departments and agencies have launched numerous new partnerships in support of W-GDP in its first year, including:

- **W-GDP Fund:** Established by President Trump upon the launch of W-GDP in February 2019, the W-GDP Fund is housed at USAID and serves as the Initiative's signature programmatic platform for sourcing and scaling innovative projects to advance women's economic empowerment across the developing world. Highlights from the Fund's first year include MOUs signed with major private sector partners such as UPS, PepsiCo, Mars, and MasterCard, as well as a round of incentive funds with USAID Missions to scale successful programs in more than 20 countries and with more than 200 public and private sector partners.
- **W-GDP International Visitors Leadership Program (IVLP):** The State Department launched a new IVLP dedicated specifically to W-GDP's Pillar 3, "W-GDP: Overcoming Barriers to Women's Economic Participation," which debuted in September 2019 with 18 participants from around the world. Participants learned about best practices for reducing restrictive legal, regulatory, and cultural barriers to women's full and free participation in the economy. There is early evidence of the positive impact of the W-GDP IVLP, as the participants from Costa Rica and Malaysia have already been contacted by their national governments to discuss support for their work and possible partnerships to advance economic opportunities for women in their countries.

Going Forward: At the one-year anniversary of W-GDP, we celebrate progress made and look ahead to new milestones for the Initiative, including the State Department taking on a new role as lead coordinating agency for W-GDP, under the policy leadership of the White House. A W-GDP unit will be established to coordinate the State Department's work, under the leadership of Ambassador-at-Large for Global Women's Issues Kelley E. Currie.



Prime Minister Abe, Queen Maxima, and Advisor Ivanka Trump addressed world leaders at the G20 in Osaka, Japan on the economic and national security imperative of economically empowering women globally. (Photo Credit: Official White House Photo)

“

Women's economic empowerment around the world is integral to national security, global peace, and prosperity. The Trump Administration has undertaken a comprehensive approach to ensuring our missions abroad prioritize women's economic empowerment.

”



SENATOR LINDSEY GRAHAM

IMPACT STORY:

Sara Abera, Ethiopia

W-GDP 2X

While visiting Ethiopia, Advisor Trump, Administrator Green, and Former Acting CEO of OPIC Bohigian met with Sara Abera, the Founder and CEO of Muya, a fair trade business producing textile products inspired by traditional Ethiopian patterns. Sara's business not only celebrates Ethiopian heritage but also helps retrain Ethiopian weavers to sell their handmade products to higher-value markets. At an early age, Sara started drawing and creating images of the Anauk and Neur people with whom she grew up. She has taken that passion into adulthood and has become a voice for the many cultures of Ethiopia, using colors, designs, textiles and ceramics to bring out the best Ethiopia can offer to the world and creating jobs for her community in the process. With initial support from the USAID-funded AGOA Plus project, Sara went on to receive a letter of interest to finance the expansion of her business from the United States International Development Finance Corporation (previously the Overseas Private Investment Corporation) during the visit. Today, Muya products have earned their place on the shelves of high-end stores around the globe, and Sara has had a real impact on her community, employing over 500 while still growing.



Advisor Ivanka Trump touring Muya Textiles in Addis Ababa, Ethiopia with the owner and female entrepreneur, Sara Abera. (Photo: White House)

“

Starting and growing a business is one of the most powerful ways for women to overcome poverty and build a better future for themselves, their families, and their communities. Women in many countries have only a fraction of the legal rights of men, holding them back from opportunities for employment and entrepreneurship. That's not acceptable. Legal rights for women are both the right thing to do and good from an economic perspective. As a partner of W-GDP and with the backing of the United States as a founding donor government, the Women Entrepreneurs Finance Initiative (We-Fi) at the World Bank aims to promote women's economic empowerment by providing access to finance, markets, networks, and technology, while tackling laws and business practices that keep women from thriving in business. There's reason for optimism with social mores improving and many countries improving their regulatory environments for women. Still, much work remains, and the World Bank Group stands ready to help until every woman can move through her life without facing legal barriers to her success.

”

DAVID MALPASS, PRESIDENT OF THE WORLD BANK GROUP

“

The economic empowerment of all women is critical to achieving gender equality across the globe. It is one of the most important things we can do to advance an open, inclusive, accessible economy for everyone, everywhere.

I am proud of the work Visa is doing to promote gender equality and empower women and girls and I applaud the accomplishments of the Women's Global Development & Prosperity (W-GDP) initiative under the leadership of Advisor to the President Ivanka Trump. Addressing the challenges to economic empowerment of women and girls will require multi-stakeholder, public-private partnerships. It will also require an innovative and sustained focus on improving equal access to funding, networks and skills for women entrepreneurs. As an example of our work in this area, the Visa Foundation partnered with the United States Agency for International Development (USAID), the Aspen Network of Development Entrepreneurs (ANDE) Gender Equality Initiative, and W-GDP, to support investment for women-led small & growing businesses (SGBs) in select countries across South and Southeast Asia. Visa is committed to helping promote economic empowerment for women across the globe and is pleased to be able to collaborate with W-GDP.

”



AL KELLY, CHAIRMAN AND CEO, VISA INC.

Initiative Governance



THE W-GDP UNIT

NSPM-16 codified a White House-led Working Group to lead W-GDP policy coordination through a whole-of-government approach. The Assistant to the President for National Security Affairs, Assistant to the President for Economic Policy, and Advisor to the President Ivanka Trump serve as co-chairs of the Working Group. Over the past year, the United States government, through the Working Group, has made significant strides to reduce duplication and align our collective efforts.

To enhance coordination and successfully manage the growing day-to-day operations of W-GDP, the Department of State will now serve as the lead coordinating agency, under the policy leadership of the White House, to align robust policy engagement and innovative programs across the United States Government. The State Department, with its reach across more than 270 embassies, consulates, and diplomatic missions worldwide, is uniquely positioned to lead the foreign policy and diplomatic efforts of W-GDP through public diplomacy and private sector engagement.

A W-GDP Unit will be established, under the purview of the Ambassador-at-Large for Global Women's Issues Kelley E. Currie to coordinate the Department's work on W-GDP, liaise with the interagency, and support the White House-led policy process.

THE W-GDP FUND

To help operationalize the W-GDP Initiative, President Trump established the W-GDP Fund at USAID through NSPM-16. Evidence suggests that to successfully catalyze this change, women's economic programming should also strive to engage men and boys, address gender-based violence, and cultivate private sector and local partnerships.

The Fund's programs and activities focus on increasing access to workforce training, markets, credit, and financial products, as well as mentorship, leadership skills, household dynamics, decision-making, and control over economic resources. This type of holistic programming is necessary to spur systemic and sustainable change to empower women economically and ultimately advance peace, security, and stability for all.

The W-GDP Fund is focused on advancing the three pillars through mission-led programming, impact-driven grants, and innovative partnerships with the United States Government inter-agency, private sector companies, non-governmental and faith-based organizations, and other donors. The Fund identifies investment opportunities that align with the Initiative, have demonstrated effectiveness and opportunities to scale, and can deliver measurable impact.

Specifically, the investment must show that the programs and activities have demonstrated effectiveness and maximum impact by employing technically sound best practices and evidence-based models of successful women's economic empowerment programming. The investment must also detail how and why United States Government funding is uniquely required to achieve the program goals. Finally, investments must demonstrate the potential for scalability so other donors can have the confidence to invest when the investments are ready for scale. The emphasis on private sector engagement supports USAID's efforts to help move countries along the journey to self-reliance by promoting self-sustaining reforms and growth, especially when based on market forces without need for further donor contributions.



To date, \$300 million has been allocated to the Fund across Fiscal Years 2018, 2019, and 2020, demonstrating the Trump Administration's prioritization of the Fund and W-GDP as a signature foreign assistance initiative. Going forward, President Trump will continue to prioritize W-GDP in his Budgets, as memorialized in NSPM-16.

In July 2019, the W-GDP Fund announced its first round of **Incentive Fund** awardees – 14 new projects amounting to \$27 million with more than 200 public and private sector partners across 22 countries. The Incentive Funds were used to provide resources to promising and creative partnerships globally with the private sector, locally-led organizations, United States Government partners, and local governments.

The 14 awardees will aim to reach 100,000 women through their projects across 22 countries, including:

- **Benin. A Micro-Journey to Self-Reliance: Economic Reintegration for Victims of Gender-Based Violence:** Reintegrate at least 170 female victims of gender-based violence into the economy through increased employment and entrepreneurship opportunities.
- **Brazil, Chile, Colombia, Mexico, and Peru. Women Prospering in Technology:** Work with information and communications technology companies to equip 8,700 women with the skills needed for placement and promotion in tech sector jobs.
- **Côte d'Ivoire. Pro-Jeunes Vocational Training for Women in Energy:** Provide vocational training and support to 750 postsecondary young women in solar energy sales, installation, and service as entrepreneurs and employees for solar-powered micro-grids.
- **Ethiopia, Liberia, Mozambique, Tanzania, and Zambia. Property Rights for Women's Economic Empowerment:** Ensure women's property rights through revising laws and regulations to improve the ability of millions of women to own, inherit, or use land across Africa.
- **Georgia. Supporting Entrepreneurial Skills (YES-Georgia):** Provide focused technical assistance for 2,500 women entrepreneurs and employees to increase their earnings and facilitate access to finance for women entrepreneurs.
- **Ghana. USAID Global Development Alliance with Alaffia:** Establish new processing operations in Ghana to create employment opportunities for 9,500 women in Ghana and link them with markets in the United States.
- **India. Producer-Owned Women's Enterprises:** Create 28 women-owned enterprises in the creative manufacturing sector that will connect 6,800 women producers to commercial supply chains in natural and biodegradable products.
- **Indonesia. Jadi Pendusaha Mandiri (JAPRI): Becoming an Independent Entrepreneur:** Create 2,000 registered women-owned enterprises and support growth in income and revenue for 5,000 women in poultry supply chains.
- **Papua New Guinea. Women's Economic Empowerment:** Support the growth of 40 women-led enterprises while reforming discriminatory laws and business practices that affect 50,000 women in Papua New Guinea.
- **The Philippines. The Journey to Self-Reliance through Women's Economic Empowerment:** Work with the private sector to increase earnings for 3,800 women entrepreneurs and 12,000 households, and assist local governments to address barriers that prevent women's full economic participation.
- **Rwanda. Women in Rwandan Energy (WIRE):** Enable 1,400 women to break into the fast-growing energy sector, while working with the Rwandan Government and the private sector to give even more women the opportunity to enter this traditionally male-dominated field.
- **Senegal. Women's Entrepreneurship Promotion and Business Investment Activity:** Work with the private sector to create 1,500 new jobs for women in agribusiness and the Peace Corps to equip 20,000 women with the necessary skills to increase their earnings.

- **South Africa. Women Enabling Women:** Create an ecosystem of women's economic empowerment by establishing 1,000 women-owned child care centers, which will create jobs for thousands more women while reducing the burden of unpaid child care for women in the workplace.
- **West Africa. Women's Economic Empowerment in the West Africa Trade and Investment Hub (WATIH):** Ensure women-owned and managed Ghanaian agribusinesses will have greater access to markets for trade and investment.

In November 2019, the W-GDP Fund announced an **additional \$10 million in activities and new partnerships** that will leverage an additional \$5 million from the private sector. These activities and partnerships include:

- More than \$1.5 million for a collaboration with the Aspen Network of Development Entrepreneurs (ANDE), Visa Foundation, and USAID to implement the **Advancing Women's Empowerment Fund**, a catalyst fund in **South and Southeast Asia** that will help close the financing gap for women-led businesses. The W-GDP Fund invested just more than \$600,000 while the Visa Foundation added \$1 million to the initiative. This new catalyst fund will provide support to women entrepreneurs to fund more companies, build their capacity, and connect them with appropriate sources of capital to help them scale their businesses.
- The **Peace Corps and USAID** intend to collaborate to promote women's digital and financial literacy.
- **Bancamía partnership** to expand the **Partnering to Accelerate Entrepreneurship (PACE) Initiative into Colombia**. USAID's Revenue-Based Lending Acceleration initiative (\$800,000), a partnership in Colombia with Palladium and local bank Bancamía, will facilitate a new type of financial product that catalyzes private sector investment into early-stage, women-led businesses. It also bundles the financial product with specialized business development services, including training, group workshops, and individual consulting.
- The **Department of Commerce, the Government of the Dominican Republic, and USAID** (\$970,000) to revise procurement laws and practices to create greater opportunities for women-led businesses and provide technical assistance to help women-led businesses take advantage of those opportunities, consistent with the obligations of the Dominican Republic under international agreements.
- Three **major American apparel company partners** (Kontoor Brands, Levi Strauss & Co., and The Children's Place) will invest \$1.5 million, with a \$1 million investment from W-GDP, and will partner with USAID and the Solidarity Center, as well as local labor and women's organizations, and factory owners to increase women's safety and productivity at four major manufacturing facilities that employ more than 8,000 women located in **Lesotho**.
- **Mars, Inc.** to boost **women's economic empowerment in the shea supply chain in Ghana** through a \$4.5 million partnership with USAID. W-GDP will provide \$2 million in funding, leveraging an additional \$2.5 million from Mars. This partnership aims to transform the sector by establishing a sustainable supply chain for shea nuts by providing resources to these women-led businesses that will increase production efficiency and product quality, introduce crop rotation to provide additional income generating activities, and improve access to financial products that help them reinvest and grow their businesses.
- **NASA, USAID, and regional, technical institutions** around the world will partner through the global SERVIR network to close the gap between higher education and employment and advancement of women in STEM careers (\$970,000). The SERVIR program empowers people with satellite data, science, and technology to improve environmental decision-making among 23 developing nations. New activities will support training, internships, and mentorship for women in higher education to launch their careers.
- The Fund will also support a second round of the **W-GDP WomenConnect Challenge**, launched in 2018 to address the gender digital divide. The second round awarded \$2 million across three organizations that will use digital innovations to support the three W-GDP pillars:

- ◆ **Pillar 1: Women Prospering in the Workforce:** Dimagi Inc., in partnership with Women for Women International (WfWI) and IDEO.org, will create “Coach Carene,” a chatbot that will provide vocational and financial literacy training and resources for women in Rwanda.
- ◆ **Pillar 2: Women Succeeding as Entrepreneurs:** United Purpose, in collaboration with women community collectives in Senegal, will develop Tekki Jigeeen, a digital program that provides rural women with entrepreneurial training, resources, and banking services to help them overcome barriers they face in agricultural value chains.
- ◆ **Pillar 3: Women Enabled in the Economy:** Solidaridad will link women dairy farmers in Bangladesh to formal supply chains. In this project, women across five districts will have the opportunity to enroll in a mobile money program that includes financial literacy trainings, resources to improve joint decision making in the family, and access to modern dairy practices.

In addition to these major announcements, in its first year the W-GDP Fund also supported:

- **The Women’s Impact Livelihood Bond II:** A partial guarantee of \$100 million in loans to women entrepreneurs and businesses that support women in South and Southeast Asia.
- **PepsiCo Partnership:** A USAID and PepsiCo partnership in West Bengal, India, to scale women’s economic empowerment throughout PepsiCo’s agriculture supply chains.
- **Engendering Utilities Partnerships:** A program expansion to increase participation and leadership of women in the energy sectors of Malawi, Mozambique, Kosovo, El Salvador, Ghana, and Liberia.
- **World Cocoa Foundation:** In April 2019, Adviser Trump and Administrator Green announced a renewed public-private partnership through USAID’s W-GDP Fund and the World Cocoa Foundation for \$2 million, which will catalyze private sector investment in women workers of the cocoa industry. USAID will deepen its partnership with the cocoa industry in Côte d’Ivoire, Ghana, Nigeria, and Cameroon to improve the productivity and sustainability of cocoa production, as well as support the economic empowerment of women farmers.
- **2X and USAID Partnership:** In conjunction with the DFC’s 2X Americas commitment, of \$500 million, USAID will provide \$1 million in W-GDP funds for technical assistance to support and build the capacity of women-owned businesses and women entrepreneurs in the Americas region, as well as financial institutions that receive financing from DFC.
- **USAID Paraguay:** Advisor Trump and Administrator Green announced in Asuncion, Paraguay, that with W-GDP funding, USAID Paraguay will provide mini-grants to foster entrepreneurship among rural women and support their access to productive economic resources. The United States Government will fund technical assistance for these women in entrepreneurship, business development, and family finances to ensure they have the tools they need to start and grow their businesses. In addition, USAID Paraguay will help interested women learn how to benefit from existing government land tenure programs that traditionally focus almost exclusively on men.

Going forward, the W-GDP Fund will continue to prioritize new and innovative partnerships, including in areas such as land titling for women and village savings and loan associations, while also working to catalyze outside partners and further integrate Federal departments and agencies to fully support this whole-of-government effort.



“

We know that investing in women builds countries that are resilient and self-reliant. The Women's Global Development and Prosperity Initiative will accelerate the achievement of these goals by leveraging the collective resources and expertise of the United States Government to unlock the full economic potential of women around the world.

”



USAID ADMINISTRATOR MARK GREEN

WOMEN'S GLOBAL DEVELOPMENT AND PROSPERITY INITIATIVE



FY18 ENGAGEMENT



Agency Highlights

In order to achieve W-GDP's objectives, President Trump directed through NSPM-16 the greater prioritization of global economic empowerment for women by departments and agencies, under the policy direction of the White House-led Working Group.

Across the government, this includes a directive for departments and agencies to source and scale the most innovative and impactful programs, while also reviewing and terminating programs failing to meet their objectives. To track and analyze impact, the President directed the Working Group to develop rigorous metrics, which are outlined later in this report.

From a budget perspective, in order to achieve W-GDP's goals, the President directed the prioritization of women's economic empowerment within agency budget proposals and appropriated resources, as well as an annual commitment to attribute no less than \$300 million per fiscal year to programs that further the objectives of W-GDP, subject to the availability of appropriations.

In the Initiative's first year, a number of impactful changes have occurred across the United States Government in furtherance of W-GDP, reinforcing this government-wide effort.



Women singing and dancing during the inaugural W-GDP trip to Cote d'Ivoire. (Photo credit: USAID)

The **W-GDP Fund** has pursued innovative methods to inspire creative solutions to barriers facing women's economic empowerment, both within USAID and across the interagency:

- **USAID Incentive Funds:** In March 2019, USAID launched a competition among its missions and operating units for incentive funding to promote W-GDP through new and existing activities. In response, more than 60 missions and operating units submitted a total of 123 concept notes. After thorough review, involving nine interagency partners and 47 USAID technical specialists, USAID awarded \$27 million across 14 activities working in 22 countries. The competition for W-GDP funding catalyzed cross-sectoral thinking on women's economic empowerment throughout USAID, with many of the concepts emphasizing connections between women's economic empowerment and political leadership, gender-based violence, and the burdens of unpaid care.

“

Governments must make women's empowerment a central policy priority for global communities and economies to thrive and society to achieve important steps towards gender parity and sustainable development. I commend the United States for this initiative and its efforts to advance economic opportunities for women throughout the world.

”



ANTÓNIO GUTERRES, UNITED NATIONS SECRETARY GENERAL



Advisor Ivanka Trump meets local women en route to the co-operative Cocoa Farm in Adzope, Cote d'Ivoire. (Photo Credit: U.S. Embassy Abidjan)

- **Enhanced Interagency Collaboration:** The Fund is dedicated to supporting collaborative interagency activities and programs that leverage the unique competencies of each organization towards outcomes that are greater than the sum of their parts and that inspire institutional change in support of the three pillars of W-GDP. Recent interagency partnerships include:
 - ◆ **USAID and DFC:** During the W-GDP delegation to Paraguay, USAID committed \$1 million from the W-GDP Fund for technical assistance to support and build the capacity of women-owned business and women entrepreneurs in the Americas region, as well as financial institutions that will receive on-lending from W-GDP 2X, managed by DFC. USAID technical assistance, will ensure that women have the support they need for their businesses to thrive and financial institutions are better-positioned to support female borrowers in the region.
 - ◆ **USAID and Commerce:** The W-GDP Fund is supporting the Department of Commerce's work in the Dominican Republic through the Commercial Law Development Program, which works with the Government of the Dominican Republic to revise procurement legislation to create greater opportunities for women-owned businesses, and works with women-owned businesses to take advantage of those opportunities consistent with the obligations of the Dominican Republic under international agreements.



Vice President Mike Pence and Advisor Ivanka Trump attended the Summit of the Americas in Lima, Peru to help advance women's economic participation globally. (Photo Credit: Official White House Photo)

Beyond the W-GDP Fund and across the broader U.S. Government, significant changes are underway among departments and agencies, including:

The **U.S. International Development Finance Incorporation** (DFC) has taken significant steps to incorporate a gender lens across all of the agency's investments, in order to meet W-GDP's objectives. In 2018, DFC launched the 2X Women's Initiative to mobilize \$1 billion for women-owned, women-led, and women-supporting businesses. DFC has gone on to surpass that goal while also launching regional efforts – 2X Americas to mobilize \$500 million for women, which has since expanded to a \$1 billion goal, and 2X Africa to mobilize \$1 billion for women. In 2018, DFC also mobilized G7 members to similarly commit their development finance institutions to follow the 2X criteria and prioritize gender-lens investing, with a collective commitment to mobilize \$3 billion for the world's women.

In the beginning of 2019, DFC added the Managing Director (MD) for Global Women's Issues to its investment committee. Now, the MD must evaluate and approve every project that DFC considers, meaning that each project team must ask gender questions and incorporate gender considerations as it structures a project. This is not only creating an internal institutional change at DFC, but also changing how DFC engages with its clients and partners to be more inclusive of women.

In support of W-GDP, the **Millennium Challenge Corporation (MCC)** has taken steps to better integrate gender and women's economic empowerment into MCC programming, establishing a working group to strengthen the Constraints Analysis (CA) and the Root Cause Analysis (RCA) processes. During the first phase of program development process, the CA identifies the binding constraints to private investment and entrepreneurship that hold back economic growth in the country the most, examining areas where gender inequalities might represent a constraint. The RCA identifies the underlying reasons why a specific constraint(s) is binding, specifically considering constraints that may result from gender inequities. Through a new tool, the Constraints to Women's Economic Participation (CWEP), MCC assesses the issues that most constrain women's economic inclusion, whether in the formal labor market, informal employment, or as entrepreneurs.

MCC has also expanded the Gender in the Economy Indicator on the MCC scorecard, the tool used to evaluate potential country partners. In 2019, MCC applied for the first time an expanded version of its Gender in the Economy indicator to country scorecards. Based on the World Bank's Women, Business and the Law data, the expanded Gender in the Economy indicator more fully incorporates key laws related to women's economic empowerment. Specifically, MCC went from counting 10 issue areas captured in the World Bank's Women, Business, and the Law dataset to 40. The Indicator now covers areas like gender-based violence, legal protections of women's inheritance and ownership of property, and job restrictions for women.



Advisor Trump with female cocoa farmers at the co-operative Cocoa Farm in Adzope, Cote d'Ivoire. (Photo Credit: U.S. Embassy Abidjan)

MCC is also undertaking better early analysis. After MCC's Board of Directors selects a country as eligible for MCC investment, MCC undertakes an analysis of social and gender inequalities that may characterize the economy or shape policies and institutions that influence how economic growth impacts poverty and different groups within a society. In partnership with leading experts on women's economic empowerment such as Brookings and IFPRI, MCC is working to strengthen and expand its diagnostic tools to better account for gender inequities and gender-specific constraints to growth, including through a pilot exercise in Malawi. This fresh look at MCC's analytical toolkit will allow the Agency to use the evidence-based approach of MCC's model to even greater impact.

Last, MCC is pursuing more impactful partnerships. In the past year, MCC has entered into a number of partnerships that will allow the Agency to further its work to ensure that women have equal access to the benefits of program investments globally. This includes work through WEConnect to enhance gender inclusivity in MCC Program Procurement Guidelines and related bidding documents and procedures.

Living and working at the grassroots level, **Peace Corps** Volunteers address the unique challenges that women face in seeking economic opportunity on a daily basis, reaching hundreds of thousands of women in more than 60 countries each year and across all six sectors of Peace Corps' work. More than 4,400 Peace Corps Volunteers supported W-GDP-aligned projects in the past year, out of nearly 7,000 Volunteers total. In 2019, Peace Corps Director Jody K. Olsen and other agency leaders embarked on a series of speaking engagements at American colleges, including Harvard University and UCLA, to illuminate the Peace Corps' role in advancing women's empowerment. The agency also published an online guide for Volunteers focused on women and development and made grants available to carry out W-GDP projects.

There has also been significant progress toward W-GDP's objectives in multilateral fora, including the Asia Pacific Economic Cooperation (APEC), G7, and G20, each of which included a focus on women's economic empowerment this year.



Advisor Ivanka Trump visits a bakery business in JuJuy, Argentina owned by Graciela, a long-time ProMujer microcredit beneficiary. (Photo Credit: U.S. Embassy Buenos Aires)

As part of APEC, in September 2019, the **Department of Commerce** partnered with the Global Innovation Forum to host a discussion about how women entrepreneurs can use social media to engage in global trade. The women entrepreneurs identified specific policy areas that could be improved to facilitate greater access to global markets, including ensuring access to the global digital economy and non-discriminatory access to technology, equal access to tools and resources designed to connect businesses to global markets, and further development of trade promotion and digital skill training programs. The policy recommendations will be used to design future APEC workshops on women's economic empowerment.

As this work continues, Departments and Agencies, under the leadership of the White House and State Department, will continue to find new and innovative ways to collaborate and prioritize women's economic empowerment throughout their work, truly harnessing the spirit of this whole-of-government effort.

“

In its inaugural year, the W-GDP initiative is an impressive and important addition to the global development portfolio, bringing the power of empowering women economically to center stage. Uniting leaders from both parties and both ends of Pennsylvania Avenue, this game-changing initiative is focused to make a big impact on America's security and economic interests.

”

LIZ SCHRAYER, PRESIDENT AND CEO,
UNITED STATES GLOBAL LEADERSHIP COALITION (USGLC)

“

We know women and girls are especially vulnerable to hunger and malnutrition. W-GDP works to change that by building networks and partnerships to support the economic empowerment of women everywhere by helping them access the education, training and employment opportunities that allow entire families and communities to thrive.

”

DAVID BEASLEY, EXECUTIVE DIRECTOR OF THE WORLD FOOD PROGRAMME

Partnerships

Consistent with the vision of President Trump in NSPM-16, the United States Government is committed to advancing women's economic empowerment through catalytic investments, bilateral collaboration, and innovative partnerships with the private sector and non-governmental organizations. Private sector engagement and partnerships remain crucial to meet our ambitious goal of reaching 50 million women across the developing world by 2025.

Since the launch of W-GDP, departments and agencies have partnered with multinational corporations, multilateral development banks, and numerous civil society and private sector partners to leverage our collective expertise for the greatest impact. Going forward, the United States commits to increasing our private sector and outside group engagement.

W-GDP PARTNERSHIPS BY PILLAR:

Significant new and impactful partnerships have been pursued in furtherance of W-GDP's objectives with outside partners, often cutting across one or more of the Initiative's three pillars. An illustrative list of major partnerships across each of W-GDP's pillars follows.

Pillar 1

WomenConnect Challenge: Launched in 2018 by Advisor Trump and USAID Administrator Mark Green, the WomenConnect Challenge (WCC) is a global call for solutions to improve women's participation in everyday life by meaningfully changing the ways women and girls access and use technology. After two Challenge rounds, USAID has awarded over \$2.9 million to 12 grantees working to bridge the gender digital divide so that women can fully participate in the global economy.

In 2019 the **Department of Labor launched the \$5 million EQUAL** project focusing on empowering vulnerable and impoverished women and girls in the agriculture sector in Mexico, particularly those in sugar and coffee growing communities. The project aims to economically empower women by piloting innovative interventions addressing legal and cultural barriers to enhanced economic participation, as well as access to essential resources, including microcredit, extension services, agricultural inputs and increased land ownership.

In November 2019, **USAID announced a new partnership with Mars** to advance women's economic empowerment. USAID Administrator Mark Green and Mars Board member Frank Mars signed an MOU and highlighted a first activity under the MOU in support of W-GDP to empower more than 10,000 women in Mars' shea supply chain in Northern Ghana. The project activities will be designed with local organizations, supporting the evidence that women's economic empowerment and inclusion in value chains plays a pivotal role in the sustainable development of rural economies. This shea project will contribute towards more inclusive growth, improved women's status and involvement in the rural workforce in Ghana, and increased women's access to economic resources and opportunities.



USAID Administrator Mark Green and Advisor Ivanka Trump visiting a co-operative Cocoa Farm in Cote d'Ivoire.
(Photo Credit: White House)

IMPACT STORY:

Lillian Achomo, Kenya

W-GDP WomenConnect Challenge

Lillian Achomo is a Project Manager at AFCHIX, a grantee of the WomenConnect Challenge, a global call for solutions to improve women's participation in economic and social life by changing the ways women and girls access and use technology. Advisor Trump met Lilian at the White House for the launch of the W-GDP initiative in February 2019. AFCHIX creates opportunities for rural women in Kenya, Morocco, Namibia, and Senegal to operate local internet service providers and work as network engineers. Not only does it improve connectivity and build the capacity of communities to establish and maintain telecoms infrastructure—it helps women establish their own companies, provides essential services, and positions women as role models in their communities.



Lillian Achomo (right) looks on as President Donald J. Trump signs a National Security Presidential Memorandum prioritizing global women's economic empowerment. (Credit: Official White House Photographer, Joyce Boghosian)

“

UPS is proud to be a partner in the White House’s W-GDP initiative. As a strong advocate for diversity and inclusion, UPS is committing our resources and expertise to empower more women to engage in global trade. In the rapidly evolving world economy, we know that investing in women is not only the right thing to do—it’s a smart business decision, too.

”



DAVID ABNEY, CHAIRMAN AND CEO OF UPS

Pillar 2

One of the earliest W-GDP partnerships was the establishment of the **Women Entrepreneurs Finance Initiative** (We-Fi) at the G20 in 2017. The United States was a founding member of the We-Fi, contributing an initial \$50 million to galvanize more than \$300 million from other nations to address the credit gap facing women-owned small- and medium-sized enterprises (SMEs). We-Fi engages private sector finance through multilateral development banks to catalyze increased lending and investment for women's businesses, and combines that with complementary technical assistance to enable women-owned and women-led enterprises to thrive. The Department of the Treasury leads the interagency efforts in We-Fi through serving as the United States Member on the Governing Committee. In this role, Treasury coordinates the U.S. government position on programs supported by We-Fi and advances U.S. foreign policy and development objectives through the We-Fi's implementing partners. The United States is also the Chair of the Governing Committee, providing a further platform for United States leadership on promoting women's entrepreneurship.

Since the launch of We-Fi, the United States has gone on to support Regional We-Fi Summits to highlight the challenges and opportunities facing women entrepreneurs in specific regions. In April 2019, the first We-Fi Regional Summit was held in Côte d'Ivoire focused on women entrepreneurs in West Africa, and in February 2020, the second We-Fi Regional Summit held in Dubai focused on women entrepreneurs in the Middle East and North Africa. Advisor Trump provided keynote remarks at both Summits and was joined by international leaders in pressing for substantive outcomes.

Through the **W-GDP Fund**, the United States has pursued a number of impactful partnerships with the private sector, cutting across all three pillars. In support of Pillar 2, specifically, these have included:

- In February 2019, USAID announced an **MOU with United Parcel Service** (UPS) to improve women entrepreneurs' ability to export. Together, UPS and USAID seek to empower women entrepreneurs around the world across all three Pillars of W-GDP.
- In June 2019, USAID Administrator Mark Green, PepsiCo Director of Sustainable Agriculture Margaret Henry, and the President of the PepsiCo Foundation Jon Banner, signed an **MOU, to expand collaboration between USAID, PepsiCo, and the PepsiCo Foundation**. The new global agreement lays the foundation for co-creation and co-investment by USAID, PepsiCo, and the PepsiCo Foundation to help underserved communities around the world address food and water challenges sustainably by enhancing agricultural productivity. Two programs are already planned in India to empower women, advancing development goals associated with the three Pillars of W-GDP.
- In June 2019, USAID announced **a new partnership with MasterCard** to advance women's economic empowerment. Advisor to the President Ivanka Trump and MasterCard CEO Ajay Banga highlighted this commitment at the Global Entrepreneurship Summit in the Netherlands. This partnership will seek to economically empower women around the world with digital and financial literacy skills, provide women entrepreneurs with access to capital and other financial services, and promote enabling environments for women to succeed in the global economy.

In April 2019, DFC joined Advisor to the President Ivanka Trump in Ethiopia to launch **2X Africa**—a commitment to catalyze \$1 billion of investment in businesses and funds that economically empower women. Through the 2X Africa Initiative, W-GDP is helping unleash the enormous opportunity that the region's women represent. DFC financing to Union Bank of Nigeria, for example, is supporting lending to women-owned SMEs to help them build thriving businesses across the country. Africa has more female entrepreneurs than anywhere else in the world, yet persistent challenges like the lack of access to credit often prevent these women from reaching their full economic potential. The challenges these female entrepreneurs face accessing loans to start or grow a business cost the economies of Sub-Saharan Africa an estimated \$95 billion every year.

Fund Mujer, an alliance between DFC and the Inter-American Development Bank to advance gender-focused investing in Latin America, further supports W-GDP's objectives. In September, DFC and IDB joined Colombian President Ivan Duque and Advisor to the President Ivanka Trump to announce letters of intent to provide financing to MAS Equity Fund IV and Altra Fund III, two Colombian private sector investment funds that will apply a gender lens to their investments. Both funds will address the steep barriers women-owned small businesses in Latin America face when seeking to access credit to start or grow a business. When the Fund Mujer initiative was first launched in 2018, it was unclear whether any gender-focus funds existed. By identifying and supporting these funds, Fund Mujer will empower more of the women who are critical to economic growth across Latin America.

The **Academy for Women Entrepreneurs (AWE)** was launched by the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) in support of W-GDP's Pillar 2 to support women entrepreneurs around the world. In its inaugural year, AWE engaged more than 2,000 women in 26 countries in a facilitated learning experience that supported their efforts to turn entrepreneurial ideas into successful businesses. Advisor to the President Ivanka Trump addressed the first cohort of AWE participants in Colombia, saying, "This training will have a ripple effect through communities as (AWE participants)... are able to bring jobs and new economic opportunities to their areas." AWE uses the online platform DreamBuilder created by American global mining company Freeport-McMoRan and Arizona State University's Thunderbird School of Global Management to inspire and train women entrepreneurs. The curriculum provides women from around the world with fundamental business skills, including how to create business plans and raise capital. AWE supplements that core curriculum with localized content, mentoring, and networking opportunities that support women to accomplish their business goals.

Among the first four country cohorts of AWE that graduated in summer/fall of 2019, highlights include: 100% of the respondents would recommend the Academy for Women Entrepreneurs to other women in their network; 97% of respondents already have or plan to implement items from their Business Plan developed during the training; and 53% of women plan to implement items from their action plan.



*Advisor Ivanka Trump in Bogota, Colombia at the launch of the State Department's Academy for Women Entrepreneurs.
(Photo Credit: Kevin Lamarque, Reuters)*

IMPACT STORY:

Claudia Garcia, Chile

W-GDP AWE Graduate



Claudia Garcia (center), joined by Chargé d'Affaires Baxter Hunt (left) and the Bureau of Educational & Cultural Affairs (ECA) Deputy Assistant Secretary Aleisha Woodward (right), at the graduation ceremony of the Academy for Women Entrepreneurs (AWE) in La Serena. (Photo credit: U.S. Embassy in Santiago)

In Chile, Claudia Garcia was selected by the group of 28 graduates of the first Academy for Women Entrepreneurs (AWE) pilot in the hemisphere to be the valedictorian speaker. Her final pitch made her the recipient of the highest award of seed money to take her business to the next level. Claudia created FranKa to show her beloved town of Coquimbo to the world. A souvenir manufacturer, her shop showcases local craftwork and accessories with a mind for sustainability, tourists, and positive work practices for employing women with families. Born and raised in Coquimbo, married with three children, Claudia never thought she would set up her own business. Not one to settle, she managed to study creative pastry and souvenir manufacturing which led her to create FranKa. With the help of other entrepreneurs, she is marketing, distributing, and creating a network that allows them all to sell their complementary products together. Claudia set up her store in the port of Coquimbo and just recently incorporated a credit card payment system. She has also created a social media presence on Facebook and Instagram, looking further at Google Maps to install sale sites in strategic touristic points. She is expanding to include other artisans, and has acquired two different stamping machines for t-shirts and for cups and bowls. She would like to expand her business to airports, and create jobs for women who need more flexibility and work/family balance. Claudia exemplifies what AWE and DreamBuilder hope to achieve. Her leadership focuses on strengthening women's participation in the workforce and the creation of new businesses run by women. Mujeres del Pacifico hopes to call on her in the future to represent the power behind the platform and to encourage other women to be part of AWE.



The inaugural W-GDP International Visitors Leadership Program (IVLP) participants at Meridian International in Washington, DC. (Photo Credit: State Department)

Pillar 3

To support Pillar 3 of the W-GDP initiative, the State Department's ECA Bureau created an exciting **new International Visitor Leadership Program (IVLP) on “Overcoming Barriers to Women’s Economic Participation.”** In September 2019, the inaugural 18 participants from around the world traveled to five United States cities – Washington D.C., San Francisco, Kansas City, Des Moines, and New York City – to explore best practices for removing restrictive legal, regulatory and cultural barriers to women’s full and free economic participation. The inaugural participants represented leaders from Burma, Chile, Costa Rica, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Republic of Kosovo, Lesotho, Malaysia, Morocco, Nigeria, Paraguay, Philippines, Rwanda, Sri Lanka, and Uganda. The project concluded in New York City with participation in the ninth annual Concordia Summit featuring a robust roundtable discussion with Advisor Trump, Assistant Secretary of State Marie Royce, and Goldman Sachs Executive Dina Powell. Other meetings included the Council on Foreign Relations, Visa, Goldman Sachs, and a networking reception hosted by MasterCard. Following the W-GDP Pillar 3 framework, the 18 program participants developed action plans, facilitated by USAID and the Center for International Private Enterprise (CIPE), to address legal, regulatory, and cultural barriers to women’s economic participation in their home countries. As part of their commitment to these plans, the participants will meet with their respective embassies to discuss next steps, and contact each other after three months for a progress update. There is early evidence of the positive impact of the W-GDP IVLP, as the participants from Costa Rica and Malaysia were already contacted by their national governments to discuss support for their work and possible collaborations to advance economic opportunities for women in their countries.

In April 2019, **MCC and the Government of Côte d'Ivoire** launched a new gender unit within the Ivoirian Ministry of National Education to focus on improving education and training for girls and women to strengthen the workforce and meet the needs of the Ivoirian private sector. Advisor Trump and MCC officials celebrated the launch of the gender unit in Abidjan. The gender unit is a requirement for funding of the Skills for Employability and Productivity Project under the five-year \$524.7 million MCC Côte d'Ivoire Compact. The country is also creating a new Gender in Education Policy to promote gender equality and women's economic empowerment.

In July 2019, Advisor Trump and MCC applauded the government of Côte d'Ivoire for updating its family code to give wives more equal say in managing household assets and making financial decisions. This is in addition to new measures to ensure that widows are entitled to inheritances, additional protections against domestic violence, and setting the minimum age for marriage at 18 for both women and men. These legal reforms will eventually be reflected in MCC's scorecard through the Gender in the Economy Indicator.

As a part of **Morocco's Employability and Land Compact with MCC**, the Government of Morocco recently reformed legislation to revise the structure and administration of communal lands. Advisor Trump worked with the Government of Morocco to advance this priority, and celebrated the start of implementation during her visit to the country in November 2019. Land titling and inheritance rights are crucial to women's economic participation in Morocco. The MCC Morocco Compact is also supporting TVET centers that will train women and men in relevant skills demanded by the private sector and is providing career counseling to connect them with private firms that seek their expertise.



Advisor to the President Ivanka Trump and Millennium Challenge Corporation (MCC) CEO Sean Cairncross walk among Gharb region olive groves with four women beneficiaries of the MCC Compact. (Photo Credit: Official Photo by Yassine Ameur)

“

Efforts like this can drive real change, particularly in a world where no one player alone can solve the world's challenges. Bringing the public and private sectors together will truly empower women and support them as catalysts for growth, innovation and social change. Their ambitions to build successful businesses can fuel stronger, more sustainable economies.

”



ANN CAIRNS, VICE CHAIRMAN, MASTERCARD

Metrics

Through NSPM-16, President Trump directed the White House-led Working Group to develop rigorous metrics to track W-GDP's impact across departments and agencies. NSPM-16 further committed to the release of an annual report documenting that progress, particularly against W-GDP's target of reaching 50 million women by 2025.

The impact made during W-GDP's first year, as captured below, builds on 2 years of programs launched from the start of the Trump Administration in 2017, including We-Fi and 2X.

The following tables serve as the first public documentation of progress made toward W-GDP's objective of reaching 50 million women, as well as additional indicators developed by the White House-led Working Group, and overall progress made toward prioritizing United States Government budgetary resources and catalyzing those of outside partners.

Table 1. Women Reached through U.S. Government Programs and Partnerships

	FY 2017	FY 2018	FY 2019
GRAND TOTAL	9,600,557	10,006,655	12,178,351
Of which, State	477,205	501,568	522,303
Of which, Commerce	335	30	71
Of which, Labor	797,884	876,336	932,315
Of which, USAID	7,796,807	8,006,362	8,898,476
Of which, MCC *	39,249	24,131	7,731
Of which, Peace Corps	230,234	245,418	318,041
Of which, DFC **	80,581	148,409	1,171,985
Of which, IAF	38,785	15,079	26,646
Of which, USADF	139,477	108,741	300,783

**The MCC total includes only "participants," which MCC defines as "individuals who take part in an MCC-funded project." MCC's numbers do not reflect beneficiaries, which MCC defines as "individuals who experience better standards of living as a result of the project, primarily through higher real incomes."*

***DFC estimates women reached based on a five-year time horizon for projects committed to within a given fiscal year, which have been spread evenly across the years for the purposes of this Report.*



Advisor Ivanka Trump with YALI women prior to the 2X event hosted in Addis Ababa, Ethiopia.
(Photo Credit: U.S. Embassy Addis Ababa)

Table 2. Additional Illustrative Indicators from United States Government Programs and Partnerships by W-GDP Pillar *, **

	FY 2017	FY 2018	FY 2019
Pillar 1			
1.1 Number of women participating in United States Government-supported workforce training programs	3,026,175 women	2,850,976 women	1,918,660 women
1.2 Number of jobs attained by women after participating in United States Government programs	34,006 jobs	17,337 jobs	9,107 jobs
1.3 Number of women whose working conditions have improved after participating in United States Government programs	890,761 women	1,618,584 women	2,769,470 women
Pillar 2			
2.1 Number of women participating in United States Government-supported entrepreneurship training and technical assistance	2,313,904 women	1,615,082 women	993,255 women
2.2 Number of women-led businesses receiving financing through United States Government programs***	769 women-led businesses	1,384 women-led businesses	9,845 women-led businesses
2.3 Number of women accessing financial services through United States Government programs	210,599 women	356,624 women	1,454,598 women
2.4 United States Government-supported loan amounts to women-led businesses	\$423 million	\$774 million	\$1.6 billion
2.5 Number of women participating in United States Government-assisted programs designed to increase access to economic assets	2,070,016 women	1,414,993 women	1,810,629 women
Pillar 3			
3.1 Number of legal instruments adopted with United States Government assistance to promote gender equality or non-discrimination ****	4 legal instruments	4 legal instruments	5 legal instruments
3.2 Number of stakeholder groups that have received United States Government assistance to improve working conditions, combat discrimination, and/or improve compliance with worker rights and safety and labor standards	5,612 stakeholder groups	4,545 stakeholder groups	4,431 stakeholder groups
3.3 Number of persons participating in United States Government-supported activities promoting attitudes, behaviors, and actions to advance women's economic empowerment	4,449,608 persons	6,206,220 persons	9,109,906 persons

* Figures represent the collective contributions of all participating departments and agencies.

** As some indicators capture different aspects of the same investments, some beneficiaries may be reported in more than one indicator.

*** This indicator does not yet include data from USAID, and so may be revised in future editions of the W-GDP Annual Report, once that data is collected.

**** This data reflects only legal instruments adopted, and not policies adopted by other governments, or policies and laws which are under development but not yet passed into law.

Table 3. Total United States Government Funds Attributed to the Objectives of W-GDP

(\$ in millions)	FY 2017	FY 2018	FY 2019
GRAND TOTAL	414	455	**
Of which, State ***	122	90	**
Of which, Commerce	*	*	*
Of which, Labor	*	*	*
Of which, USAID	292	365	**
Within which, W-GDP Fund	-	100	100
Of which, MCC	*	*	*
Of which, IAF	*	*	*
Of which, USADF	*	*	*

* Due to differences in budgeting, this table includes only funds attributed to W-GDP by year of appropriation, as tracked by the State Department and USAID. This table does not include funds obligated or expended by fiscal year, as tracked by the remainder of departments and agencies represented on this table.

** State and USAID generally have 2 years to obligate their appropriated funds and begin in the second year after plans have been approved by Congress. Attributions for W-GDP are not yet final for FY 2019.

*** Note that the State Department's FY 2017 allocation includes a one-time contribution of \$50 million to the Women Entrepreneurs Finance Initiative (We-Fi), leading that fiscal year's attributed level to be atypically high.



Advisor Ivanka Trump and USAID Administrator Mark Green met with female entrepreneurs in the coffee industry during their visit to Addis Ababa, Ethiopia. (Photo Credit: White House)

TABLES 4.1 AND 4.2. TOTAL CATALYZED NON-UNITED STATES GOVERNMENT FUNDING ATTRIBUTED TO THE OBJECTIVES OF W-GDP

Table 4.1 Public-Private Partnerships

(\$ in millions)	FY 2017	FY 2018	FY 2019
GRAND TOTAL	442	187	**
Of which, State (We-Fi)*	304	-	**
Of Which, State (Other Partnerships)	1	-	**
Of which, USAID	127	176	**
Of which, MCC	2	3	**
Of which, Peace Corps	1	1	**
Of which, IAF	3	4	**
Of which, USADF	1	2	**

* The United States Government's \$50 million contribution to We-Fi in FY 2017 helped to catalyze an additional \$304 million in contributions from other countries. All of those one-time contributions are attributed to FY 2017, leading to an unusually high-level of catalyzed partnership funding for that fiscal year.

** Data on FY 2019 public-private partnerships is not yet available for all agencies.

Table 4.2 United States Government Credit Programs
(loan amounts supported)

(\$ in millions)	FY 2017	FY 2018	FY 2019
GRAND TOTAL	448	793	1,638
Of which, DFC *	379	712	1,481
Of which, USAID **	68	81	156

* DFC has counted finance and insurance commitments benefiting women-owned and women-led businesses globally. This includes DFC direct loans, loan guarantees, and mobilized funding from a variety of private and public sector sources.

** USAID has counted commitments made that benefit women borrowers globally through the Development Credit Authority.

“

The Trump Administration's W-GDP Initiative is an extraordinarily powerful way to boost global economic development, and, at the same time, to bolster the dignity and worth of women by pushing for the economic rights and tools they should be afforded under the rule of law. Give women the legal right to enter into contracts and to own property, and they will help bring the economies in their developing countries to new and exciting heights!

”



LEONARD LEO, THE FEDERALIST SOCIETY

IMPACT STORY:

Peace Corps and Paraguayan Women



USAID Administrator Mark Green, Peace Corps Director Jody Olsen, and Advisor Ivanka Trump visit El Granel Coffee Shop in Asuncion, Paraguay. (Photo Credit: U.S. Embassy Asuncion)

In Paraguay, Peace Corps Volunteers are bringing women together to pursue entrepreneurial projects that enable them to better support their families and make their voices heard. They help women access critical resources through a community savings group and a small farming organization, providing many Paraguayan women with their only access to capital and the ability to launch new businesses. Peace Corps Volunteer Daniela Lopez of North Carolina and her counterpart Zulma Mariza Godoy de Vallejos organized a new women's committee, Comité Tory Pape ("with joy" in Guaraní), to start a community garden for improved household nutrition and income generation. Together, they provided technical support in the areas of organic gardening, animal husbandry, project planning and nutrition. They also organized a farmer's market to promote and provide a space for small producers, mostly from women's committees, to sell their vegetables and animal products. Nearby, Peace Corps Volunteer Michyla Lindberg of Washington and her counterpart Estela Portillo started a community savings group, which meets weekly in Estela's house. The members get together to deposit their savings in a safe deposit box, support each other in their savings goals, and plan income generating activities to supplement the money in the bank.

Conclusion

As the President's National Security Strategy states, "Societies that empower women to participate fully in civic and economic life are more prosperous and peaceful. We will support efforts to advance women's equality, protect the rights of women and girls, and promote women and youth empowerment programs."

In its first year, W-GDP has reached 12 million women and taken bold steps to fulfill this mandate, from ramping up the Initiative's policy focus on legal reforms to launching new partnerships with the private sector through the W-GDP Fund.

As we celebrate W-GDP's first year, we are pleased to highlight progress made and new efforts being launched as the State Department takes on lead agency responsibilities for W-GDP. As we look ahead to the Initiative's second year, the United States will continue to prioritize W-GDP through diplomatic engagement and foreign assistance programs, in collaboration with partners.

Addressing barriers to women's economic empowerment is critical but complex. The United States will continue to pursue a multi-pronged approach, prioritizing work across W-GDP's three pillars, in collaboration with partners around the world to achieve lasting impact.



Advisor Ivanka Trump embraces Cruz Elodia Cordoba, a business owner and Academy for Women Entrepreneurs participant. (Photo Credit: Kevin Lamarque, Reuters)

“

**We ask leaders everywhere
to join us as we work toward a future
in which women in every society
can achieve their full potential and
foster greater freedom, peace and
prosperity around the world.**

”



ADVISOR TO THE PRESIDENT IVANKA TRUMP

