Trademark East Africa: Putting Women in the Picture
Supporting regional integration with gender & social analysis

Dr Katja Jobes
Social Development Adviser
Aid for Trade Team
Trade Policy Unit
DFID
OECD DAC Gendernet June 17 2010
Donors are investing massively in regional integration (RI) ......

- Importance of trade & integrating into world markets for growth & poverty reduction

- Regional trade stands at 5% in Africa compared to 46% in NAFTA, 55% in East Asia and 62% in the EU;

- Barriers to (regional) trade – high transport costs, poor infrastructure, weak connectivity, red tape/cumbersome border procedures, low productivity and product standards

- TradeMark East Africa - £120m, multidonor support for East African Community (EAC)’s regional integration process
TMEAs objectives include:

- Improved efficiency & safety of regional transport corridors & trade facilitation
- Improved efficiency & effectiveness of EAC regional institutions, policies and programmes
- Strengthened national capacity for trade & RI
- Strengthened civil society & private sector
- Improved M&E systems & knowledge management for regional trade and integration

... with very limited gender or social analysis ......
Women are massively implicated in economic production and trade.

TMEA corridor diagnostics and border audits were gender blind.

This risked ignoring 30 – 40% of cross border trade & the constraints faced by SMEs, informal traders, esp. women.

Adopted a gender sensitive approach & changed the audit approach.
Putting gender in the picture – getting buy in from DFID trade colleagues ....

- Gender adviser worked with private sector & trade colleagues – using DFID focus on GE, results & impact as an entry point
- Reviewed programme with a gender lens, identifying gaps and opportunities
- Set up a joint mission to East Africa
- Joint report with practical & strategic recommendations
- Made a strong economic & business case for GE – an op for trade expansion & inclusive growth
Changing the rules & norms within TMEA –

- Ensure gender dimensions are integrated into TMEA programme with a **two pronged approach**:–

  - **Mainstream gender considerations** & social analysis across work streams including in staffing structures, incentives and performance monitoring, budgets and programme implementation, business and strategic plans

  - **Provide specialist gender and social analysis expertise** as an integral part of TMEA core team
Institutionalising change within DFID & our partners ...

- Recommendations to increase social & gender expertise within DFID structures for trade support
  - Impact to date: new regional post in West Africa; report recommendations taken forward for East Africa

- Building a supportive constituency with likeminded; working with major partnerships incl World Bank & ITC