



P R O M O T I N G

W O M E N ' S

E C O N O M I C

E M P O W E R M E N T

I N I N D O N E S I A



ABOUT UN WOMEN

UN Women is the United Nations organization dedicated to gender equality and the empowerment of women. UN Women works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life.

In Indonesia, UN Women works with the government, civil society organizations, academia, media, the public and private sectors to address national priorities of gender equality and women's empowerment.

PLACING THE ADVANCEMENT OF WOMEN'S RIGHTS AT THE CENTRE OF OUR WORK, UN WOMEN INDONESIA FOCUSES ON:

ENDING VIOLENCE AGAINST WOMEN

Strengthening capacity for policy reform, prevention strategy and better services for women survivors.

WOMEN, PEACE AND SECURITY

Promoting localized model based on women's leadership to promote peace and tolerance, strengthening key actors and youth.

WOMEN'S ECONOMIC EMPOWERMENT

Provide access to skill development, resources and enabling environment to increase women's participation in the economy.

UN WOMEN INDONESIA'S INITIATIVES
FOR WOMEN'S ECONOMIC EMPOWERMENT:

01

ABOUT WELEARN



WeLearn Project is a UN Women's initiative in realizing equal access and opportunities for women entrepreneurs. We believe that women must be supported to acquire skills development in accordance with market developments and the needs of the changing world of work, so that women can maximize their potentials working as entrepreneurs.

WeLearn Project is part of the flagship program of UN Women "Stimulating Equal Opportunities for Women Entrepreneurs". The project aims to support women who want to start their business, as well as women micro-entrepreneurs who want to improve their businesses. Through WeLearn's entrepreneurship training, we empower women to be prepared to deal with the changes in the world of work and in market development. The WeLearn online platform can be accessed via welearn.unwomen.org.

As of 2021, WeLearn has benefited over 7,000 new or aspiring women entrepreneurs.

ACCESS TO SKILLS DEVELOPMENT

WELEARN TRAINING MODEL



Photo: UN Women/Christina Phan

ONLINE SELF-LEARNING MODULE:

7,280 WeLearn registered users per 31 December 2020

ONLINE TRAINING & WEBINAR, GUIDED BY TRAINERS:

1678 training participants from across Indonesia

INTENSIVE OFFLINE TRAINING AND COACHING ACTIVITIES:

250 trainees at the first batch and 50 Best Trainees at the last batch from three cities: Jakarta, Yogyakarta and Malang.



Photos: UN Women/Ariyanto Nugroho

WELEARN LEARNING MODULES



01

AM I READY TO BECOME AN ENTREPRENEUR?

Understand things that must be considered before taking a business, finalize business concept, and be able to select potential business.



02

STARTING AND ESTABLISHING A BUSINESS

- Calculate business targets more realistically
- Develop a business concept proposal consisting of business vision-missions, product history, advantages of the product compared to other similar products, distribution channel, and target planning and promotion.

**03**

DIGITAL MARKETING

Elaborate correctly the concept of digital marketing, starting from selecting digital promotional media, the objectives of content creation, the targets of the content, and good content-writing.

**04**

BUSINESS OPERATIONS

Explain how to consistently set and control product quality and stages in production process by developing Standard Operational Procedure (SOP), as well as neat and efficient design of workspace using the 5R principles (Ringkas, Rapi, Resik, Rawat, dan Rajin, or Compact, Neat, Clean, Careful, and Diligent).

**05**

BUSINESS FINANCE

- Explain the importance of keeping simple financial records and journals, and separating business and personal finances.
- Calculate the Cost of Goods Sold (COGS) to determine product prices, and to set the profit projection to achieve Break Even Point (BEP).

**06**

BUSINESS LEGALITY

- Introduce the importance of legality, the different types of legality required for different business sector, and types of investment to increase the business capacity of MSMEs.
- Understand the steps to manage business legality, including business registration, choice of business entity, certification and licensing, and business agreement schemes.

WELEARN RESULTS

Some of the highlights of WeLearn training and mentoring outcomes are as follows:

- **98%** of participants have mastered basic financial management skills (including having separate bank accounts and being able to make simple financial reports), an **increase by 63%** compared to before the training
- **63%** of participants were able to improve their operational management (including developing Standard Operating Procedures (SOP) and setting the quality standards for raw materials), an **increase by 39%** compared to before the training
- **88%** of participants have successfully obtained licensing and certification for their business
- **99%** of participants have been able to implement marketing strategies, including maximizing digital marketing strategies

02

ENABLING BUSINESS ENVIRONMENT THAT EMPOWERS WOMEN



ABOUT WEEMPOWERASIA

“We Empower Asia” aims to increase the number of **women who lead, participate and access to business opportunities and leadership** within the private sector to advance **sustainable and inclusive growth** whilst fostering more **gender-equal trade** opportunities in China, India, Indonesia, Malaysia, the Philippines, and Vietnam. The programme is funded by and held in partnership with the **European Union**.

WeEmpower Asia promotes **7** Women Empowerment Principles across **7** countries activating **700** companies and training & enabling **700** female entrepreneurs impacting **700,000** people as employees, consumers and entrepreneurs and mobilising **70** key influencers. We aim to create a movement and influence policy to realize a **gender inclusive economy**.

WeEmpowerAsia is anchored around the **7 Women’s Empowerment Principles (WEPs)**, which provides a framework for all businesses to guide their work towards gender equality – regardless of size, sector or geography.

US \$4.5
TRILLION

Could be added to Asia-Pacific economies by 2025 through advancing women’s equality

SUPPORTING WOMEN’S ECONOMIC EMPOWERMENT BENEFITS BUSINESSES

Advancing women’s economic empowerment drives economic growth and supports business performance and resilience through:

- Cost savings and productivity
- Added trust and credibility
- Innovation
- Market growth from new consumers who demand more gender-inclusive approaches of companies

WOMEN’S EMPOWERMENT PRINCIPLES (WEPs)



1.
GENDER-EQUAL CORPORATE LEADERSHIP



2.
GENDER EQUALITY IN THE WORKPLACE



3.
EMPLOYEE HEALTH AND SAFETY



4.
EDUCATION AND TRAINING FOR WOMEN



5.
ENTERPRISE AND SUPPLY CHAIN DEVELOPMENT



6.
EQUALITY THROUGH COMMUNITY ADVOCACY



7.
MEASUREMENT AND REPORTING

WEEMPOWERASIA IN INDONESIA

1. **ACTIVATING WEPS SIGNATORIES** to participate in the activities that promote women empowerment, gender equality in the workplace, marketplace, and community. Some of the activities include discussion forums, multi-stakeholder dialogues, and training on prevention of violence against women and creating respectful workplace.
2. **CAMPAIGN – AWARENESS RAISING** using annual occasions such as the International Women’s Day and 16 Days of Activism against Gender-Based Violence, WEA in Indonesia conducted series of campaign initiatives, inviting participants from private sectors, high-level government figures, media, women organizations/networks, and academicians, such as Ring the Bell for Gender Equality and WEPS Awards.
3. **STRENGTHEN WOMEN ENTREPRENEURSHIP** by developing training models and knowledge products aimed to support women entrepreneurs to develop their business while also becoming champions for women’s empowerment. Together with our partners, WEA develop incubation structure and acceleration activities that support women’s empowerment.



HOW TO PARTICIPATE?

1. **BECOME A WEPS SIGNATORY**
Support for the seven Principles has gathered global momentum– thousands of companies worldwide are now WEPS champions – and therewith **also contribute to the Sustainable Development Goals.**
weps.org/join
2. **TAKE THE WEPS GENDER GAP ANALYSIS TOOL (GAT TOOL)**
Assess gender equality performance across the workplace, marketplace, and community with **a self-diagnostic tool.**
www.weps-gapanalysis.org
3. **PARTICIPATE IN WEPS AWARDS**
Build credibility and fast track your **sustainability agenda and make your action visible to consumers and stakeholders.**
asiapacificwepsawards.org
4. **START IMPLEMENT A GENDER ACTION PLAN**
Get a free access to UN Women mentoring and training programmes to assess company’s progress and **implement a Gender Action Plan.** Your company case study could also be featured on a special issue of the WeEmpower Asia newsletter.

For more information, check out: weempowerasia.org

CONTACT INFORMATION:

 indonesia.unwomen.org

 UN Women Indonesia

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