



WOMEN ECONOMIC FORUM 2022

FINANCING AND MARKET LINKAGES FOR
WOMEN'S ECONOMIC EMPOWERMENT
(WEE) IN A POST COVID ENVIRONMENT

VIRTUAL EVENT
23rd - 24th February 2022

WOMEN'S VOICE & LEADERSHIP



Introduction

Background

The Community Advocacy and Awareness Trust CRAWN Trust is a change catalyst providing African women and girls with the tools, voice and platforms through which they can effect change at individual, family, community, regional, national and continental levels in economic, social and political spheres.

Objectives of the event

- Aimed at addressing the post-COVID environment for women in the financial and marketing sectors.
- It sought to have women investing in partnerships to drive advocacy and action for women's economic empowerment-WEE to close the economic gender gap.

Theme of the event

“Financing and market linkages for women's economic empowerment (WEE) in a post COVID environment.”

Date of the event and delivery

The Women's Economic Forum-WEF 2022, second in the “women and economy series” was conducted virtually on 23 and 24 February 2022

Objectives and target audience

Objectives

- To shape gender equity in economic policy implementation from County to National Level
- To shape an inclusive gender economic structure at both County level and national level
- Give women voices within the economic sphere to share their economic experience and learn from each other
- Produce and disseminate Gender Policy briefs for respective counties for women and the economy
- Create a vibrant women and economy network from County to National level.

Partners

CARE Kenya, University of Nairobi's Women's Economic Empowerment Hub-WEE Hub, Action Aid Kenya-AAK, Digital Oasis, State Department of Trade, the Association of Media Women in Kenya, CIO and On-air studios Africa

Target audience

- Women in informal sector, MSME, SME, formal economy
- Women in the corporate world, schools and aspiring women entrepreneurs
- State and non state actors
- Stakeholders from all spheres

Areas of focus

The themes of the conference included;

- Women's economic inclusion—stocktaking on policy development and implementation progress
- Post- COVID country economic outlook
- Trade Linkages—Opportunities locally, regionally, and internationally
- Building capacity for women in small and medium enterprises
- Business mentorship: and why it is important
- Technology and innovation—bridging the gender gap in technology for business growth
- Financial access for business growth
- Skills development
- Women's economic empowerment and political participation

WOMEN ECONOMIC FORUM DAY 1

DATE: 23 February 2022

Day 1 event timeline

Morning session

- Opening session- Ms Shiro Waweru (Event MC) , CRAWN Trust ED and Board Chairperson
- High level speaker- Dr Maureen Miruka
- Keynote Address- H. E David Da Silva, Ag Canadian High commissioner to Kenya
- Panel 1 on Post COVID country economic outlook
- HerStory session by Elizabeth Mbogo, Business entrepreneur
- Panel 2: Women's Political Participation and Economic Empowerment
- Power talk with Dr. Nyakan Munyeki

Afternoon session

- Panel 3: Financing women for economic empowerment in a post COVID environment
- Panel 4: Women entrepreneurs breaking through (access to capital finance, credit, skills and markets)

KEYNOTE SPEAKERS



"Our role as crown trust is aside from providing platforms for women to facilitate networking and alliance building, linking women to information and opportunities."



"My mother was empowered economically as a woman, through the fact that she had the influence and the decision-making power over what she was able to grow or not grow, which input she should use, where she would upselling in the market and which is what we would hope that women in their households are able to consider and have."



"Gender equality and women's economic empowerment took a step backwards during covid. The majority of businesses such as agribusiness, hospitality, retail and the overall formal sector are over-represented by women who themselves have been hardest hit by the pandemic."



In Kenya the legal framework safeguarding women's empowerment is embedded in the 2010 constitution through several articles which include: Article 21 on implementation of rights and their fundamental freedoms Article 27 on equality and freedom from discrimination Article 81 on the general principles of the electoral system And article 100 on promotion of representation of marginalized groups.

Panel session 1

MODERATOR

- Carol Odera – Editor-in-Chief at CIO Africa

PANELISTS

- Kwame Owino – CEO Institute of Economic Affairs at IEA
- James Muraguri – CEO Institute of Public Finance Kenya
- Kevin Bwire – TISA

[Click here to watch the session](#)

CRAWN TRUST
Community Advocacy and Awareness Trust

Panel Discussion:
Post COVID country economic outlook

WOMEN ECONOMIC FORUM 2022
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WOMEN'S VOICE & LEADERSHIP
CIO AFRICA

MODERATOR
Shiru Waweru
CIO Africa

Kwame Owino
CEO, Institute of Economic Affairs - IEA

James Muraguri
Institute of Public Finance, Kenya

Kevin Bwire
TISA/OKOA Uchumi

SESSION NOTABLES

AREAS OF FOCUS

- What is the post COVID country growth forecast for 2022 and is the country likely to achieve it.
- After the government announced planned cuts as a result of fiscal consolidation, what are the implications to growth and how can women organize economically?
- Challenges women in business face while seeking access to credit from mainstream banks.
- The current status of women owned entrepreneurship post COVID.
- What the government & stakeholders have done to cover women owned businesses against existing and emerging threats post COVID.

KEY TAKEOUTS

- Get the government back to the basics, providing better roads, health care systems and allow the rest of the population mainly the women, to explore which businesses to engage in and decide on what decisions to make in terms of their economic growth.
- Creating a stimulus package designed for women to have greater participation in terms of the labor being provided to women businesses.

PANEL SESSION 2

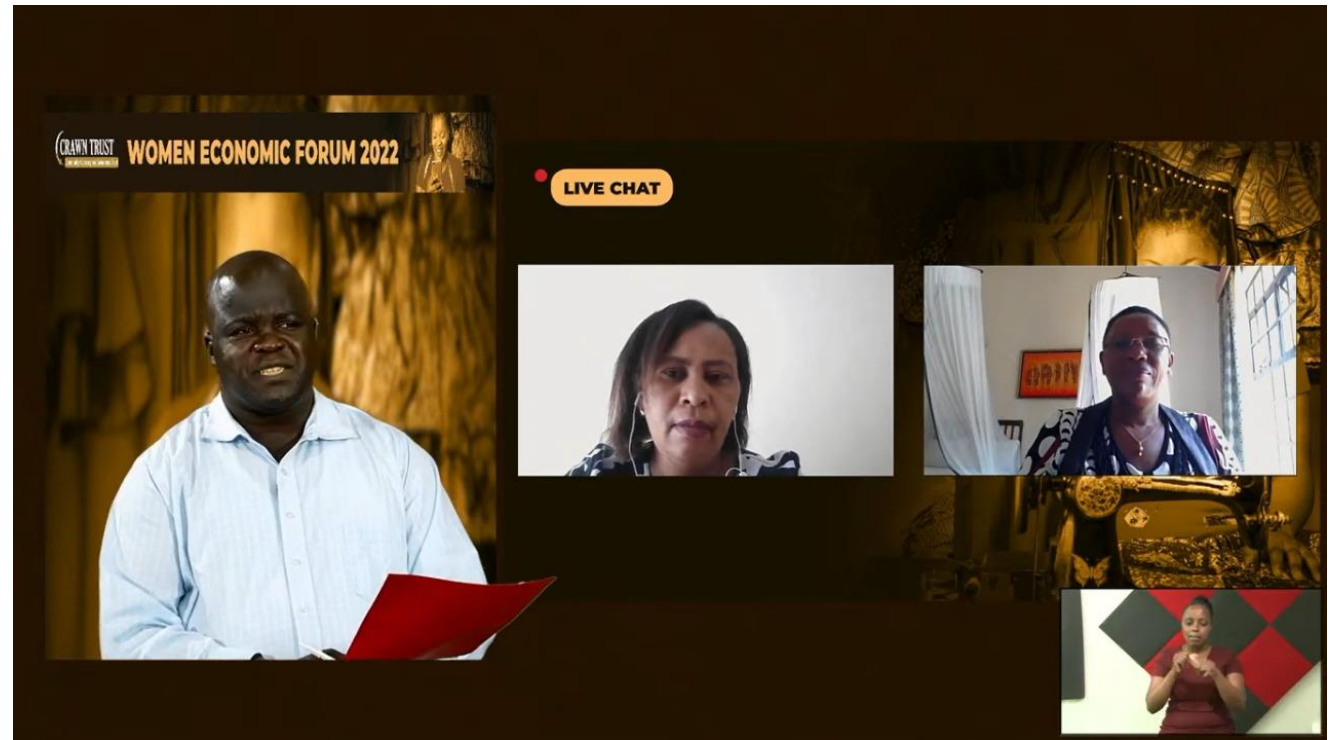
MODERATOR

- Samson Oram - Head of Programs, Action Aid International Kenya

PANELISTS

- Anne Nderitu – ORPP
- Prof. Grace Wamue
- Caroline Gaita - Executive Director Mzalendo

[Click here to watch the session](#)



SESSION NOTABLES

AREAS OF FOCUS

- What is the interplay between Economy, Politics and inclusion?
- Are women and their collectives in decision making spaces on matters WEE. If yes, are there gains and if No, what are the reasons and possible solutions
- What are some of the spaces for engagement and participation to maximize women's voices and contribution on matters WEE?
- How do we address women's political participation vis-a-vis election's cost

KEY TAKEOUTS

- We need to stop talking and doing what need to be done for the correct actions to be implemented towards supporting women in governance. Women should be able to speak up for themselves and undertake their own campaigns.
- Ensure that they create spaces for women to empower themselves so that when they need to run for office, they are ready and able to move along throughout the campaign process

PANEL SESSION 3

MODERATOR

- Dr Linda Musumba

PANELISTS

- Beatrice Pamela - Ministry of Trade
- Njeri Karuru - University of Nairobi – The WEE Hub
- Dr Nkatha Kabira - School of law and WEE Hub Researcher.
- Ronald Enyangala - Representative from Treasury

[Click here to watch the session](#)

CRAWN TRUST
Community Advocacy and Awareness Trust

Panel Discussion:
Women's economic inclusion: stocktaking on policy development and implementation progress

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WOMEN'S VOICE & LEADERSHIP

MODERATOR
Dr. Linda Musumba
Principal at Dr. Linda Musumba & Co. Advocates (DLM Advocates)

Beatrice Pamela
Principal Development Officer, Ministry of Trade

Dr Nkatha Kabira
School of law and WEE Hub Researcher, Representation from Treasury-Bound

Njeri Karuru
University of Nairobi, The WEE Hub

CIO

SESSION NOTABLES

AREAS OF FOCUS

- Policies on entrepreneurship specifically on women operated enterprises and the roadmap for implementation of progressive economic policy that engenders women's economic growth.
- Inadequate gender response policies to address the economic needs of Women e.g., access to credit, access local & International markets, access to procurement opportunities for women.

KEY TAKEOUTS

- The different methods in which women are trading and the opportunities that present themselves due to the post COVID environment
- The approach of the ministry of trade in enhancing the participation of women and the issues they struggle with, in a post-COVID environment.

PANEL SESSION 4

MODERATOR

- Shiru Waweru (Event MC)

PANELISTS

- Laban Hihu- Jitegemea Credit
- Catherine Wanjoya - Entrepreneur
- Susan Ndirangu

[Click here to watch the session](#)



SESSION NOTABLES

AREAS OF FOCUS

- Accessing capital, challenges and opportunities
- Access to finance, credit, skills and markets

KEY TAKEOUTS

- Jitegemea has provided loans to women and people with disabilities for years now. After being in the market so long, are you able to access their loaning services online.
- Banks and financial institutions should be more willing to provide capital for women businesses and offer opportunities to expand their market and customer outreach.
- Not a lot of women are provided financial access as most male-owned businesses are given, it has come to a time where we should understand that women's businesses tend to be more profitable and successful than male-owned entrepreneurship.

Power talk and HerStory Session highlights



"I think that social and economic transformation made a lot of people worry about the economy, their money, their livelihood, which is very important, but I think we should start at the base. Let's begin to be intentional about taking care of our health. And I think that mental health is something that we should not ignore"



"In the 10 years I've done business. I am yet to receive women financing, even the women enterprise fund. I went upto their main offices near Panafric and inquired about it. You move from bank to bank inquiring, trying to find out. Where is this money and if you have not been able to access that money then I wonder which other women have been able to access this money."

WOMEN ECONOMIC FORUM DAY 2

DATE: 24 February 2022

Day 2 event timeline

Morning session

- Opening session entailing a recap of day 1
- Power talk; Resilience-Bouncing back in a post COVID- environment- Mrs Lucy Kang'ethe
- Panel 1: Business mentorship: and why it is important
- Panel 2: Trade Linkages, Market Intelligence: Making EAC and AfCTA work for women
- Panel 3: Social effects of COVID-19 on women and women owned enterprises (including women PWDs)
- HerStory session by Angela Ng'ethe - Business entrepreneur

Afternoon session

- Panel 4: Technology and innovation: Bridging the gender gap in technology for business growth
- Launch of the NABWEE network and closure of conference

HerStory and Power talk highlights from Day 2



My partner and I took the liberty to use and take some time off and use that time to actually research on the best way forward. Farming in this country is termed as a very big backbone, after all it's part of the Big 4. However what support is given to farmers.



We need to build on the protective factors, that is what is going to bring a balance. It reaches a point where somebody else will have removed their loss of income and the on the other side of the protective factors, they'll have a new source of income and that is a factor in most cases with people in business especially entrepreneurs and SME's.

PANEL SESSION 1

MODERATOR

- Shiru Waweru (Event MC)

PANELISTS

- Eunice Mutua - Entrepreneur
- Truphosa Hapisu - CEO, founder True International Limited Agency
- Frida Owinga-Business mentor and coach

[Click here to watch the session](#)

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23rd - 24th February 2022

WOMEN'S VOICE & LEADERSHIP

POWERED BY
CIO
AFRICA

Panel Discussion:
Business mentorship
and why it is important

MODERATOR
Shiru Waweru
CIO Africa

Frida Owinga
Organisation of Women in
International Trade - OWIT

Eunice Mutua Mbeneka
Entrepreneur

Truphosa Hapisu
Business Leader-
Tru International

SESSION NOTABLES

AREAS OF FOCUS

- Harnessing Women's potential for building a mentorship platform in Leadership and entrepreneurship
- How to incubate and transfer skills to women owned enterprises
- Making technology work for women-Leveraging on technology and riding on its successes
- Women mentorship is not a competition but a collaboration.

KEY TAKEOUTS

- Mentorship is critical for a business of any kind and more importantly, for women owned businesses
- There is no age limit to mentorship
- The early you start, the better. Knowledge sharing builds a strong ecosystem
- Our women and girls in Kenya and Africa at large have massive potential to make a difference. It just takes one strong woman to build a strong society of powerful driven ladies that will drive transformation

PANEL SESSION 2

MODERATOR

- Beatrice Pamella Apondi

PANELISTS

- Joy Kyula – Entrepreneur
- Commissioner Lydia Gachoya Gachanja – Former commissioner NGECC
- Florence Alice Mathingau – Founder and Managing Director ABS

[Click here to watch the session](#)

CRAWN TRUST
Community Advocacy and Awareness Trust

Panel Discussion:
Trade Linkages: Market Intelligence:
Making EAC and AfCTA work for women

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ECONOMIC
FORUM 2022**

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MODERATOR:
Beatrice Pamella Apondi
Principal Development Officer, Ministry of Trade

WOMEN'S VOICE & LEADERSHIP

CIO

Joy Kyula
Business Entrepreneur

Lydia Gachoya Gachanja
Former Commissioner NGECC

Florence Alice
Business Entrepreneur

SESSION NOTABLES

AREAS OF FOCUS

- Harnessing Women's potential for building a mentorship platform in Leadership and entrepreneurship
- How to incubate and transfer skills to women owned enterprises
- Making technology work for women-Leveraging on technology and riding on its successes
- Women mentorship is not a competition but a collaboration.

KEY TAKEOUTS

- Covid -19 has reshaped the Government's approach to policy and program interventions, this in turn affected the benefits that women entrepreneurs received when it comes to Regional trade opportunities.
- The ministry of Trade is trying to create market linkges for locally available products like macadamia, cashew nuts etc.
- The involvement of women in the growth of these linkages is detrimental to the success of the above point.

PANEL SESSION 2....

MODERATOR

- Beatrice Pamella Apondi

PANELISTS

- Joy Kyula – Entrepreneur
- Commissioner Lydia Gachoya Gachanja – Former commissioner NGECC
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SESSION NOTABLES

AREAS OF FOCUS

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- The ministry of trade is trying to create market linkages for locally available products e.g., Macademia nuts, Cashew nuts. The involvement of women in the growth of these linkages is detrimental to the success of this.

PANEL SESSION 3

MODERATOR

- Purity Wanjiru-CARE Kenya

PANELISTS

- Pollyne Owoko- NWSC
- Thomas Ongogo CARE Kenya
- Lucy Mulamba- APWD- Voice of a persons living with a disability- the effects of COVID-19 from a PWDs perspective

[Click here to watch the session](#)



CRAWN TRUST
Community Advocacy and Awareness Trust

Panel Discussion:
Social effects of COVID-19 on women and women owned enterprises

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VIRTUAL EVENT
23rd - 24th February 2022

WOMEN'S VOICE & LEADERSHIP

POWERED BY
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AFRICA

MODERATOR
Purity Wanjiru
CARE Kenya

Thomas Ongogo
CARE-Kenya

Pollyne Owoko
National Women Steering Committee

Lucy Mulombi
Association of Persons With Disabilities

SESSION NOTABLES

AREAS OF FOCUS

- The social effects of COVID 19 on grassroots Women level.
- Recovery and stability from the post COVID era, how does it look like.
- Favourable policies cushioning access to education against the impact of COVID-19 on girls/women.

KEY TAKEOUTS

- Covid has had a major impact on women and girls both socially and economically and this pandemic burden induced a poverty surge leading to widening gender inequalities.
- Economic constraints continue to be imposed on women by society has left them vulnerable and less able to absorb the economic shock. We are hoping the forum will produce successful strategies and outcomes that will pave way for improved economic recovery leadership and governance participation in Kenya.

PANEL SESSION 4

MODERATOR

- Laura Chite – CCO, Stepwise

PANELISTS

- Nyevu Karisa- CEO Less stress communications
- Yvonne Njeri – Director, Communications & Packaging, Mastercard
- Everline Kamau – Senior Territory Manager EA, VMware
- Catherine Maina – Huawei Technologies

[Click here to watch the session](#)



SESSION NOTABLES

AREAS OF FOCUS

- Fintech – The cost of credit and regulations on mobile money lending
- Growing your personal and business brand online (LinkedIn)
- Mentorship for startups
- Cybersecurity - How to keep your brand safe online
- Asset management
- Building solutions for real problems and Women Empowerment

KEY TAKEOUTS

- COVID-19 has had a major impact on women and girls both socially and economically and this pandemic burden induced a poverty surge leading to widening gender inequalities.
- Economic constraints continue to be imposed on women by society has left them vulnerable and less able to absorb the economic shock. We are hoping the forum will produce successful strategies and outcomes that will pave way for improved economic recovery leadership and governance participation in Kenya.

Launch of the Networking and Alliance Building for Women's Economic Empowerment- NABWEE by UON WEE Hub

PRESENTERS

- Prof Wanjiku Kabira
- Prof Margaret Hutchinson

KEY TAKEOUTS

The network will provide a platform for women to share their knowledge, their experiences, learn from one another and have their capacities built in order to tap into existing WEE opportunities. The network is set to bring together women's entrepreneurs, women's organizations, relevant state departments, and women's business leaders working in the sector to support the implementation of policy reforms, improve women's access to economic opportunities across various sectors in Kenya.

VISION

A strong women's self-mobilization network that works towards the creation of a policy, legislative and institutional environment that fosters sustainable and thriving women's enterprises.

MISSION

To promote the establishment of strong women's self-organisation networks, for women's economic empowerment purpose, the platform will galvanize the creation of networks of women's organisations, women entrepreneurs, relevant state departments, and women business leaders working in the sector in order to promote a shared understanding of issues affecting women's economic empowerment, and the strategies that work for the full realization of women's economic rights.

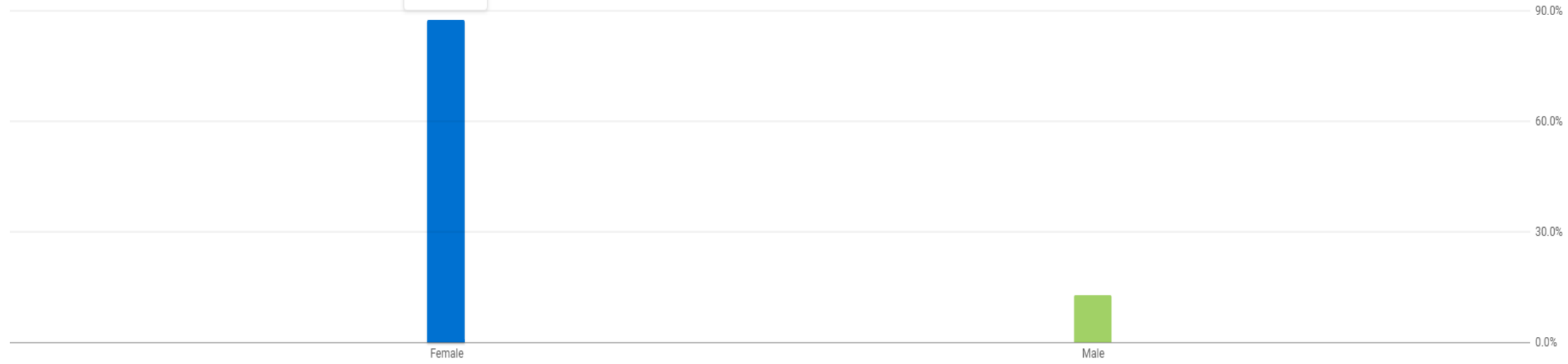
CLOSURE OF CONFERENCE

The session ended with a recap of both days and a Prayer by the event MC.

CONVENTION'S STATISTICS

Views by: Viewer gender ▾

Female
87.3%

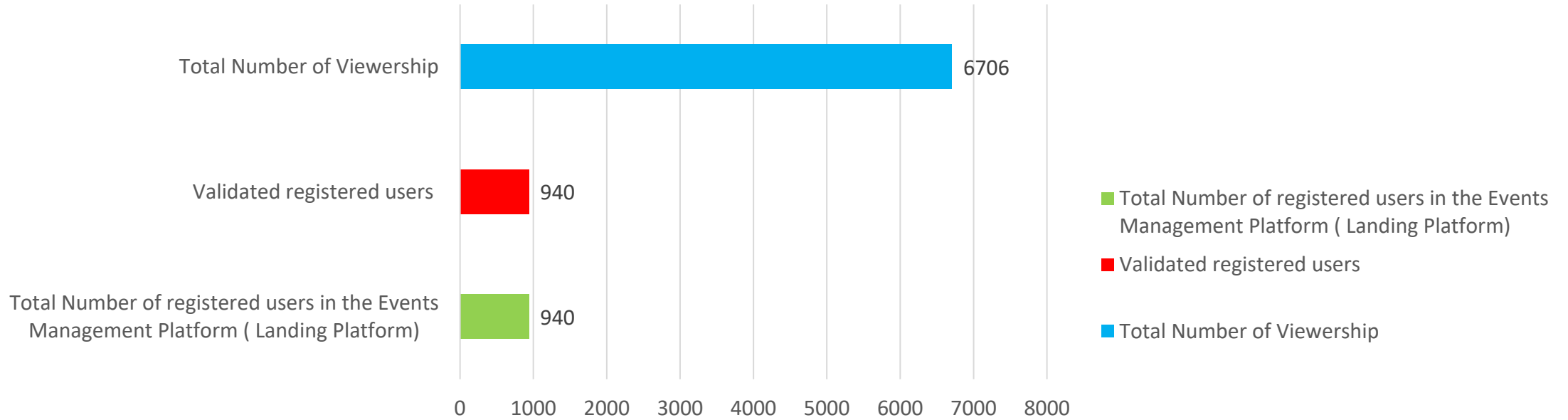


Viewer gender ▾	Views	Average view duration	Average percentage viewed	Watch time (hours)
Female	87.3%	18:34	7.6%	87.1%
Male	12.7%	18:59	7.4%	13.0%
User specified	–	–	–	–

DISAGGREGATED DATA BASED ON GENDER

CONVENTION'S STATISTICS

Conventions Statistics



Statistics	Total Number of registered users in the Events Management Platform (Landing Platform)	Validated registered users	Total Number of Viewership
■ Statistics	940	940	6706

CONVENTION'S STATISTICS

The screenshot displays the WordPress Users management interface. The top navigation bar includes the site name "Women Economic Forum 2022", a search icon, a "New" button, and notification counts for "Insights" (5) and "SEO" (7). The user profile "Howdy, mgitonga" is visible in the top right.

The left sidebar contains a menu with the following items: Team by 10Web, Support Tickets, User Registration, Elementor, Templates, Essential Addons, HappyAddons, ElementsKit, Appearance, EmbedPress, Plugins (5), Users (highlighted), All Users, Add New, Profile, Tools, and All-in-One WP Migration.

The main content area is titled "Users" and includes an "Add New" button. Below the title, there are filters for "All (941)", "Administrator (1)", and "Subscriber (940)". A search box labeled "Search Users" is also present. Below the filters, there are several dropdown menus: "Bulk actions" with an "Apply" button, "Change role to..." with a "Change" button, "All approval statuses", and "All UR Forms" with a "Filter" button. A pagination bar shows "942 items" and "1 of 48" pages.

The main table lists users with the following columns: Username, Name, Email, Role, Posts, Status, Source, Registered At, and Delete Social Profile. The table contains three rows of data:

<input type="checkbox"/>	Username	Name	Email	Role	Posts	Status	Source	Registered At	Delete Social Profile
<input type="checkbox"/>	16g01amc017	Esther Irungu	16g01amc017@anu.ac.ke	Subscriber	0	Approved	Crawn Registration Form	February 23 2022 , 04:14 AM	
<input type="checkbox"/>	7karoteenmkuu	John Irungu	7karoteenmkuu@gmail.com	Subscriber	0	Approved	Crawn Registration Form	February 23 2022 , 08:33 AM	
<input type="checkbox"/>	abbieraj94	ABIGAIL RAJWAYI	abbieraj94@gmail.com	Subscriber	0	Approved	Crawn Registration Form	February 23 2022 , 05:12 AM	

EVENT STATISTICS

The event was marketed on CRAWN Trust social media pages where posters were shared, messages and reminders sent to a database of over 6,000 people.

In both days, a total of 6,706 views was reached and served with 87.3% of the views being women and 12.7% of them being male.

The Women Economic Forum 2022 virtual conference was well received Globally, with the following countries being predominant:

- Kenya
- Canada
- Uganda
- Mauritius
- Belgium
- Rwanda
- India



Highlights on event coordination

WHAT WENT WELL

- The speakers approached were spot on. They delivered their points passionately and they sounded ready to keep driving the conversation beyond the event
- The content and theme was well thought through. It was very relevant.
- Speaker Management
- The team from CRAWN Trust led by Liberty Kituu with the different responsibilities and mandates were very supportive all through the event. I must agree that the late nights and early mornings were worth it.

RECOMMENDATIONS FOR NEXT EVENTS

- Earlier planning – Speaker confirmations in good time. Latest a week in advance.
- Dry Run – This is critical when it comes to virtual and Hybrid Events to bring the best quality especially of speakers
- Improve on branding guidelines communication in advance – This helps with better graphics delivery and production to avoid last minute changes
- Early confirmations of speakers and panelists. This helps in having the graphics ready in good time for approval and posting. One week latest in advance for all graphics is ideal.