



## Promoting Women's Empowerment Through Co-Investment Opportunities in West Africa

### The W-GDP Pillars

- 1 Women prospering in the workforce.
- 2 Women succeeding as entrepreneurs.
- 3 Women enabled in the economy.

Supporting women's economic empowerment is a cornerstone of the USAID-funded [West Africa Trade and Investment Hub](#). In accordance with the White House-led [Women's Global Development Prosperity Initiative \(W-GDP\)](#), the Trade Hub is working in Ghana and other countries in the region to generate substantial new private investment in women-led firms, to create jobs that target women with an emphasis on supervisory and decision-making roles and to increase the value of West African exports. These efforts also support and synergize with the U.S. government's [Prosper Africa Initiative](#).

The W-GDP initiative seeks to reach 50 million women in the developing world by 2025 through U.S. government activities, private-public partnerships, and a new, innovative W-GDP Fund. With a portion of its Co-Investment fund provided by the W-GDP, the Trade Hub aims to create at least 20,000 jobs across the region for women. With the belief that women can act as key drivers of global economic growth and are essential to eradicating poverty, the Trade Hub is dedicated to ensuring women thrive in an enabling environment to succeed in the workforce and as entrepreneurs. These include supporting women to have the requisite skills, expertise, exposure, knowledge, and experiences that make them key players in the economy and agents of change within the business world.

### Key Focus Areas of the Trade Hub

**Supporting Women-Owned Businesses:** The Trade Hub will focus on women empowerment initiatives all across the region. Through its Co-Investment fund, the Trade Hub will support women-owned businesses that meet its eligibility requirements. The project will also help companies expand their respective supplier networks to target more women-owned businesses.

**Creating New Jobs for Women:** The Trade Hub will create 20,000+ new jobs for women in the region through its Co-Investment partnerships with the private sector.

**Capacity Building & Skill Development:** The Trade Hub will ensure capacity building in core skills, like self-confidence, leadership, negotiation, team building, financial literacy and business management, communication, and civic responsibility.

**Women's Empowerment & Leadership:** The Trade Hub will work with the private sector to ensure the implementation of internal policies relating to the representation of women on the board and senior management of their companies.

**Work with Co-Investment Partners to Improve Gender Policies:** The Trade Hub will co-create with companies to help develop plans for gender inclusion and provide interventions that will; overcome gender constraints, transform restrictive gender norms, develop/improve and enforce sexual harassment policies, and improve women's access to decent employment and business skills.

**Changing Restrictive Gender Norms:** The Trade Hub will work with the private sector to determine how their investment can help change restrictive gender-norms through new policies and support women to work in non-traditional jobs.