

BOLD STRIDES TO ADVANCE GENDER EQUALITY IN SOUTH SUDAN

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In its commitment to achieve inclusivity, ITC's South Sudan Jobs Creation and Trade Development Project has integrated gender initiatives into its programme. Funded by the European Union under the EU Emergency Trust Fund for Africa, the project adopts a multifaceted approach, addresses cultural norms and recognizes the need for targeted, community-based transformation.

A standout feature of this programme is its innovative use of awareness-raising content in technical curricula.



Leveraging the SheTrades Gender in Agricultural Value Chains toolkit, the project has become a trailblazer, identifying, and overcoming gender-based constraints women face in the agricultural and food sector. The programme's commitment to empowering women is further evident in its focus on training. Over 50% of women benefited from capacity-building programmes in good agricultural practices, postharvest, food safety, and quality.

This initiative underscores the vital role women play in these domains, breaking down barriers through tailored capacity-building programmes and fostering a cultural shift by supporting women's business associations.

The application of tools like the gender-responsive business canvas ensures accessible services and tangible empowerment benefits for women entrepreneurs.

Engaging radio talk shows encourage participation in agriculture. Sessions are designed to overcome literacy challenges. And practical workshops enhance knowledge and skills in areas like processing tomato paste and chili oils.



Workshops created spaces for women to directly engage with institutions like the National Revenue Authority and the Juba City Council. That opened avenues for women to actively participate in traditionally male-dominated sectors such as agriculture.

Collaboration with key organizations such as the South Sudan Women Entrepreneurs Association, the Chamber of Women Entrepreneurs, and the Youth Women Association of South Sudan helped bring diverse voices to the table,



fostering increased space for dialogue on gender-related issues in business.

The active involvement of the government, particularly the Ministry of Gender, Children, and Social Affairs, is a further testament to the programme's commitment to working alongside stakeholders at every level.

Collaboration with local financial institutions ensures that women-led businesses have access to essential financial services, and partnerships with institutions like the South Sudan National Bureau of Standards actively support women businesses in improving the quality and safety of their products.

The South Sudan Jobs Creation and Trade Development Project encourages collaboration, engaging government and private institutions to enhance gender equality across different project interventions.

What is the tangible impact of this initiative?

The programme succeeded in advancing gender equality, fostering economic empowerment, and promoting equality in agriculture and business activities. Their results include:

- 139 women (representing 52% of the surveyed beneficiaries) engaged in fruit and vegetable businesses generated SSP 96,095,450 in increased sales revenue.
- 26 women entrepreneurs, representing almost 27% of the participants, implemented new business ideas.
- 72 women-led businesses contributed to 290 out of 694 jobs created in fruits and vegetables production, processing, and trading.
- 212 women-led businesses, or 60% of the 351 surveyed reported increased business activity, indicating a substantial boost in their economic engagements.

These figures underscore the essential role of women driving economic activities within the sector.



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Let us recognize you!

Want to have your project and team highlighted for its transformative approach to Gender, Diversity and Inclusion?

Reach out to the GDI unit (diversity@intracen.org) and let us share your successes, learning, and mainstreaming efforts with all of ITC!