

THE TIME IS NOW TO ACCELERATE
WOMEN'S PUBLIC PROCUREMENT

Snapshot: World Bank We-Fi Public Procurement Project In Senegal¹

WE-FI'S BUDGET FOR SENEGAL: \$1.86 MILLION USD



The World Bank We-Fi Public Procurement Project in Senegal snapshot is adapted with permission from the World Bank.

The Women Entrepreneurs Finance Initiative (We-Fi) is a global partnership that aims to unlock financing for women-led/owned small and medium enterprises (WSMEs) in developing countries. We-Fi's partners include 14 donor governments, six multi-lateral development banks as implementing partners, and numerous stakeholders in the public and private sector around the world. We-Fi programs are designed to increase WSMEs' access to financial products and services; to opportunities for skills, training, mentorship, and networking; and to markets, both domestic and global. We-Fi programs also tackle the laws and practices that keep women from thriving in business.

¹. The text in this section has been adapted with permission from a World Bank and We-Fi PowerPoint presentation that was shared with the author and incorporates text based on a World Bank annual report as well as We-Fi annual reports publicly available on the We-Fi website. Aurica Balmus with the We-Fi program at the World Bank provided extensive input on the We-Fi program and Senegal case study.

The Time Is Now To Accelerate Women's Public Procurement is a 23-part toolbox and call to action series created by USAID.



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World Bank Group (WBG) – one of the We-Fi Implementing Partners - brings together the World Bank and IFC to leverage public and private sector interventions to support WSMEs. The WBG We-Fi program provides comprehensive solutions, at scale, to address the full range of barriers facing women entrepreneurs. The WBG approach is organized around three pillars:

- » Strengthening entrepreneurial ecosystems
- » Expanding financial services
- » Improving market access

We-Fi supports WBG in implementing a range of projects globally, including an initiative in Senegal to increase WSMEs' access to public procurements.

WB We-Fi Senegal Public Procurement Project Objectives

The World Bank advisory program aims to catalyze access to public procurement contracts for WSMEs, to enhance their growth and access to other markets and wider economic opportunities. The program addresses some of the key constraints at both the demand (government, as buyer) and supply (firms) sides to contribute to the growth of women-owned SMEs in Senegal. The initiative focuses on increasing WSMEs' awareness of public procurement market opportunities, eligibility criteria and requirements, bid preparation, along with supporting certification and registration processes. The activities are implemented in partnership with UN Women and relevant government agencies in Senegal, including training civil servants on improving engagement with WSMEs and setting up gender-responsive procurement processes.

Activities

- » Survey of 1,200 women and men-owned SMEs to understand supply opportunities among WSMEs and assess constraints preventing their participation in public procurement
- » Drafting and adoption of regulations integrating gender dimensions into public procurement processes
- » Assistance to the Senegal public procurement authority in operationalizing gender-responsive procurement processes, as well as training of civil servants to integrate WSMEs and engage with WSMEs
- » Provision of technical and behavioral capacity building to WSMEs on procurement processes, eligibility requirements and opportunities, as well as on the managerial and psycho-social skills to empower women to interact with buyers and perform as suppliers
- » Strengthen WSMEs' access to larger business networks such as Chambers of Commerce, as well as potential funders

Expected Development Impact

- » Gender-affirmative procurement related to regulations developed and recommended for adoption
- » WSMEs with improved access to the existing public procurement market and strengthened business performance
- » Civil servants sensitized to gender-affirmative procurement and support services for WSMEs

**The TIME IS NOW
for Women's Public
Procurement. Read
how the stage is set
for action!**



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