

connecting



information



smallholder
farmers to



finance and
markets



Unlocking Business Potential of Smallholder Farmers

Women make up 43% of the agricultural labour force in developing countries and 59% in sub-Saharan Africa. Yet, women farmers face a number of key structural barriers that limit their access to land, information, finance, infrastructure, technologies and markets. Only 20% of land owners are women, 22% of bank account holders in rural areas in low income countries are women, and 5% of women have access to extension services. Climate change is expected to exacerbate existing barriers and create new ones.



Innovation and ICTs offer exciting opportunities to unlock the business potential of traditionally marginalized and isolated women farmers by:



Providing easy, mobile-enabled access to climate-smart agricultural information and services.



Building a digital track record and credit profile to increase access to finance.



Connecting farmers to national, regional and global supply chains to improve access to markets.

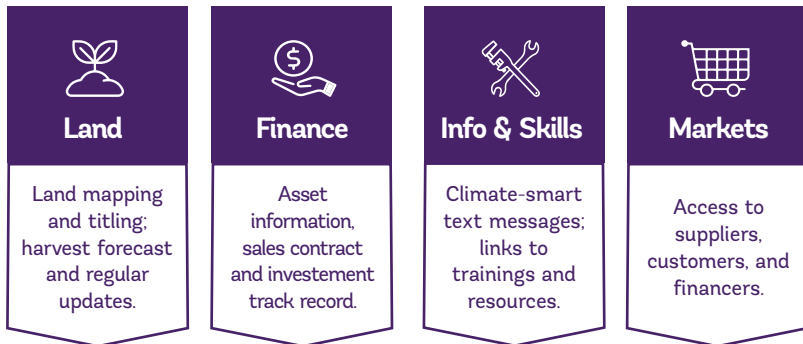


UN Women's Flagship Programme

UN Women has developed a Flagship Programme on Women's Empowerment through Climate Smart Agriculture that simultaneously addresses the structured barriers faced by women farmers, and leverages ICTs to accelerate results.

ECONOMIC EMPOWERMENT & GREATER RESILIENCE OF WOMEN FARMERS IN A CHANGING CLIMATE

Access to Climate-Smart Goods and Technologies

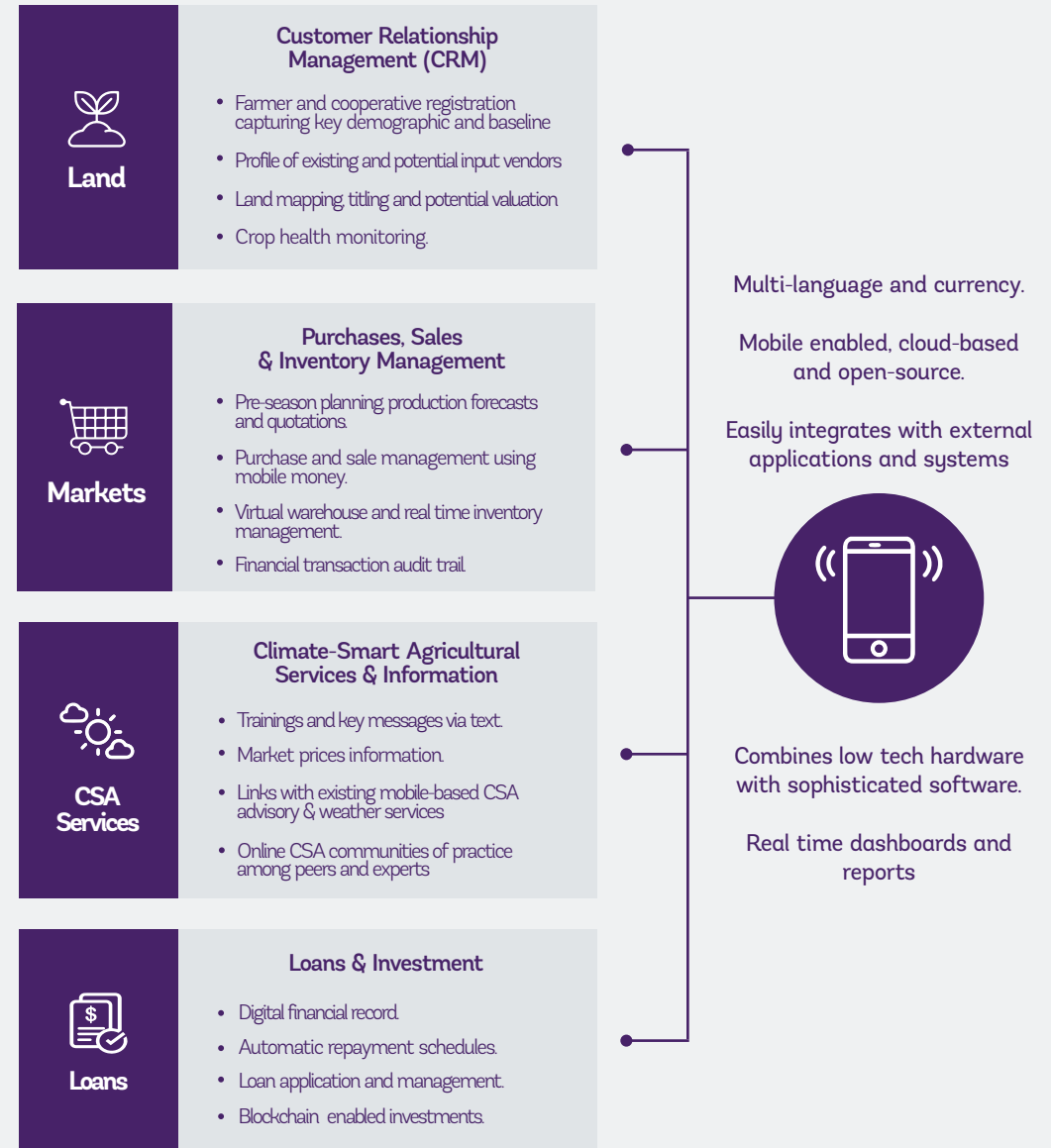


BUY FROM WOMEN ENTERPRISE PLATFORM

UN Women is the United Nations leading entity on gender equality and women's empowerment. With a presence in over 90 countries, a network of thousands of partners, UN Women invests in innovation and leverages partnerships to bring about transformative change in the lives of women and girls worldwide.

Our Product

A technology solution that connects women farmers and cooperatives to information, finance and markets.



Our Added Value



BUSINESS PROCESS

Digitalizes business processes at the farmer and cooperative levels.

Optimizes business performance and supply chain management



DATA-DRIVEN PLATFORM

Unlocks data driven lending and innovative sources of finance.

Catalyzes data driven policy change.

Creates business intelligence to increase profitability.

Promotes transparency and good governance



DISRUPTIVE TECHNOLOGY

End-to-end supply chain system with low cost extendibility/scale up.

Location intelligence

Blockchain

KPIs to measure the performance of the pilot:

First user case in Rwanda launched in August, 2016

- 10 cooperatives onboard.
- 2,500 farmers registered up to December 2016.
- 5,000 farmers taken through the full maize cycle until June 2017.

- **Market Coverage:** % of registered clients.
- **Adoption Rates:** % of registered clients using the platform to do business.
- **User retention:** % of clients that reuse the platform after the first business cycle.
- **User satisfaction:** Level of client satisfaction.
- **Revenue increase:** % change in cooperative and farmer sales revenue.



Our Vision

Scaling the Buy From Women Platform in agriculture to other countries; and extending it to other business configurations (retailing and utilities) and supply chains (organic food products; decentralized renewable energy) for women entrepreneurs worldwide.


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220 East 42nd Street
New York, New York 10017, USA
Tel: 646-781-4400
Fax: 646-781-4444
www.unwomen.org

CONTACT US

 info4buyfromwomen@unwomen.org

TRY OUR DEMO

 <https://youtu.be/WBTPwBA5o1M>

