



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



**SUSTAINABLE DEVELOPMENT GOAL 9**  
INDUSTRY, INNOVATION AND INFRASTRUCTURE

# Gender mainstreaming in cluster development: the UNIDO experience

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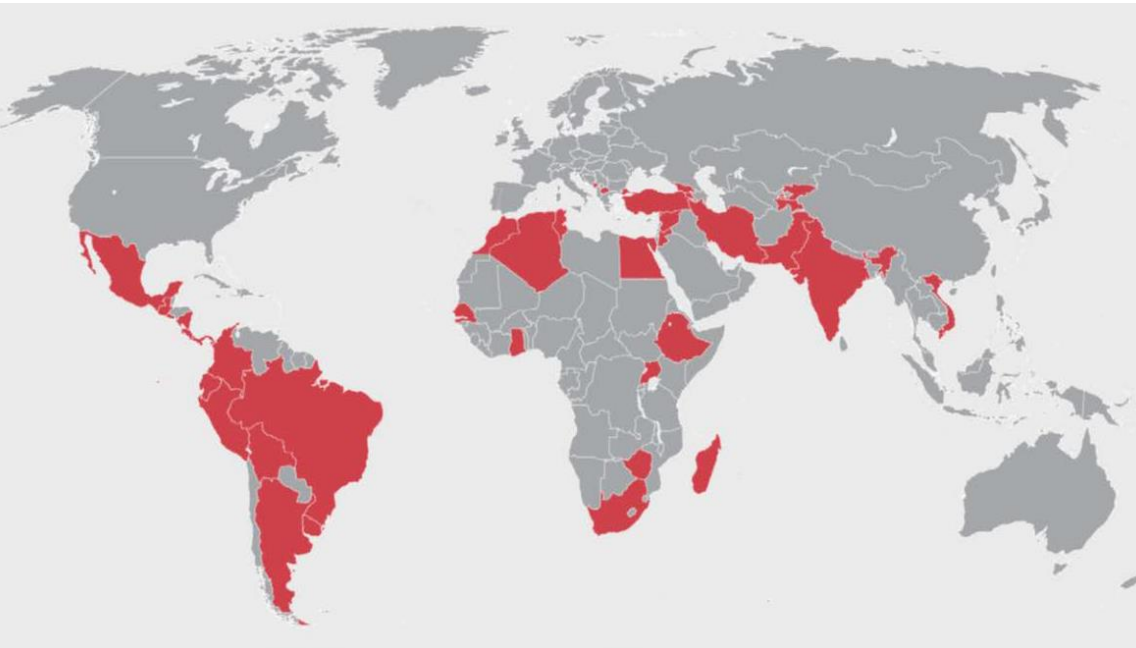
## Gender Mainstreaming in cluster development : WHY

- For over 25 years, UNIDO has been involved in developing and promoting cluster policies, strategies and supporting clusters development in different countries;
- Ensuring that the improvement of economic competitiveness triggered by clusters development reaches down to the final actors within the cluster is one of our main concerns (Inclusive Sustainable Industrial Development – No one is left behind);
- Ensuring that men and women benefit equally from project interventions requires an assessment of gender dynamics: in the division of labour and roles; in power relations; in access to and control over resources, and of the different practical needs and constraints of men and women in any given context;



# Lessons learnt from project experiences

<http://www.clustersfordevelopment.org>

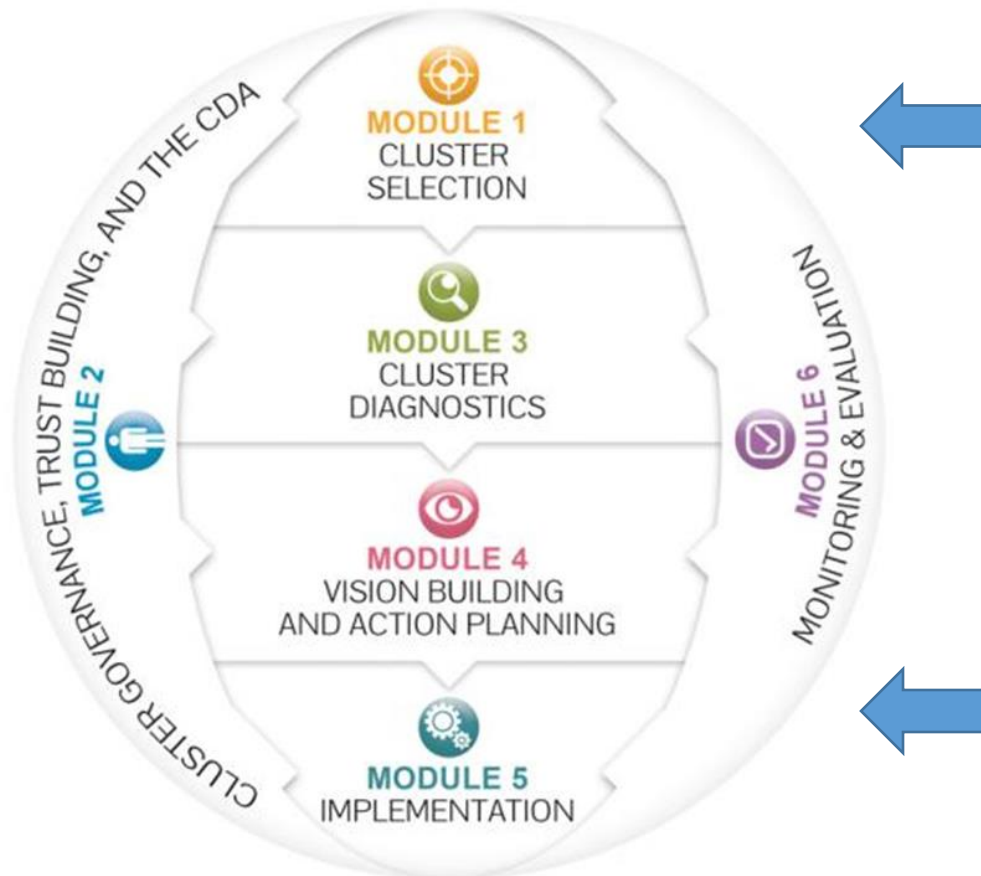


[https://www.unido.org/sites/default/files/files/2019-01/UNIDO Mainstreaming Gender in Cluster Development.PDF](https://www.unido.org/sites/default/files/files/2019-01/UNIDO%20Mainstreaming%20Gender%20in%20Cluster%20Development.PDF)



# Gender mainstreaming in the cluster methodology

At the project start: gender balancing the team & building gender capacities within the team



## *Gender analysis in the mapping and diagnostics:*

- Division of labor
- Access and control over resources
- Responsibilities and power distribution
- Perception of problems and needs by men and women

## *Vision definition and action plan:*

- Identify sexo-specific targets, needs and problems
- Allocation of resources
- Incorporating gender equality objectives in the cluster planning
- Self help groups support
- Capacity building and technical trainings specifically addressing women needs
- Including men in the process (trust building and mentality change!)

# Some best practices from UNIDO's experiences

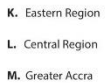
## West Africa Competitiveness Programme – WACOMP Ghana (2019-2023)

### Compete

VALUE CHAIN	CLUSTERS	TYPE OF PRODUCTS	
<b>Cassava</b>	A. Atebubu – Amantin – Mampong Cluster	Gari, Chips, HQCF, Starch and Ethanol	
	B. Volta Region	HQCF, Gari, Ethanol	
	C. Kintampo – Techiman	Gari	
	D. Abura Cluster	Starch and HQCF	
	E. Savannah Region	Cassava Chips	
<b>Fruits</b>			
	<b>Mango</b>	F. Middle Cluster	Fresh and Dry Mangoes
		G. Northern Cluster	Fresh and Dry Mangoes
	H. Eastern Cluster	Fresh Mangoes	
	I. Volta Region	Fresh Mangoes	
	J. Greater Accra Region	Fresh Mangoes, Juice and Dry Mangoes	
<b>Pineapple</b>	K. Eastern Region	Fresh Pineapples, Juice and Dry Pineapples	
	L. Central Region	Fresh Pineapples and Juice	
	M. Greater Accra Region	Fresh Pineapples, Juice and Dry Pineapples	
<b>Cosmetics</b>	N. Northern Cluster	Shea Butter, Cosmetics Products and Essential Oils	
	O. Middle Cluster	Black Soap and Essential Oils	
	P. Southern Cluster (Greater Accra Region)	Cosmetic Products	
	Q. Western Region	Black Soap and Coconut Oil	



#### FRUIT - PINEAPPLE



#### COSMETICS



Project strategy: Cluster approach coupled with quality strengthening to increase the competitiveness of three value chains: Cassava, Fruits (Mango and Pineapple, Shea based cosmetic and personal care products).

### Main interventions:

- Collective planning and implementation of cluster actions;
- Technical trainings on food safety, quality standards and GAPs;
- Coaching on business development and financial aspects;
- Linkages between producers and processors to improve market access;
- Product diversification;
- Branding and marketing (e-marketing and e-commerce)



## Some best practices from UNIDO's experiences

### ○ West Africa Competitiveness Programme – WACOMP Ghana (2019-2023)

RESULT: In mango cluster in Dodowa: drying and processing center managed by Hendy Farms team. Improved productivity and quality and better integration with producers; better visibility and e-marketing in COVID pandemic.



**“WACOMP Ghana contributed to enhancing women capacity to be resilient in this COVID-19 period and supported our cluster in becoming more competitive and capable of doing international trade,”**

Sandra Snowden – Hendy Farms

<https://hendyfarmgh.com/>

## Some best practices from UNIDO's experiences

### ○ Market Access facilitation for traditional food products, PAMPAT Tunisia

SMSA Tahadi was established in 2013 by 164 women and became the first entirely female SMSA in Tunisia.



The project supported:

- Collective vision definition and joint action planning;
- Trainings on quality improvement (safety and hygienic standards, market access and marketing) but also self development trainings (how to handle conflicts, communication,...)
- The standardization of the traditional harissa production process by the women (from auto consumption to market production);
- Compliancy of the production unit with national and international standards;
- Market access activities and product differentiation.

## Some best practices from UNIDO's experiences

### ○ Market Access facilitation for traditional food products, PAMPAT Tunisia

RESULT: Strong economic impact on the women; increase in sales and visibility. The success obtained by the SMSA Tahadi has been promoted as a model for women's integration into agro-value chains. Study tours from Sub-Saharan African countries have been organized to the SMSA premises to promote the best practices of the success story of collective production and marketing of this women's cluster

<https://youtu.be/f4acf1w9oOM>

**L'ÉCONOMISTE**  
MAGASIN

Tahadi : une success story féminine tunisienne

Mohsen Tiss - 8 mars 2017



PAMPAT - Témoignage de Najoua Dhiflaoui SMSA Tahadi ERRIM (Tunisie)

68 vues • 14 janv. 2021

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“ Before I did not dare asking even what was my right,  
I did not go to the administration offices myself...  
Now everything has changed, thanks to the self  
development trainings and to the technical  
knowledge gained.  
This has helped me even in my daily life within my  
own family. Life offers to my eyes many more  
perspectives today”

Najoua Dhiflaoui SMSA Tahadi ERRIM

