



AFRICAN POLICY DIALOGUE MALI
Increasing Women Entrepreneurship in Mali



African Policy Dialogue Mali

Workshop 3:

**CREATING A SYNERGY OF ACTION
BETWEEN THE DIFFERENT
STAKEHOLDERS IN THE WOMEN'S
ENTREPRENEURIAL ECOSYSTEM**



This work is the product of a collaboration between the Netherlands-African Business Council (NABC), the Mali Investment Promotion Bureau (*Agence pour la Promotion des Investissements au Mali, API-MALI*), the Institute for Advanced Studies in Management (*Institut des Hautes Études de Management, IHEM*) Group, and the Global Institute for Women's Empowerment (GIWE/IMAF) on an initiative from and thanks to the support of the INCLUDE platform. The opinions, findings, analyses, and conclusions formulated in this work are those of the authors and do not necessarily reflect the views or official policy of the organizations mentioned here.

African Policy Dialogue Mali

The African Policy Dialogue Mali (APD) is a collaborative policy research initiative between the Netherlands-African Business Council (NABC), the Mali Investment Promotion Bureau (*Agence pour la Promotion des Investissements au Mali, API-MALI*), and the Institute for Advanced Studies in Management (*Institut des Hautes Études de Management, IHEM*) Group. This African policy research initiative is expected to generate research evidence and ideas on how to overcome the obstacles to women's entrepreneurship and economic participation; it is also expected to generate ideas and develop tools to improve the women's entrepreneurial ecosystem in Mali.

Photo: Flacoro Diallo, SaoKiss Picture

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OBJECTIVES OF THE AFRICAN POLICY DIALOGUE

Within the framework of the "African Policy Dialogue" (APD) programme of the INCLUDE platform, in partnership with the Mali Investment Promotion Bureau (*Agence pour la Promotion des Investissements au Mali, API-Mali*), the Netherlands-African Business Council (NABC), and the Institute for Advanced Studies in Management (*Institut des Hautes Etudes de Management, IHEM*), a study has been conducted to identify the specific difficulties encountered by women in venturing into entrepreneurship and in growing their businesses, in order to contribute to scientific research in women's entrepreneurship.

The African Policy Dialogues are networks of policy actors in a given sector or country that identify priority policy issues where scientific evidence is lacking. They generate data which they use to inform the formulation and implementation of public policies and programmes.

The study's results will enable the APD Mali to formulate proposals and tools for an environment that is conducive to women's entrepreneurship development in Mali.

The theme of the African Policy Dialogue in Mali, steered by *API-Mali* in partnership with the NABC and *IHEM*, is "Increasing Women's Entrepreneurship in Mali."



WORKSHOP 3:

CREATING A SYNERGY OF ACTION BETWEEN THE DIFFERENT STAKEHOLDERS IN THE WOMEN'S ENTREPRENEURIAL ECOSYSTEM

This workshop took place on 21 October 2021 at the offices of *API-Mali* in Bamako. It brought together more than fifteen participants from the private sector, the government, academia, and representatives of Mali's development partners.

After a recap of the conclusions of the previous workshops (APD 1 & APD 2) by *API-Mali*, the facilitator introduced the theme of the discussion, "Creating a synergy of action between the different stakeholders in the women's entrepreneurial ecosystem".

The discussions, which were open to all participants, were held in Bambara and French, the languages common to the whole audience. The recommendations can be grouped as follows:

1. TRAINING:

- Make a case to the government for including, in the school curriculum from basic education, a teaching subject called "Introduction to Entrepreneurship".
- Make entrepreneurship a teaching subject at university level.
- Develop literature on entrepreneurship in other local languages.
- Support scientific research in the field of women's entrepreneurship and seek support for it from development partners.
- Build laboratories in universities in order to test entrepreneurship-related ideas.
- Build women entrepreneurs' capacity on corporate governance.

2. SUPPORT:

- Evaluate public policies and programmes related specifically to women's entrepreneurship.

- Lobby the government to lower the interest rates charged by banks and financial and microfinance institutions, in order to facilitate access to finance for a large number of women entrepreneurs, or to subsidize their loans.

- Make funding available from *API-Mali* to support women's entrepreneurship.

3. INFORMATION:

- Involve rural women by organising workshops on entrepreneurship in all regions of Mali and among the Malian diaspora.
- Identify women entrepreneurs' networks and strengthen them in order to facilitate their access to information and, above all, to organize them so that they can generate proposals.
- Create a WhatsApp group, administered by *API-Mali*, with key actors in the field and focused on women's entrepreneurship.
- Provide information on entrepreneurship support structures to better address women entrepreneurs' needs and safeguard their interests.
- Organize a framework for physical (business to business) meetings between women entrepreneurs.
- Devise programmes dedicated to women's entrepreneurship in all media (TV, print media, radio, social networks, etc.).
- Take the local specificities into consideration when providing information on women's entrepreneurship.

4. CULTURAL ASPECTS:

- Involve men more often so that they become the spokespersons for women entrepreneurs.



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