

KAGİDER

**Türkiye Kadın
Girişimciler Derneği**

**Women Entrepreneurs
Association of Turkey**

KAGİDER
WOMEN ENTREPRENEURS ASSOCIATION OF TURKEY

WHO IS KAGIDER?



- Founded in Istanbul in September 2002, by 37 successful women entrepreneurs, KAGIDER is a nation-wide, world-renowned, non-profit organization aiming to strengthen women entrepreneurs.
- In 20 years of time, KAGIDER worked for women's empowerment and socioeconomic development, advocates for equal opportunities for men and women
- 450 women business owner members generating more than 62 billion USD turnover, 8% of Turkey's economy
- Training, counselling and mentorship activities towards economically empowering and strengthening women entrepreneurs
- KAGIDER has its office in Istanbul, has EU Representative in Brussels

A photograph of three women in business attire, smiling and looking at each other. The image is overlaid with a teal color filter. The text "Mission" and its definition are centered over the image.

Mission

Creating a world in which women produce and establish their existence independently and play an effective role in decision-making processes.

A silhouette of a woman with her hair in a ponytail, sitting at a desk and working on a laptop. The background is a bright yellow light, creating a high-contrast silhouette effect. The text "Vision" and its definition are centered over the image.

Vision

Creating a world in which women produce and establish their existence independently and play an effective role in decision-making processes.

8 Main Strategy

1-Increase the number of women in the business world and promote women entrepreneurs

2-Provide trainings and mentoring to women in entering the business world and becoming an entrepreneur

3-Spread the impacts of KAGIDER's activities across Turkey

4-Support the legal base for the development of an ecosystem for women entrepreneurship while providing a road map for financial access

6-Encourage and support young women in their entry into the business and entrepreneurial world while continuing their education

5-Support KAGIDER members in growing their businesses

7-Raising awareness about KAGIDER

8-Become a reference point for supporting women entrepreneurship and developing the content and technological activities in women's careers at the national and international level.



1. Access to Finance and Entrepreneurship Support Strategy Group
2. Youth and Entrepreneurship, Education Strategy Group
3. Private Sector Strategy Group
4. Networking Strategy Group

5. Technology and Digital Transformation Strategy Group
6. Social Impact Strategy Group
7. International Relations Strategy Group
8. Advocacy Strategy Group



TARGET & STRATEGY



- 3 million women in labor force
- 50.000 more WBOs

SOURCES & RESOURCES

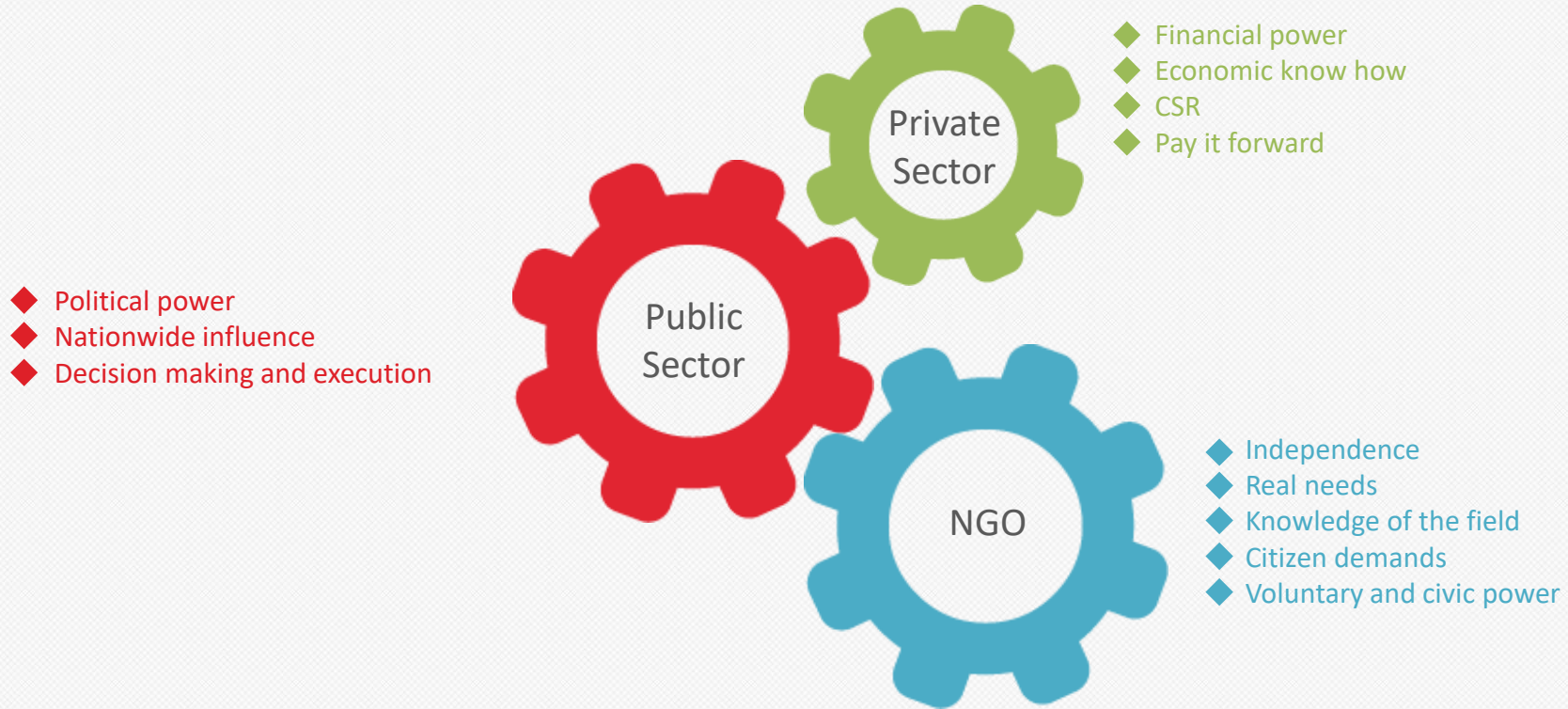
Financial Capital

- Membership Fees
- Private sector CSR
- International Funds
- Consortiums
- EU Funds

Human Capital

- Professional staff
- Board members
- Members
- Volunteers

SYNERGY OF 3 KEY ACTORS FOR CHANGE



"Women Entrepreneurs in Pandemic" Research by KAGIDER & Ipsos (2021)

How has the pandemic affected women entrepreneurs in Turkey?

- 76% respondents are having difficulty, 56% have been indebted in this period
- Support and incentive packages were important
- 3 major problems of women entrepreneurs in Turkey:
economic problems (30%), coronavirus pandemic (23%), justice and law (15%)
- On the other hand, women entrepreneurs do not lose hope, have goals to expand their businesses

Women's Economic Potential in Turkey

Women Entrepreneurship rate in Turkey is currently around 14%*
this rate was – 4% in 2002 when KAGIDER was established

Projects and Activities at a Glance

KAGIDER has become a strong and viable civil society actor which provides alternative solutions to women's empowerment and socio-economic development issues.

*reached over 10,000 women in 34 cities throughout Turkey and has equipped more than 2,000 women with entrepreneurial skills plus providing customized incubation, mentoring and consulting services.



“Women Business Network” Project (W-BUN) is a Project implemented under the coordination of KAGİDER, with cooperation of BUIKAD and KAİSDER and financed by the EU and the Republic of Turkey. January, 2019 - January, 2021.

- ✓ Project sets out with the view that women entrepreneurs have access to value-added production and job markets and can take part in an effective communication network.
- ✓ Search conferences, workshops and public visits among organised active citizens and CSOs as well as the cooperation between public sector and CSOs
- ✓ a draft legislative proposal on public procurement to support procurement by and with women-owned enterprises
- ✓ The data of the meeting participants are uploaded KAGİDER's portal www.ticaretinkadinlari.com - a communication channel for women networks (+220 NGOS, +1000 women entrepreneurs)

- ✓ Under the Technical Assistance of the World Bank, KAGİDER has developed the Equal Opportunities Model for Turkey (FEM) concentrating on Equal Opportunities in the Workplace.
- ✓ The objective of the project is **to help the private sector focus on key elements integral in promoting gender equality** in the workplace, marketplace and community.
- ✓ The Equal Opportunities Certification Program is voluntary and is applied to companies, and organizations that wish to demonstrate their commitment to gender equity. A certificate is awarded to organizations whose policies and practices meet the determined criteria.



*According to the latest data in 2022,
the number of institutions receiving
FEM is 43 in total.*

Since 2006 “**Turkey's Woman Entrepreneur Competition**” has been organized by KAGIDER, Garanti Bank, and the Economist Magazine.

The objective is to boost the business and social entrepreneurship spirit of women in our country, and help their numbers grow to global levels.

Within the scope of the competition, projects and success stories of women who do business throughout Turkey are considered.

Encouraging women entrepreneurs and publicizing their success stories to set an example for women all over Turkey is aimed for.



Online platform with entrepreneurial trainings and modules aimed at reaching a wide variety of Turkish women.

www.kagiderpusula.org www.dusortagim.com

KAGİDER's digital education platforms KAGİDER Compass and My Dream Partner have won the Golden World Award, which is organized by IPRA (International Public Relations Association) in 2019.

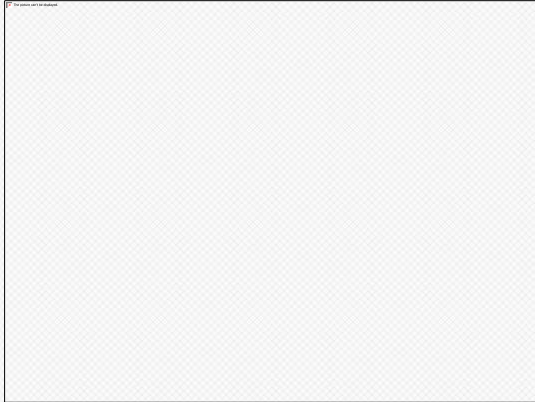
- ❖ *On the **Compass** portal, 6896 people have received / continue to receive trainings.*
- ❖ *Within the scope of the **My Dream Partner** program, 2749 young women received training so far.*

In 2010, KAGIDER launched Women Leaders of the Future Project to train university graduate or senior university student young women to make them prepared for the norms, requirements, and general environment of the business life. Moreover, an entrepreneurial spirit is tried to be provided and civic activism is also encouraged in this program.

“Women Leaders of the Future” Training program is a two day intensive training consisting of preparing your CV, basic transferable skills, interview simulation and basic information on different business sectors. From 2010 to 2021, around 15.000 applications were received from young women between the ages of 21-25. Total number of GKL Program graduates have reached 1200.



Having a special consultancy status of the United Nations Economic and Social Council (ECOSOC), KAGIDER has been attending to the meetings held within the United Nations Headquarters in New York since 2011 and presents one of its successful projects that is being implemented as a “Good Practice from Turkey” relevant to the primary theme at the Commission on the Status of Women (CSW).



Ongoing EU-funded projects:

Empowering Women through Tourism-WE-TOUR (2021-2023)

Balkan Women Coalition vol. II -Social Start-Up Booster for Supporting Female Entrepreneurship in Balkans (2020 – 2022)

KAGIDER

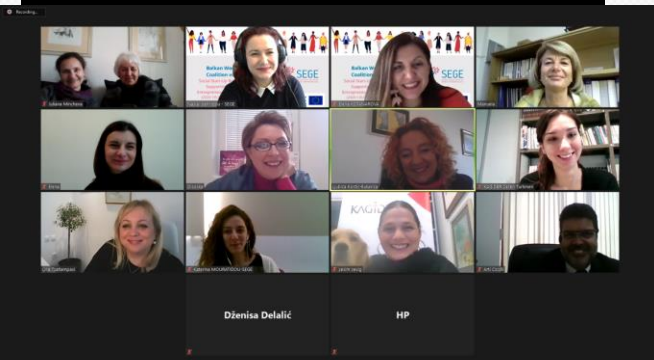


Programme funded by
EUROPEAN UNION



BSB1030

WE TOUR



www.balkancoalition.com

The project was pursued in cooperation with Migros, at the General Directorate of Migros in Istanbul. **75 women** entrepreneurs who have been operating in the agricultural sector for at least one and at most 3 years attended the camp, a **selection from 233 entrepreneurs** were made. During the 2-day-camp, in the meetings where experts and successful entrepreneurs from the agriculture sector and Migros marketing managers attended as speakers to help women entrepreneurs grow and become stronger.

- *After the camp, 21 women entrepreneurs were selected and they were provided support in PR, social media & press, mentoring, and so on.*

Participants:
2020 → 75
2021 → 66



KAGİDER
TARIMDA KADIN GİRİŞİMCİ
GELİŞTİRME VE HIZLANDIRMA
PROGRAMI 2021



KAGİDER **MIGROS**
TİCARET A.Ş.

SEPHORA x KAGİDER
KOZMETİK VE GÜZELLİK SEKTÖRÜNDE
KADIN GİRİŞİMCİLERİ GELİŞTİRME
VE HIZLANDIRMA PROGRAMI



This program focuses on uncovering the power and the potential of women, and conducted the trainings of the 'Acceleration and Development Program for Women Entrepreneurs in Cosmetics and Beauty Industry'

31 women entrepreneurs were selected out of 200 applicants by experts in their fields. Women entrepreneurs received a 3-day online training covering important topics to develop institutionalization, human resources, finance, incentives, leadership and managerial skills foreign trade approaches between 11-13 November 2020.

- ✓ an e-learning training module aiming to provide equal opportunities for women's businesses to access markets was developed.
- ✓ gender inequality in purchasing policies and practices, to design and successfully implement strategies to incorporate the gender perspective into existing purchasing policies, regulations or strategies, and to provide an understanding of institutional investment opportunities, especially in early-stage ventures.
- ✓ A demoday – Investor's Pitch Finale for the selected 25 women entrepreneurs from 9 countries was realized on 29 April 2022 in Istanbul.



The 68th FCEM World Congress was hosted by KAGIDER between 3-5 November 2021 in Istanbul, at the Swissotel the Bosphorus.

Main theme: “Reunite with Resilience; Learn, Share and Enjoy” & for the first time in Istanbul.

Approximately 200 women entrepreneurs from 30 countries, representing a capital of nearly 700 billion Euro, have participated in the 68th FCEM World Congress where prominent speakers and guests appeared on the stage.

The host organization KAGIDER has proudly received “One of the Best Congress Organization” award at the FCEM Awards that was held within the Congress.



W20 was opened during Turkey's G20 Presidency term at 2015 to raise the participation of women into the economy for G20 countries and W20 presidency. W20's secretariat was given to KAGİDER for this term. Also, KAGİDER was the host of W20 summit at that time. Since then, KAGİDER actively takes part in its work. Most recently, KAGİDER joined W20 Indonesia Summit in July, 2022 as W20 Turkish Delegates.



- KAGIDER Advanced Phase Entrepreneurship Trainings
- KAGIDER Accelerator for 100 Women Entrepreneurs in Turkey – with US Embassy
- “Good Business: Empowering Women Entrepreneurs in Retail Excluding Food and Non-Electronic Sectors”
- KAGIDER & DFDS «We Carry For Women» Project
- Green Business Awards
- UR-GE Project - Supporting The Development Of International Competitiveness Project
- Starting-up My Business
- Women Exporters Program
- Women Leaders Platform
- Starting-up My Business trainings
- ESIL – The Early Stage Investing
- Project 15
- KAGIDER Mentorship Platform
- ...

SUSTAINABLE PARTNERS





WE ARE A TEAM WHO BELIEVES IN THE POWER OF WOMEN

THANK YOU!

KAGIDER

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