

SESSION #26: Measuring the Impact of COVID-19 on Women Entrepreneurs



Speakers:

- Wendy Teleki, Head of Secretariat at We-Fi
- Zar Wardak, Vice President & Division Director at FINCA Impact Finance
- Adi Engel, Chief Marketing Officer at vCita
- Roshin Joseph, Results Measurement Specialist at IFC

Main takeaways:

- Given the pre-pandemic trends, the World Economic Forum estimated that **the global gender gap wouldn't be closed for another 100 years.**
- **Only 60% of financial institutions collect gender disaggregated data and only 10% use the data to provide differentiated products.** The lack of data and usage leads to misconceptions about women entrepreneurs' needs and preferences.
- To enhance the relationship between women-owned SMEs and financial institutions, it is critical to **increase data-tracking of the female borrowers or equity partners and monitor the use of funds.**