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THE WOMEN, YOUTH AND NORMALISATION PROJECT IN CAMEROON

Presented by : Dr. BELECK à KOUNG Gisèle ANOR/CFJN

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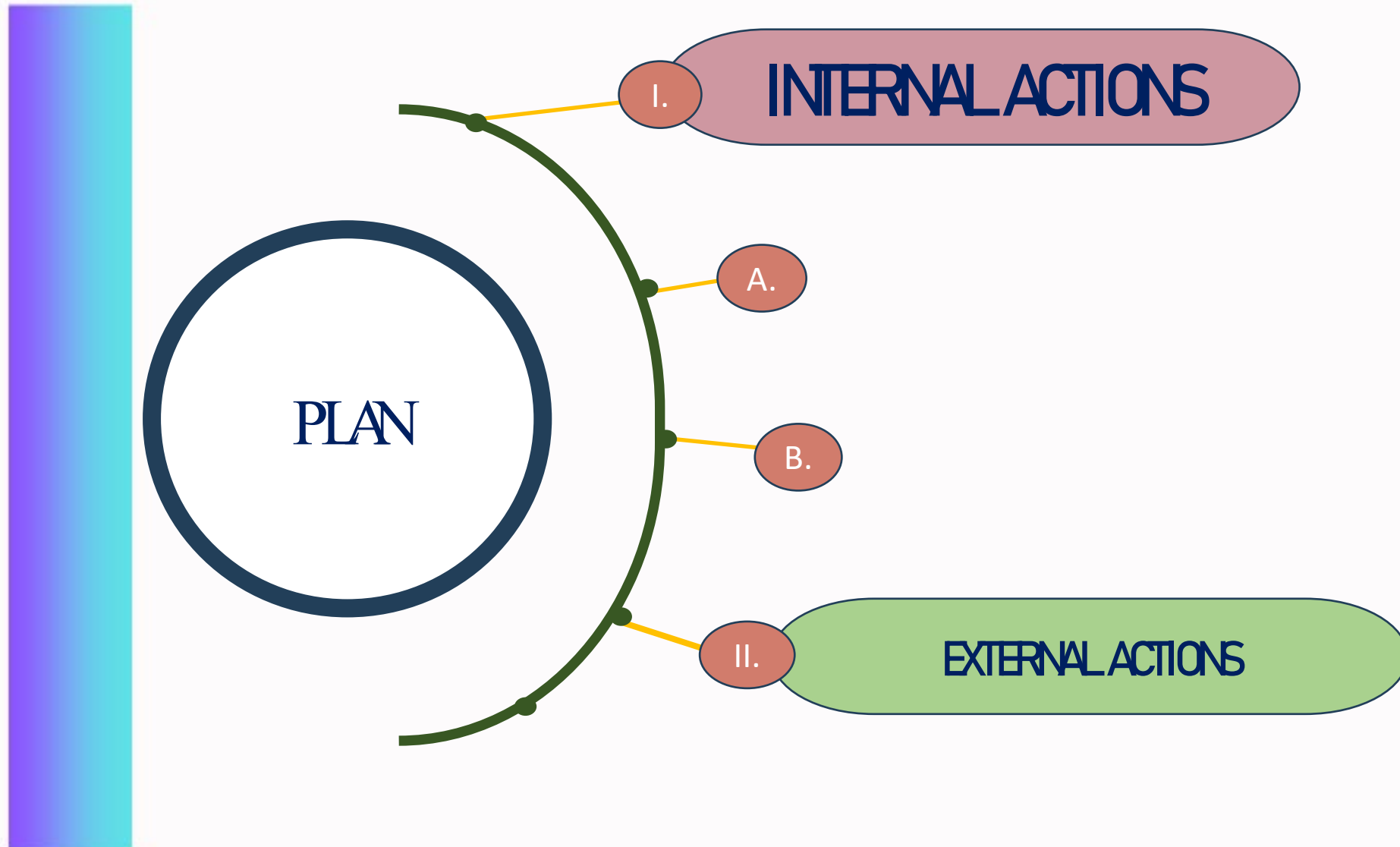
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SUMMARY





I.1 Internal actions: Women participation

Management of Committees

10 Committees fonctionnal	1 woman chairing
06 Mirrors Committees fonctionnal	01 chairing
Secreatariat of Committees	50% of women



I.1 Internal actions: Women participation in standadisation process

Women representing their structures	30%
Women acting as Experts	10%



I.1 Internal actions: Women in the leadership of the NSB

High level of management	DG DGA
Director of departement	10%
Women on the total effective of human ressources	



I.1 Internal actions: Weaknesses

Data collection on the other aspects of gender

Lack of the data on qualitative participation

Lack of gender action plan and tools to convince women on their key role in standardisation activities

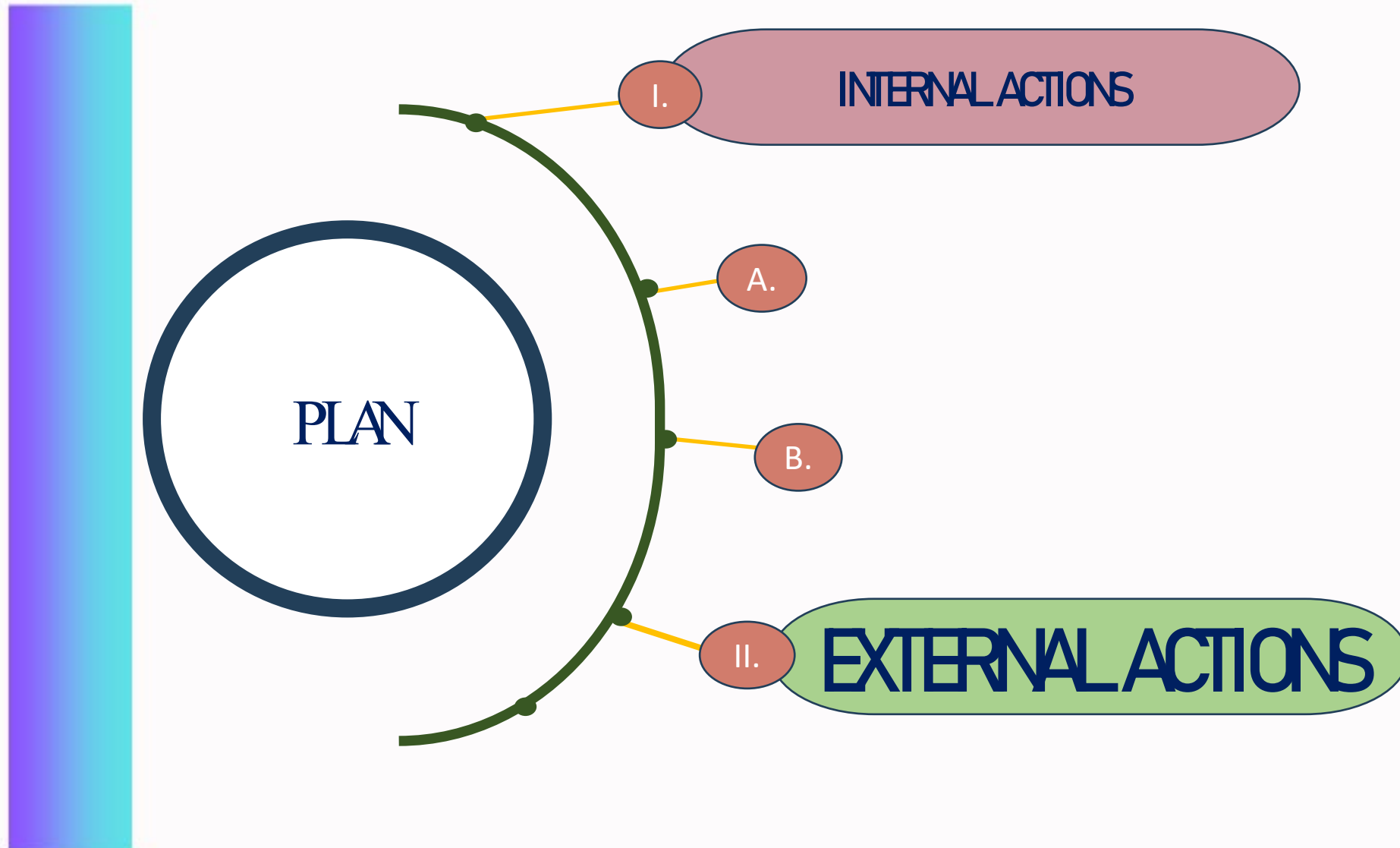


I.1 Internal actions: Expertation

To be mentored by those who have a long

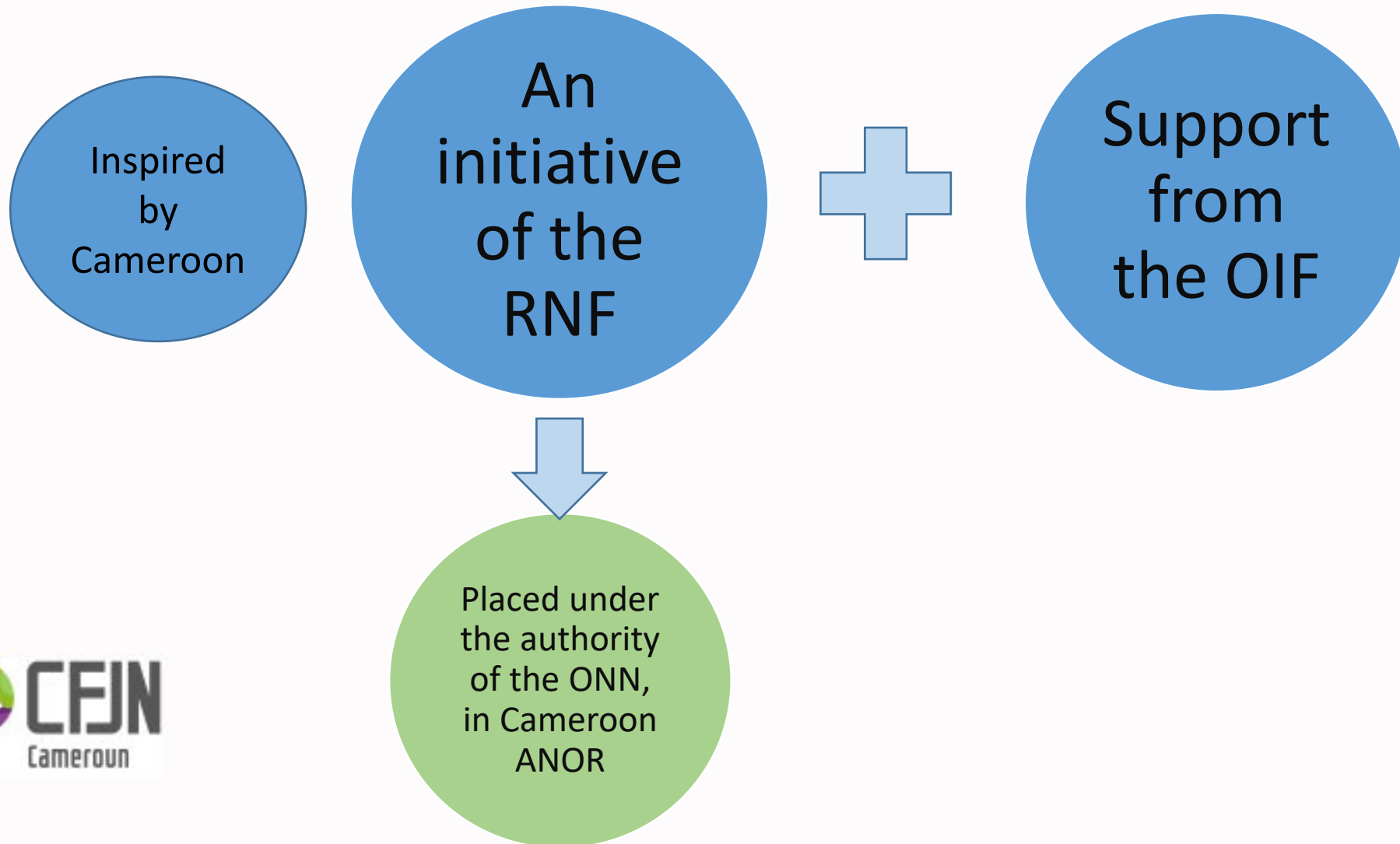
**Materials tools on raising awereness on key role of women and
standardisation activities**

SUMMARY





I.1 CONTEXT



I.1 Context (Next 2)

The demonstrated importance of the role of women and young people as vectors of economic growth in developing countries, and of women as the main players in reducing poverty in rural areas.

The improvement of women's productivity and economic empowerment as a priority in development programmes and policies initiated at both international and national level.

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1.2 The OVERALL OBJECTIVE

To ensure that women and young entrepreneurs make a greater contribution to achieving the objectives of growth and job creation as defined in Cameroon's development policy documents, by taking account of the socio-economic importance of standards and quality issues in their activities.

I.2 SPECIFIC OBJECTIVES (Next)

- ➔ Promoting standards among beneficiaries
- ➔ Raising awareness of standardisation and the quality approach
- ➔ Strengthen beneficiaries' standardisation capabilities
- ➔ Strengthening the commitment of women and their participation in standardization work at both national and international level
- ➔ Supporting beneficiaries in improving the quality of their products and services
- ➔ Improve communication on project activities and standardisation with beneficiaries

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II- EXPECTED RESULTS

Better understanding
of standards and
quality issues

Produits et services
offerts par les femmes
et les jeunes de
meilleure qualité

At least 15,000
subscribers to the
Facebook page

Better quality
products and services
offered by women
and young people

Contribution active des
réseaux des femmes à la
promotion des normes
et de la qualité auprès
de leurs adhérents

➤ **Implementing communication actions on the project's activities and the promotion of standards =} increasing the visibility of the "Women, Youth and Standardisation" project's activities:**

- ✓ Creation of a database of women entrepreneurs within the Unit;
- ✓ The design of communication tools (logotype, roll up, flyers, leaflets, etc.) that are widely distributed;
- ✓ The creation of a CFJN-CAM Facebook page through which nearly 200 publications relating to the activities of the project, ANOR, and facts relating to entrepreneurship and the quality approach have been posted;
- ✓ Creation of a microsite.





III.1 ACTIONS CARRIED OUT

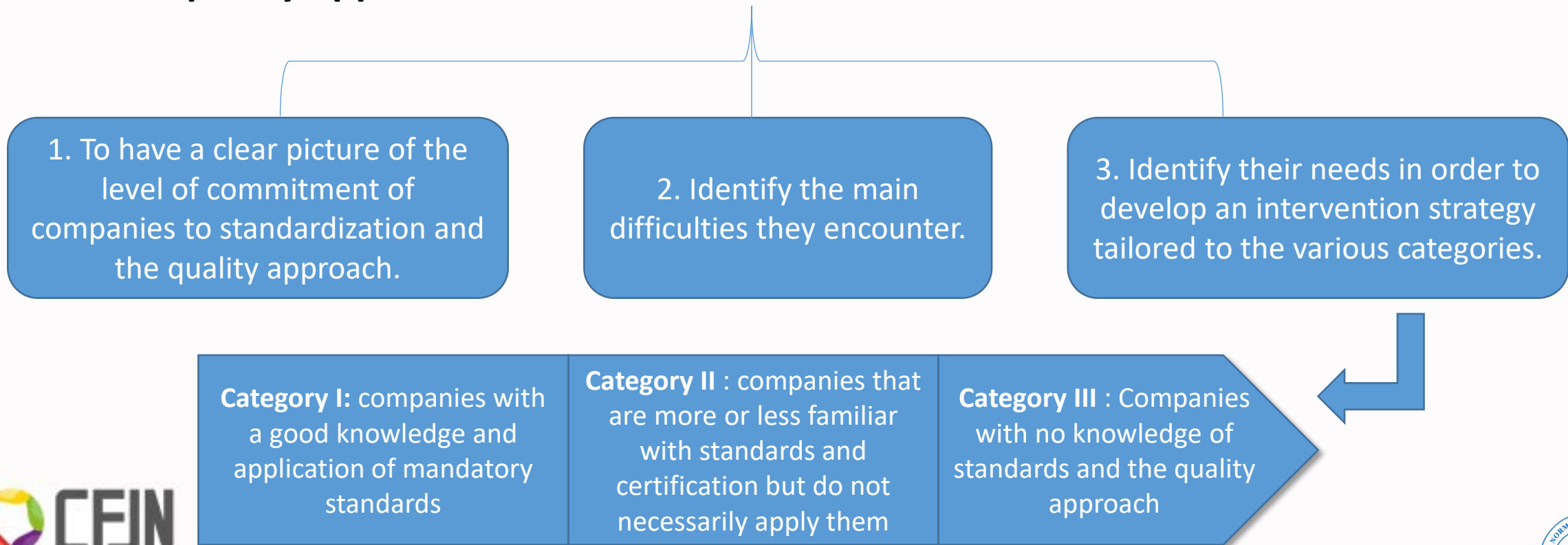
- **Implementation of awareness-raising and training activities on standardisation and the project's activities:** Deployment of the CFJN in the cities of Yaoundé, Douala, Sangmélima and Bertoua.

Awareness-raising and training activities carried out in the agri-food, cosmetics and hotel sectors. These areas were chosen on the basis of ANOR's strategic guidelines and the portfolio of Cameroonian standards that have been made compulsory and which have an impact on improving the quality of the products and services of the targeted entrepreneurs.

Actions carried out through "standardization cafés", awareness campaigns, the organization of consultation platforms and participation in promotional events.



➤ **Carrying out a study to characterize women's and young people's entrepreneurship with a view to supporting them in standardisation and the quality approach:**





- **Drawing up a project document to support women and young entrepreneurs in standardization and the quality approach: The study served as the basis for drawing up this strategy.**

It reached **248 (two hundred and forty-eight) companies** and **69 (sixty-nine) structures**, including public bodies, decentralized local authorities, professional groups, projects/programmes, development partners and incubators.

III.2 QUANTIFIED ACTIONS

- ✓ 12 standardization Café sessions were organized in the agri-food and cosmetics sectors, focusing on various standards that have been made compulsory;
- ✓ 04 indoor awareness campaigns were held in Yaoundé, Douala, Sangmelima and Bertoua;
- ✓ 17 training sessions were organized, resulting in the training of 618 women and young people and capacity-building for women's networks and associations (ASBY, SCOOPMATPA, REFAC);
- ✓ 28 awareness-raising sessions and participation in several promotional events (Promote, SIALY, etc.), which raised awareness among some 1,800 women and young people;
- ✓ 930 women and young entrepreneurs registered in the unit's database
- ✓ 15345 subscribers to the Cellule's Facebook page, and since September 2023, 40 subscribers to the Cellule's LinkedIn page;

- ✓ More than 1,200 people registered on the microsite;
- ✓ 920 women and young entrepreneurs have been made aware of the importance of standardization, standards and the quality approach between 2018 and 2021;
- ✓ 618 people trained to master the requirements of standards in the agro-food and cosmetics sectors between 2018 and 2021, not forgetting the participation of some of them in the work of developing standards within the technical standardization committees;
- ✓ More than 40 ANOR/CFJN executives trained to support women and young entrepreneurs;
- ✓ 03 awareness-raising webinars held to date.



IV PERSPECTIVES

- **Support in finding strategic partners and/or funding from donors for the implementation of the support project for small and medium-sized enterprises, beneficiaries of the Women, Youth and Standardization Project:** Training in fund-raising (knowledge of the requirements of the main donors, provision of a list of donors likely to fund our activities).
- **Support for the SME support project :** Resources required :Material: vehicles, data management software.



IV PERSPECTIVES (Next)

- **Design and provision of toolkits** (documentary films, video casts and other tools for promoting and popularizing the standards, image bank, thematic videos, tutorials, visuals with key messages, brochures/guides, case studies, etc.) to raise awareness of the standards and run virtual platforms and training sessions.
- **Insertion of a tab entitled "resources or documentation" on the CFJN - CAM microsite containing the training courses (modules by theme) and the toolbox.**
- **Certifying training courses on project management and quality auditing (ISO 9001, ISO 22000).**



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