



South-South Series:

Empowering and Growing Women-led Business



UN Women – COLEAD

South-South Series: Empowering and Growing Women-led Business

Satisfaction Survey 2025

Context

In January 2025, UN Women and COLEAD launched the *South-South Series: Empowering and Growing Women-Led Business* to support women entrepreneurs from African, Caribbean, and Pacific (ACP) countries and beyond.

The Series is tailored for women entrepreneurs and business leaders, aiming to foster collaboration and knowledge sharing, enhance business skills and market access, and promote networking.

From January 2025 to December 2025, 6 online sessions were organised, covering foresight topics such as empowering women entrepreneurs, climate-resilient business models for women entrepreneurs, access to finance for women-led MSMEs, strategies for effective marketing & branding, and leveraging technology and digital transformation.

More than 3,400 people registered for the sessions and more than 1 070 participated live. They featured 15 inspiring entrepreneurs who showcased their businesses. Additionally, 10 experts brought their insights from policy, finance, academia and support to business development.

You can access the information regarding the *South-South Series: Empowering and Growing Women-led Business* on [Agrinnovators](#).

Survey

In December 2025, a survey was conducted to assess participant satisfaction and identify areas for improvement to enhance the quality, reach, and impact of the series.

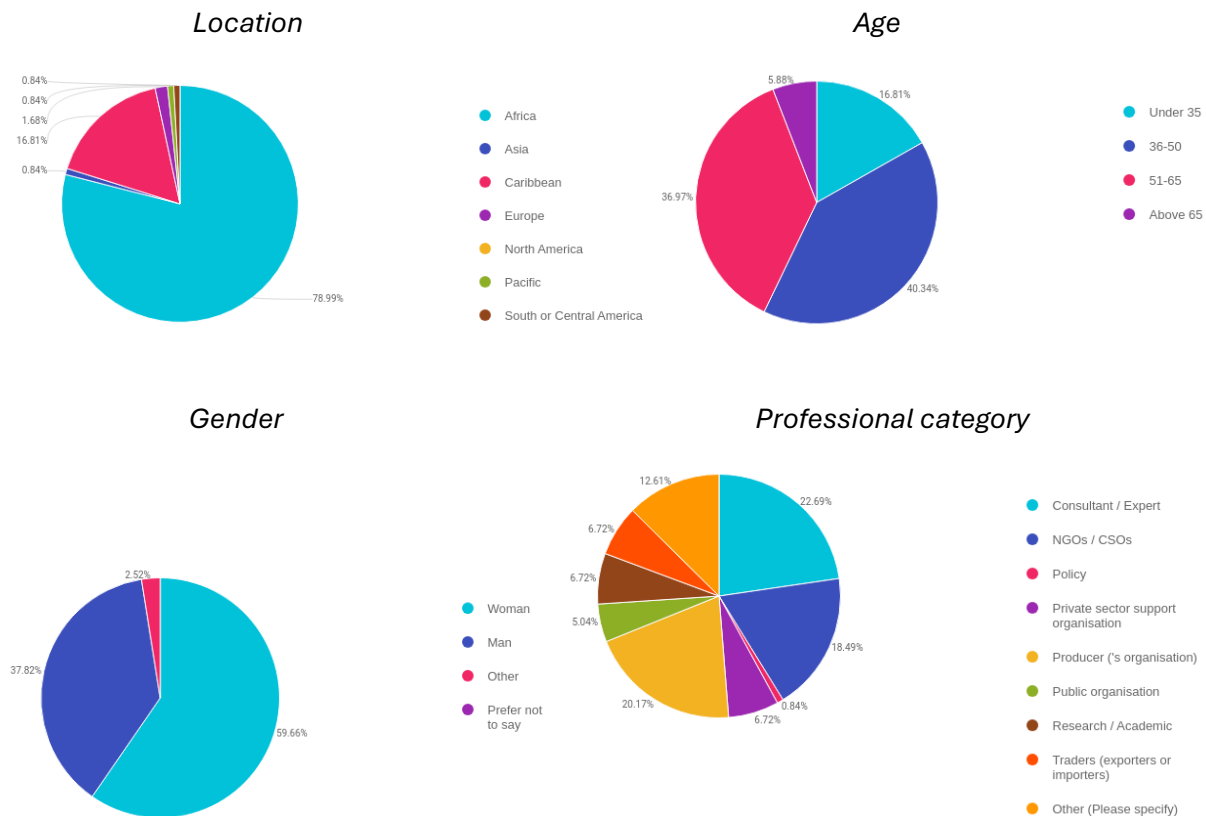
The survey was available in English and French. It included an introductory text and 21 questions, of which 5 questions collected demographic information about respondents and 16 questions gathered feedback on the South-South Series.

The survey was distributed to the 3 433 individuals who registered for at least one session. A total of 133 participants responded to the survey, resulting in a 4 % response rate. Although the response rate was limited, the diversity of respondent profiles provides meaningful insights into perceptions and experiences.

Results

I. About the respondents

The respondents' background shows a diverse distribution across regions, age groups, gender, and professional categories. **79%** of the respondents are located in Africa, and **16%** located in the Caribbean. Age wise, all groups are represented but a majority (**40%**) are between 36-50 years old, and **37%** are between 51 and 65 years old, while **17%** are under 35 years old. **60%** of the respondents are women and **38%** are men. Regarding their professions, most of the respondents are consultants or experts (**23%**), producers (**20%**), or work in NGOs or CSOs (**18%**).



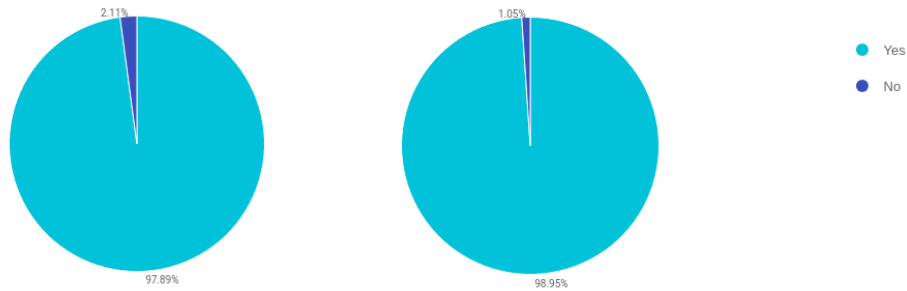
II. About the South-South Series: Empowering and Growing Women-led Business

1. Overall satisfaction

Overall, most of the respondents (**98%**) are very satisfied with the South-South Series: Empowering and Growing Women-led Business. **99%** of them said they would attend a future session if they can. These results demonstrate strong perceived value and demand for the continuation of the Series.

Are you satisfied with the sessions?

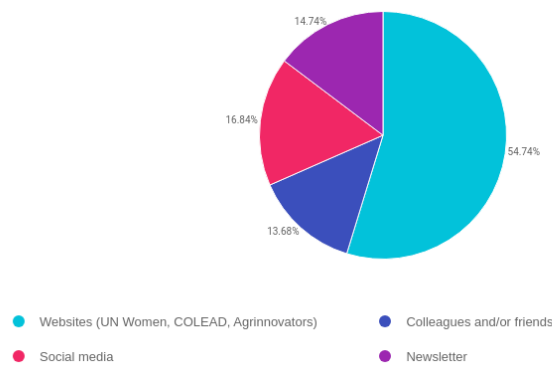
Will you attend future sessions if you can?



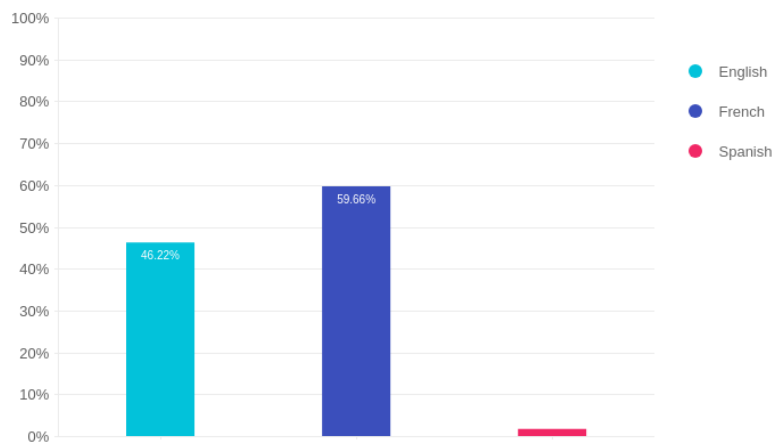
2. Access

In terms of access, the respondents first learned about the Series via either the UN Women website, the COLEAD website or Agrinnovators (**55%**), via social media (**17%**), via the newsletter (**15%**) and finally, via colleagues or friends (**14%**). The respondents have followed the sessions mainly in French (**60%**) and in English (**40%**). Finally, most of the respondents have participated to **3** sessions, which show fidelity.

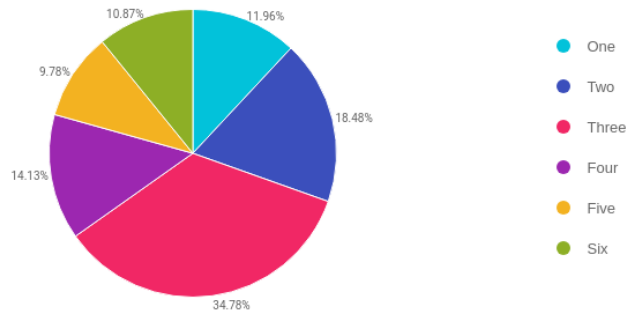
How did you first learn about the sessions?



In which language have you followed the session(s)?



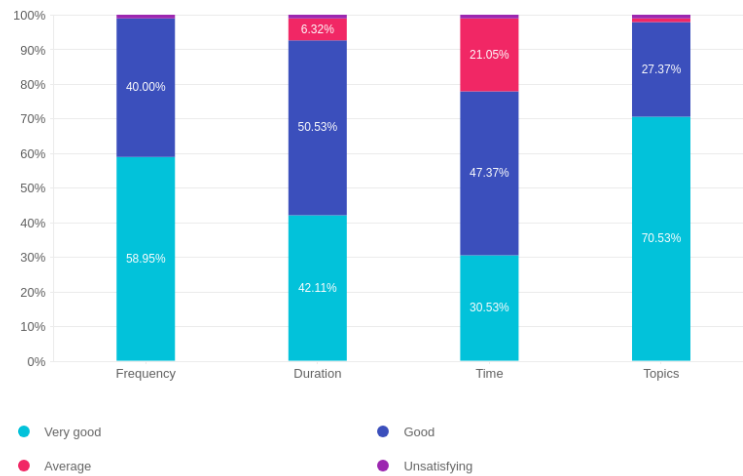
How many sessions have you attended?



3. Organization of the sessions

Respondents rated the overall organization of the sessions positively. Regarding frequency, **59%** rated it as very good and **40%** as good. For duration, **42%** considered it very good and **51%** good. Concerning timing, **47%** rated it very good, **31%** good, and **21%** average, which is understandable given the challenge of accommodating multiple time zones for a global event. As for the session topics, **71%** rated them very good and **27%** good.

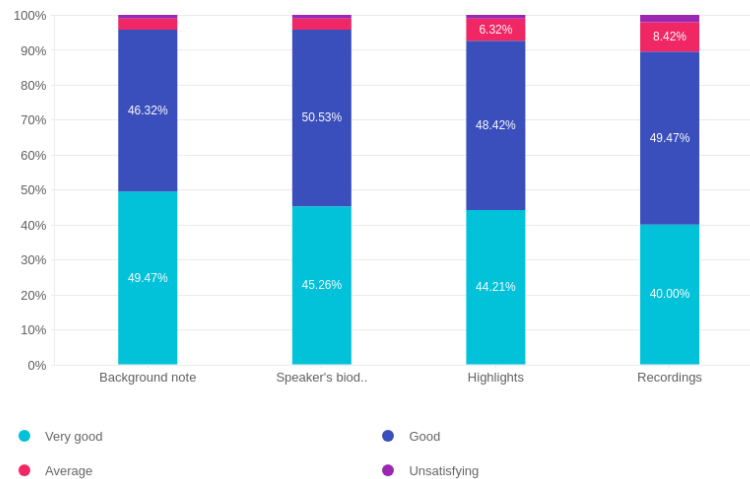
How do you find the overall organisation of the sessions?



4. Provided information

Respondents rated the information provided positively. On average, most participants considered the background note, the speaker's biodata, and the highlights to be either very good or good in equal measure. Regarding the recordings, the majority also rated them very good or good, while **8%** considered them average.

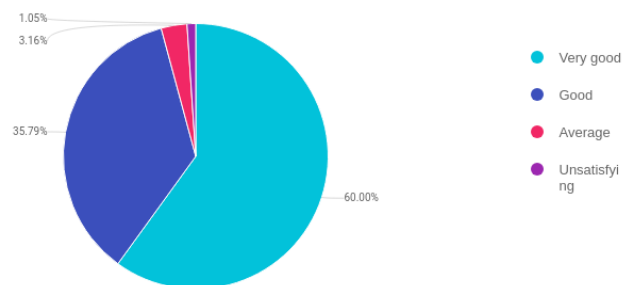
How do you find the information provided?



5. Panelists

Regarding the quality of the quality of the panelists (entrepreneurs and experts), most respondents said it was very good (**60%**), while **36%** rated it as good and **3%** as average.

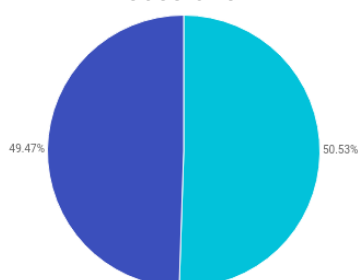
How would you evaluate the quality of the panelists (entrepreneurs and experts)?



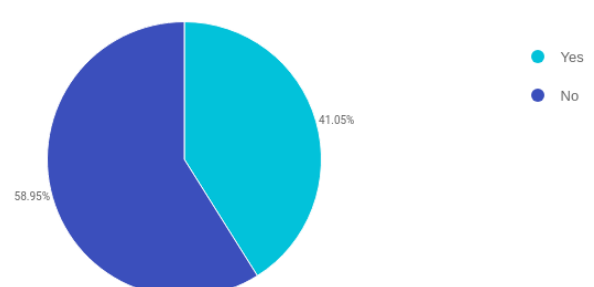
6. Agrinnovators

Respondents were asked about their engagement with the Agrinnovators platform. Among them, **51%** reported visiting the platform to check information about the sessions, while **41%** said they had followed the conversations on the Agrinnovators forum.

Have you visited the Agrinnovators platform to check information about the sessions?



Have you followed up the conversation on the Agrinnovators Forum?



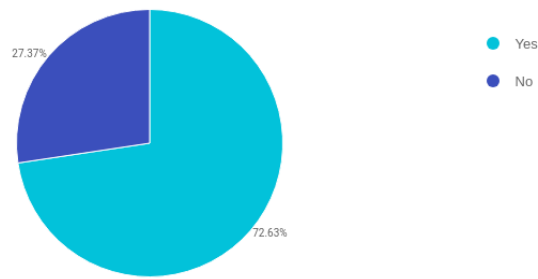
7. Impacts

A majority of respondents (**73%**) reported that their participation in the sessions had a positive impact on their work.

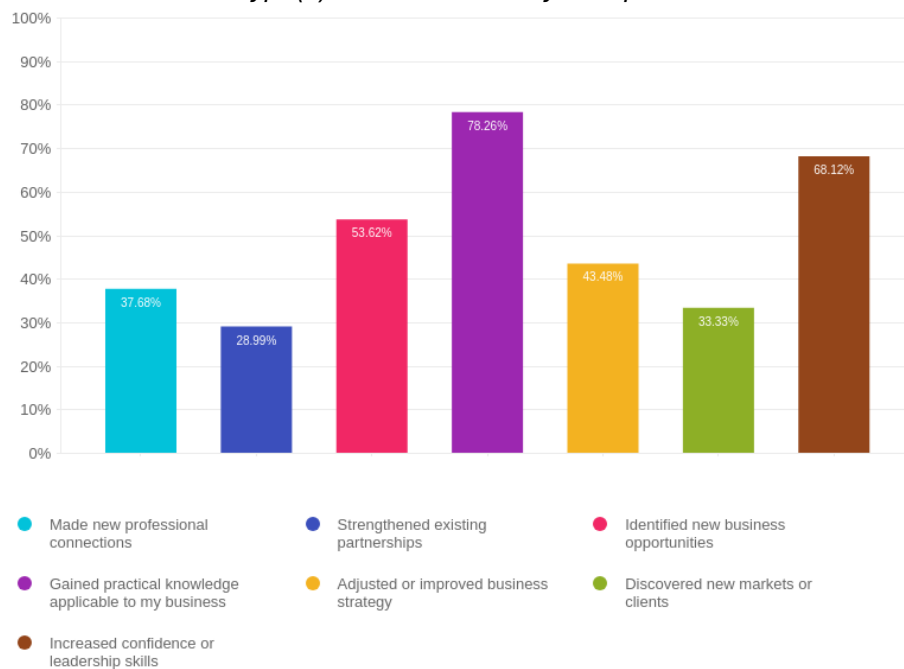
Many of them gained practical knowledge applicable to my business (**78%**), increased confidence or leadership skills (**68%**), identified new business opportunities (**54%**), and adjusted or improved business strategy (**43%**).

Following the sessions, the respondents engaged in a variety of follow-up actions, including building networks through contact exchanges and e-introductions, sharing knowledge and experiences with peers, and enhancing leadership, self-confidence, and communication skills. Many applied new learnings to improve their work, such as developing sales strategies, exploring innovative farming techniques like aquaponics and poultry for income generation, and piloting projects to empower rural women. Some also provided guidance to small cooperatives and sought new market opportunities. A few participants highlighted challenges, particularly limited progress in post-conflict areas due to lack of funding.

Did your participation in the sessions have any impact on your work or network?



What type(s) of outcomes did you experience?



8. Suggestions

Overall, participants were largely satisfied with the sessions but offered several suggestions to enhance their impact and relevance. Key recommendations included offering more in-person or practical sessions, allowing for deeper interaction with fewer presenters, and providing supporting materials such as contact lists, and training modules. Participants proposed a wide range of future topics including agriculture and agro-processing (post-harvest losses, edible mushrooms, industrial hemp, agroecology, seed banking), climate change adaptation and access to climate funds, market linkage, marketing, and e-commerce, digital tools and AI for agribusiness, finance and innovative funding models, partnerships, mentorship, and networking, proposal and business plan development, and women's leadership in male-dominated sectors. Respondents also suggested sharing success stories, expanding outreach to underserved regions, enabling South-South exchanges, and providing follow-up support and targeted grants. A few noted technical or accessibility challenges, reflecting a desire for sessions that are more interactive, actionable, and supportive, while still maintaining the usefulness and impact already appreciated by participants.

Conclusion

The *South-South Series: Empowering and Growing Women-Led Business*, jointly organized by UN Women and COLEAD, has had a positive and meaningful impact on women entrepreneurs across Africa, the Caribbean, and the Pacific, as reflected in the 2025 survey results. Despite a modest response rate, **98%** of the respondents expressed strong satisfaction with the relevance, quality, and usefulness of the sessions in strengthening skills, expanding networks, and inspiring concrete business and community actions.

Respondents highlighted gains such as improved leadership, new partnerships, and the application of knowledge to business practices and local initiatives. The feedback points to a strong desire for the series to evolve into a more interactive, action-oriented, and inclusive platform, one that continues to elevate women entrepreneurs, expand opportunities, and amplify impact across ACP regions and beyond.



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