

This action will conduct specific gender analyses to ensure mainstreaming across all components, the following measures will be implemented (among others):

- Development of training packages that consider the perspective of women and indigenous women. In this aspect, didactic materials designed for women's learning, especially those who live in rural areas and have low levels of schooling, will be used. For this purpose, the following attributes will be defined: use of easy-to-understand images, use of indigenous languages, use of inclusive language, highlighting the role of women in the development of productive and reproductive activities.
- Training programmes at times accessible to rural women, and particularly indigenous women (in indigenous languages). The program design should consider the days and times when women, and particularly women from indigenous communities can attend the training.
- Working with organisations gathering indigenous women-led entrepreneurs such as the Red Global de Empresarias Indígenas de Guatemala (REI), among others.
- Recruitment of women as process facilitators, to the extent possible, technical assistance services will be contracted through women, and whenever possible women from indigenous communities. This would allow for greater empathy with the group of beneficiaries and at the same time generate trust among them to ensure equitable access to project resources.
- Identification and systematisation of positive examples/best practices of women's participation in agricultural value chains in Guatemala to highlight these examples and motivate similar initiatives. Strengthening capacities of sectoral organizations for the development and implementation of gender policies Implementation.
- Working with associations of women entrepreneurs that have members in the export sectors on which the project will focus to reach a larger number of women-led companies that could benefit from the action.
- Awareness actions that help companies understand the positive impact that an equitable involvement of women and men brings to all company levels in the growth of their businesses. For this, the United Nations manual on emerging practices and principles for the economic empowerment of women developed within the framework of the WEP (the Power of Working Together) initiative will be used to provide guidance to enterprises on how to promote gender equality at the workplace.
- Improve access to financial services by women microentrepreneurs in Guatemala. The intervention will help to strengthen the capacity of the financial service providers to grant credit services for women and training for its clients in digital skills. The intervention will facilitate access to financial services for female microentrepreneurs, thus strengthening their economic activities, improving their incomes, and increasing their digital knowledge and practices. It is expected that more than 26 000 women will benefit.
- As the financial services will be distributed through digital means, support to awareness and the acquisition of digital skills by the women benefitting from the intervention will be provided throughout different actions.

Human Rights

As part of the EU-Central America Association Agreement, Guatemala has reaffirmed its commitment to respect and promote fundamental labour rights. In this context, the EU follows closely and supports Guatemala's efforts in this regard. Notably, those concerning the full implementation of the roadmap on freedom of association and collective bargaining (ILO Conventions 87 and 98).

Also, the action will contribute to support the Guatemalan State in order to fulfil its commitments stated in international treaties: Convention on the Elimination of All Forms of Discrimination against Women-CEDAW (articles 11, 14 and 15), International Covenant on Economic, Social and Cultural Rights (articles 3 and 11), Convention on the Rights of the Child (article 24), Additional Protocol to the American Convention of Human Rights in the Area of Economic, Social and Cultural Rights (articles 11, 14 and 19), among others. Guatemala has also ratified the ILO Convention 169, on the rights of Indigenous Peoples as part of the commitments contained in the peace agreements.