

Pitching for Gender Equality

A video competition for International Women's Day 2019

 know-how  emotion  dream  innovation

Call to action

The International Trade Centre celebrates International Women's Day through the video competition "Youth in Business: Pitching for Gender Equality". We invite business school students from around the world to participate in this challenge by submitting a 3-minute long video with an innovative pitch on how to support women entrepreneurs in a specific sector, country, and region and how this will contribute to gender equality.

Criteria for the video submission

- You are enrolled in an accredited business school
- Video is max. 3 minutes long (videos exceeding the 3 minute length will automatically be eliminated)
- English language
- Filmed in high-definition resolution, minimum 720 x 1280 in landscape format
- Deadline to submit entries is **Friday, 22 February 2019**
- To submit fill out the following [Questionnaire](#)
- Upload the video on Youtube with the name: Pitching for Gender Equality: write title of your pitch
- We welcome submissions by female, male, groups and individuals

Your pitch must include:

- Introduction with your name, name of the accredited business school you are attending, country you are located in
- What do you want to achieve with your idea?
- Who are you aiming to impact and why?
- How will you achieve it?
- How will this contribute to the Sustainable Development Goals (SDGs)?
- What is your timeline / target?

The format of the video pitch is open – we welcome creative and innovative ideas!

Your pitch will be analysed on the following five criteria:

- Innovation
- Relevance
- Feasibility
- Expected outcome on women's empowerment in business / on women's lives
- Presentation

Award

A prominent jury of five global leaders will review the videos and select a winner – taking into account feedback from a live audience – during an award ceremony at the ITC in Geneva on 8th March 2019.

The winner/winning team will be awarded travel and accommodation for one individual to the World Export Development Forum 2019 to interact with business leaders from around the world, participate in sessions and access an international business network.

About the International Trade Centre

The International Trade Centre is the only development agency that enables small and medium-sized enterprises in developing and transition economies to become more competitive and connect to international markets for trade and investment thus raising incomes and creating job opportunities, especially for women, young people, and poor communities. Its mission is to foster inclusive and sustainable economic development, and contribute to achieving the United Nations Global Goals for Sustainable Development. The International Trade Centre is a joint agency of the World Trade Organization and the United Nations. Through the SheTrades initiative, the International Trade Centre aims to connect 3 million women entrepreneurs and women-owned businesses to international markets by 2021. SheTrades works with governments, corporations and business support organisations to undertake research, shape enabling trade policies and regulations, facilitate financing, and expand access to public tenders and corporate supply chains.

About the International Women's Day

International Women's Day is about celebrating women's social, economic, cultural and political achievements, while also marking a call to action for accelerating gender balance. This year's campaign theme is #BalanceforBetter - better the balance, better the world. Collective action and shared responsibility for driving a gender-balanced world is key.