

# GRIT FACTSHEET



## Programme Summary

The Caribbean Women Entrepreneurs Generating Resilient and Inclusive Trade (GRIT) Project is funded by Global Affairs Canada (GAC) and implemented by the Caribbean Export Development Agency (Caribbean Export).

**4** year  
initiative  
(2025-2028)



Designed to increase the **productivity, competitiveness, and export readiness of women-led businesses** across the Caribbean.



Training



Matching  
Grants



Technical  
Assistance



Launch-to  
-Market



Trade  
Missions



Capacity  
Building



Market  
Intelligence

GRIT provides women entrepreneurs with resources and opportunities to scale and thrive.

Beyond its interventions, GRIT strengthens the wider ecosystem for women's entrepreneurship by addressing structural barriers, embedding gender-responsive approaches in trade and private sector development, and positioning women-led enterprises as key drivers of sustainable and inclusive economic growth in the Caribbean.

# WHO WE SUPPORT

GRIT works with women-led enterprises in key growth sectors including:



**Fresh Produce**



**Agro-Processed Foods**



**Artisan Goods**



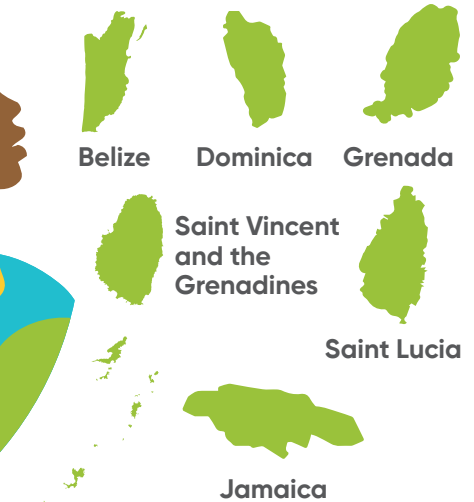
**Renewable Energy**



**Ecotourism**



**Digital Services**



GRIT is open to all women-led enterprises and places a special focus on those that are youth-led, rural-based, indigenous-owned or led by women with disabilities, ensuring that no one is left behind in the region's drive for resilient and inclusive trade.

GRIT will support **800** women entrepreneurs

in adopting green business practices and digital technologies to scale, diversify and compete in regional and international markets. Across the wider Caribbean, GRIT's impact will extend to a further 10,000 women through regional capacity-building initiatives and access to market intelligence tools.

## How Women Entrepreneurs Benefit

Through GRIT, women-led businesses will:

1. Adopt innovative tools and approaches that streamline operations, reduce costs and strengthen competitiveness in local, regional and export markets.
2. Scale their enterprises to create sustainable jobs that support families and strengthen communities across the Caribbean.
3. Break barriers by diversifying income streams, increasing exports and entering new regional and international markets.
4. Lead the transition to greener and more digital economies, building long-term resilience and relevance.

## Our Approach: How GRIT Delivers Impact

GRIT delivers strategic interventions to strengthen the competitiveness, resilience and market presence of women-led businesses.

### Building Green & Tech-Driven Enterprises

- 1. GRIT provides green transition support** through workshops and audits that help entrepreneurs reduce their environmental footprint, adopt eco-friendly practices and align with global sustainability standards.
- 2. Digital transformation support** to adopt new technologies, access e-commerce platforms and implement smart systems that improve efficiency and productivity
- 3. Matching grants and targeted funding** that enable investment in green and digital solutions otherwise out of reach.
- 4. Ongoing research and advocacy** that generate evidence-based insights to shape better policies, programmes and regional advocacy

## Expanding Access to Global Markets



GRIT facilitates **trade missions and delegations** that connect women entrepreneurs directly with buyers, investors and partners, opening doors to new business opportunities.



Enterprises receive **export readiness support** to strengthen branding, packaging and distribution so they can successfully compete in international markets.



Access to **market intelligence** provides timely research on trends, opportunities and buyer requirements, allowing entrepreneurs to make informed decisions and adapt quickly.



Dedicated **capacity building on certification and standards** equips women-led businesses to meet international benchmarks and technical requirements, ensuring global competitiveness.

## Let's Partner:

We want GRIT to reflect the realities and ambitions of women-led businesses across the region. Share your insights by completing the **GRIT Baseline Survey**. Your feedback will help shape programme activities, guide how impact is measured, and ensure GRIT delivers sustainable value for entrepreneurs and stakeholders.

## Contact:

For more information or to get involved:

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## Stay Engaged:

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## GRIT: Driving the SDGs Forward in the Caribbean

GRIT accelerates progress on six Sustainable Development Goals, empowering women entrepreneurs to drive innovation and inclusion, build greener businesses, and strengthen resilient communities across the Caribbean.

