



WOMEN INVIGORATING THE NATION

WIN
Convention

MEETING OF THE MINDS

GIVE TO GAIN: Investing in Women, Transform our Future

5 years of WIN Convention
27th & 28th March, 2026
Grand Pacific Hotel, Suva
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Green Star Awards

Women entrepreneurs are emerging as powerful drivers of green innovation



Overall winner of last year's Green Star Awards Tikosaya Ledua, founder of Ledua's Art Collections (middle) at last year's WIN Convention with First Lady Emily Lalabalavu and FCEF's immediate past president Vinay Narsey. Picture: WEBC/SUPPLIED



By FIONA DANSEY

SUSTAINABILITY is increasingly linked to competitiveness, investment readiness and market trust.

For women entrepreneurs, recognition helps build credibility, attract partners and access new opportunities.

Yet research shows women-owned micro, small and medium-sized enterprises (MSMEs) remain underserved and under-recognised despite their significant economic contribution.

As Fiji advances its national commitments to climate resilience and sustainable development, women entrepreneurs are emerging as powerful drivers of green innovation across communities, markets and industries.

Women entrepreneurs are a vital force within Fiji's private sector, especially across micro, small, and informal enterprises.

In a recent assessment by the Asian Development, it found that MSMEs in Fiji account for 97 per cent of all establishments and 36 per cent of employment in Fiji.

Women-owned MSMEs comprise about 19 per cent of that while many more operate informally, demonstrating their central role in sustaining livelihoods and economic activity nationwide.

These enterprises often operate in sectors closely linked to natural resources — agriculture, handicrafts, tourism and food production — where environmental sustainability is both a livelihood necessity and a cultural value.

Fiji's informal economy alone contributes an estimated 32.9 per cent to GDP, with women forming a substantial share of this activity.

Against this backdrop, the WIN Convention Green Star Awards provide a national platform to celebrate women who are pro-

tecting Fiji's *vanna* (land), *wai* (water) and future generations through business leadership.

Launched by the Women Entrepreneurs Business Council (WEBC) under the umbrella body of the Fiji Commerce and Employers Federation (FCEF), the Green Star Awards honour women-led enterprises that integrate environmental stewardship, social responsibility and sustainable innovation into business practice.

This year's WIN Convention theme — "Give to Gain: Investing in Women, Transform Our Future" — captures the essence of the awards: when women invest in sustainable enterprise, communities and economies thrive.

From policy to action

The Green Star Awards translates vision into practice — by encouraging women entrepreneurs to measure impact, demonstrate innovation and inspire peers.

There are three categories for the awards:

- 1) Recycling & Circular Economy — transforming waste into

value through reuse, upcycling or plastic reduction.

2) Energy & Climate Action — adopting renewable energy, efficiency, or emissions reduction.

3) Sustainable Future & Legacy — protecting biodiversity, supporting communities and preserving traditional knowledge.

Each category recognises both corporate and micro or small enterprises, ensuring inclusivity across Fiji's diverse women-led economy.

Applicants submit a concise sustainability narrative demonstrating measurable impact, innovation, community engagement, and long-term vision. Winners receive national recognition, media exposure and opportunities to showcase their leadership.

Celebrating at WIN 2026

The Green Star Awards will be presented during the WIN Convention Gala Dinner — part of Fiji's flagship national platform for women's leadership and enterprise development.

At WIN 2026, the awards reinforce a powerful message: invest-

ing in women-led sustainable enterprise transforms communities, economies and futures.

This is a call to Fiji's women-led businesses across Fiji — from rural producers to corporate enterprises — to enter the 2026 Green Star Awards and share their sustainability journey.

Every action counts. Reducing waste, conserving energy, protecting biodiversity or supporting community livelihoods.

As Fiji navigates climate challenges and economic transformation, recognising women who lead sustainable enterprise is not only timely — it is essential.

Fiona Dansey is the Coordinator for the Women Entrepreneurs Business Council (WEBC), one of the nine councils under the Fiji Commerce and Employers Federation (FCEF). The views expressed here do not reflect the views of this newspaper.

To learn more about or register for WIN Convention 2026 — email [Fiona Dansey on webc@fcef.com.fj](mailto:Fiona.Dansey@webc@fcef.com.fj)

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