

# WOMEN'S EMPOWERMENT AND MARKET SYSTEMS: A "WEAMS" FRAMEWORK

---

Linda Jones, March 9, 2016

A BEAM Exchange "Grab the Mic" Webinar

# Before Getting Started: a quick poll of the participants

- Have you worked in women's empowerment and market systems:
  - women's empowerment
  - market systems
  - both
  - neither

# Contents of the Webinar and Paper

1. Rationale for an update of the M<sub>4</sub>P WEE Framework to a “WEAMS” framework
2. The Paradigm Shift
3. Conceptual Changes
4. Practical Guidance

# 1. Rationale for the WEAMS Framework

- Expansion of M4P to market systems and global interest with more 'neutral' terminologies and varied approaches
- Wealth of emerging global experience in market systems programming and women's empowerment: E.g.,
  - ALCP Georgia, Financial Sector Deepening Zambia, Katalyst and M4C Bangladesh, Kenya Market Trust, MDF South Asia and the Pacific, PRISMA Indonesia, MEDA in W. Africa and MENA, AWEF
- Learnings from other approaches and frameworks
  - ICRW, IFPRI WEAI, UN Roadmap
- Donor expectations and support around women's empowerment e.g., DFID and DFAT

## 2. Paradigm Shift for WEAMS

- Need for change in organizational world view where gender neutral or gender add-ons still persist
- WEAMS myth busters:
  - Women's empowerment is social and does not fit with a market systems approach which is purely economic
  - Business partners need to make their own decisions on how they operate
  - Women aren't involved in the sub-sector that is being developed
  - Adding gender is too difficult for staff who are just learning about market systems theory and practice

# Another Question: polling the participants

Do you think that there missed arguments that appropriately caution against rushing into WEE and market systems development?

- Yes
- No
- In some cases -- If so, please submit a chat comment to which we can respond later.

# 3. Conceptual Updates for the WEAMS Framework

- Fitting into the broader dialogue
  - Gender equality and women's economic empowerment (GE and WEE)
  - Gender mainstreaming (three components)
- Beyond the Five WEE dimensions – the non-negotiables
  - Customizing the WEE dimensions
  - Women's empowerment (non-economic) dimensions
  - Access and agency
- Innovations in measurement:
  - Systems change
  - Indexing and benchmarking

# Beyond the Non-Negotiable Dimensions

- Original five dimensions of WEE:
  - Economic advancement (income, return on labour)
  - Access to life chances and opportunities
  - Access to assets, services, support functions
  - Decision making authority including household finances
  - Manageable workloads
- What other dimensions can be utilized?
  - Context specific
  - E.g., Oxfam – gender based violence; DFID – voice, choice, control; WEAI – leadership



# Customizing the Non-Negotiables: ALCP

“WEE indicators will be improved by using indicators *that are within the scope and experience of the programme remit* as they will be easier to attribute to the programme.”

For example, in ALCP relevant indicators include:

- *Access to services, markets, time saved and public goods.*
- *Agency over HH budgeting and expenditure related to livestock, time saved & public decision making*

# Innovation in Measuring Systems Change: MDF and WEE

## Levels of Systemic Change and WEE

Initial	Intermediate	Advanced	Matured
<p>MDF partners innovating their practices to provide women with access to services, jobs and other benefits.</p>	<p>Partners see a vested interest in targeting women and act on this.</p> <p>Women continue to have access to services, jobs and other benefits after initial partnership activities are finished.</p> <p>More women are able to access to these services, jobs and other benefits without MDF intervention.</p>	<p>Partners expand their targeting of women due to positive business outcomes.</p> <p>Over time, many more women gain access to the services, jobs and other benefits.</p> <p>Women see benefits (e.g., income, time saving) as a result of their access.</p> <p>There are signs that women have increased decision making power and influence as result of their improved access.</p>	<p>Increasingly more women gain sustained access to these services, jobs and other benefits.</p> <p>Women realise a sustained increased benefit as a result of their access.</p> <p>Other businesses see a vested interest in targeting women and they act on this.</p> <p>There are broader signs of increasing empowerment particularly in areas of agency.</p>

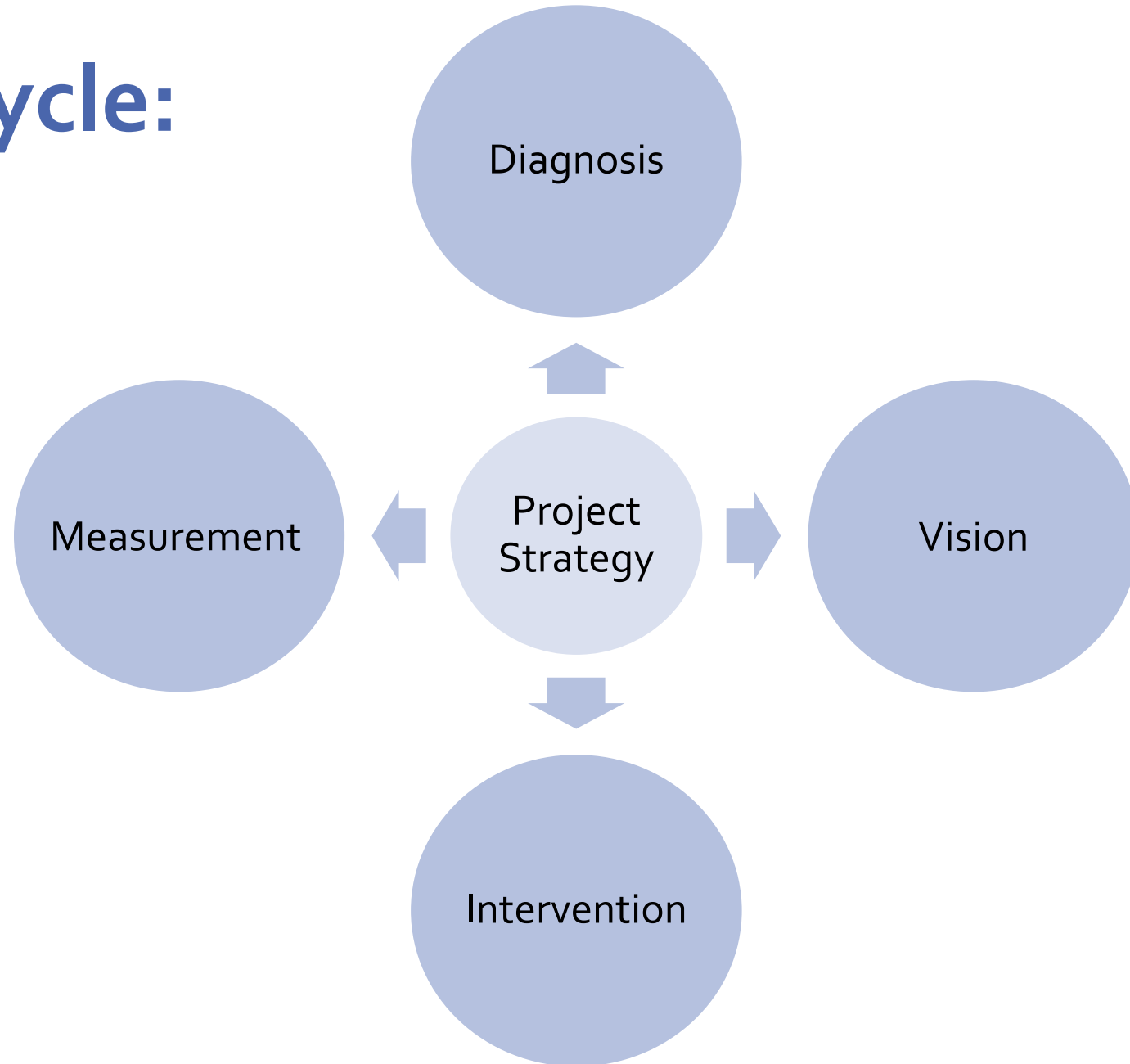
# Innovation in Indexing and Benchmarking: Katalyst

- Index to score and rank productive activities (e.g. unpaid labour/ family member in maize versus maize contract farmer) across agricultural sectors
- Assess and compare the impact of a specified productive activity on women's economic empowerment
- Utilizes statistical analysis of treatment and control groups to:
  - Determine findings
  - Understand empowerment outcomes
  - Test the validity of the index
  - Rule out attribution.

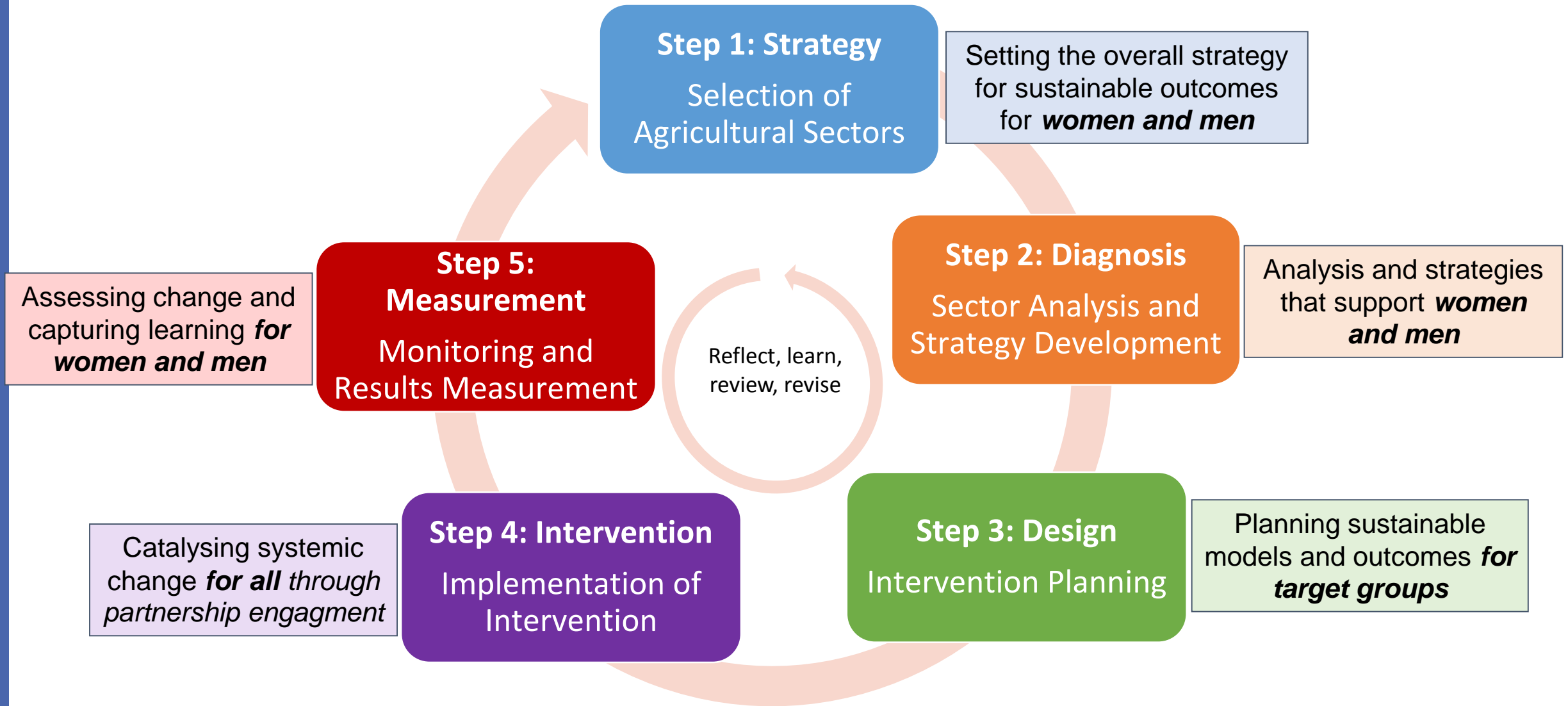
# 4. Practical Guidance

- Challenges and opportunities (Coffey review)
- Project life cycle approach
  1. Diagnosis: research, analysis
  2. Vision: change in the market system
  3. Intervention: implementation
  4. Measurement: monitoring and evaluation

# Project Life Cycle: (M4P Phases)



# Customizing the Project Life Cycle: PRISMA



# Customizing the Project Life Cycle: KMT

Have we captured specific lessons on women in Ag?  
Are we sharing these learnings internally and with the industry?

Step 4.  
Capturing and  
disseminating  
learning

What are women's current and potential roles?  
What do women need to be successful

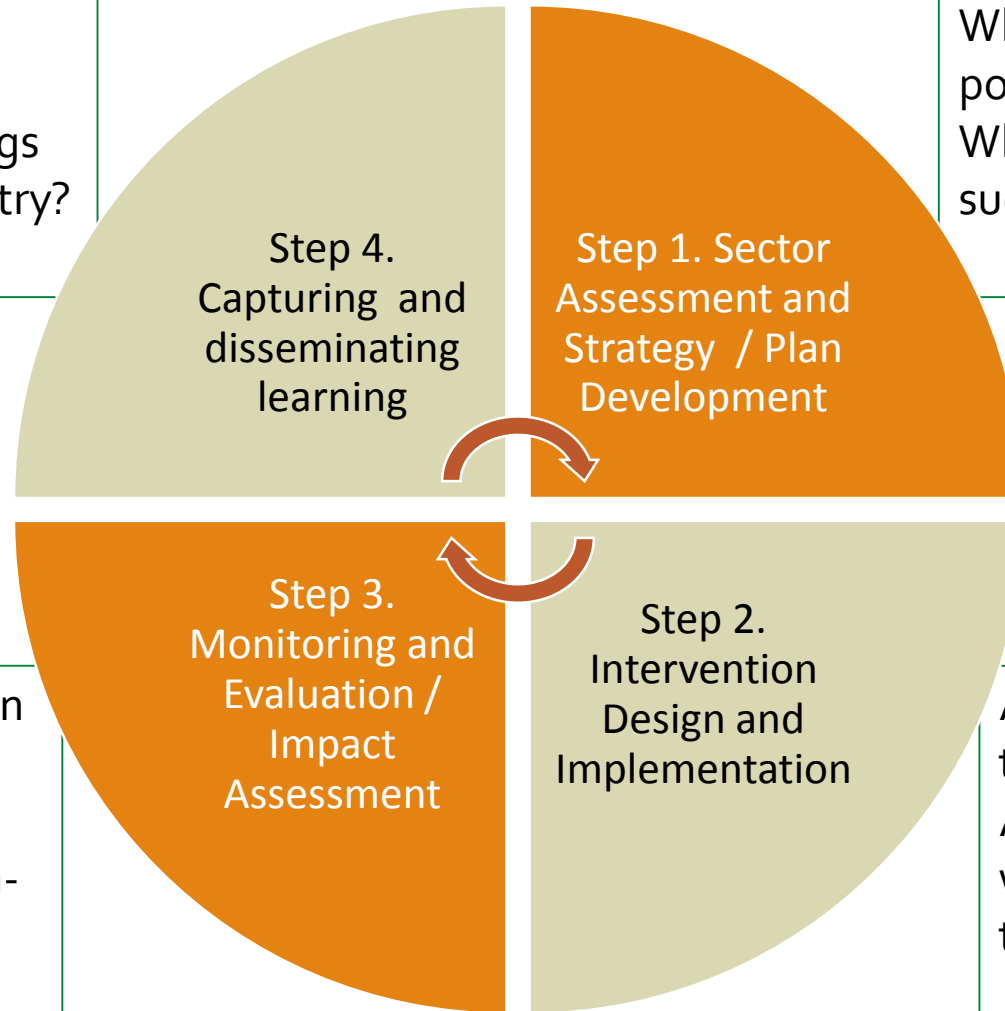
Step 1. Sector  
Assessment and  
Strategy / Plan  
Development

Do results chains take women into consideration?  
Are we assessing impact on women in economic and non-economic terms?

Step 3.  
Monitoring and  
Evaluation /  
Impact  
Assessment

Are women integrated into the intervention design?  
Are partners aware of women's roles and catering to them in the intervention?

Step 2.  
Intervention  
Design and  
Implementation



# Participant question: what do you think?

- The most pressing gap in practical guidance for women's empowerment and market systems is:
  - How to integrate women/gender into a programme or sector vision
  - Support for conducting inclusive research and analysis
  - Strategic approaches for design and planning of interventions (that take partner needs into account)
  - Tools and tips for day to day implementation challenges
  - Better guidance on M&E and learning



# Project life cycle based tools

- The WEAM framework step-by-step guide offers practical experience, proven tools and mini-cases
- For example.....

# Example – Tools and tips: E.g., KMT

Motivation for Partners to Work with Women as Suppliers, Employees and Consumers	Comments
Do women represent a new market segment for partners?	
Would working with women lead to greater profitability for partners?	
Could a partner realize increased efficiency by working with women?	
Will a partner have access to higher volumes of raw materials?	
Can partners expect improved quality from engaging with women suppliers?	
Does working with women represent a ‘doubling of options’ for partners?	

# Example – Tools and tips: E.g., PRISMA

No	Activity in production	Task Division		Explanation
		M	F	
1	Decision on the commodity to be planted			
2	Buying seeds			
3	Select seeds to plant			
4	Land preparation			
5	Planting			
6	Weeding			
7	Pest control			
8	Harvesting			
9	Drying			
10	Packaging and Storing			
11	Transporting			
12	Selling to the market			



**DISCUSSANT – NURUL SIDDIQUEE,  
CARE GLOBAL PATHWAYS PROGRAM**

*"It's especially helpful for the staff/implementers – the process of reflection, the sense of achievement and motivation, understanding why. I will take it back to my partner organizations."*

*–Participant, Gender Indicator Design workshop*

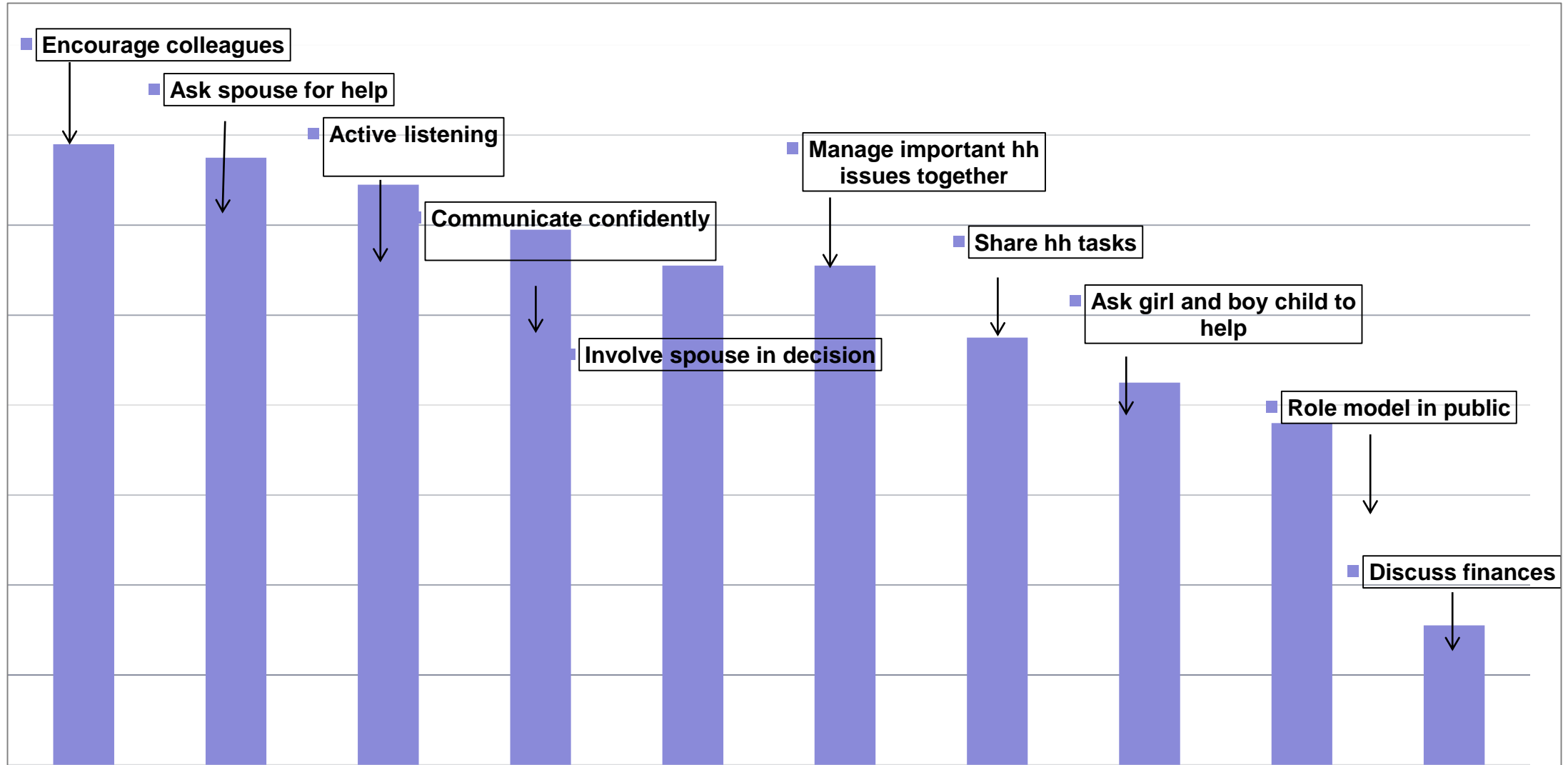
**Poll questions: Have you ever measured your colleagues attitudes to gender and related behaviors?**

**a. Yes**

**b. No**

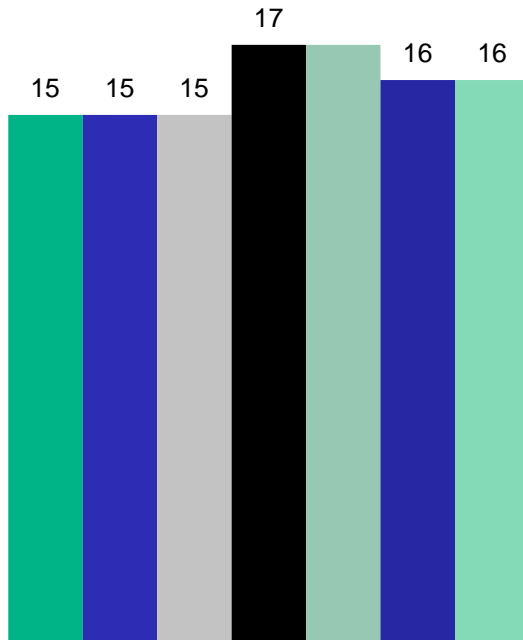
Well here is what we have learned when we did a survey on our CARE pathways program and partner staff in Mali to understand most and least practiced behaviors:

# Most-practiced to least practiced behaviors (CARE MALI and Partner staff)

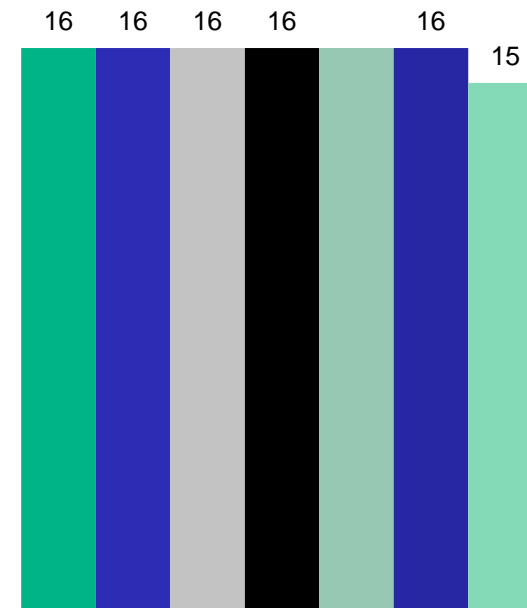


# Decision making (myth continue to exist among ourselves!)

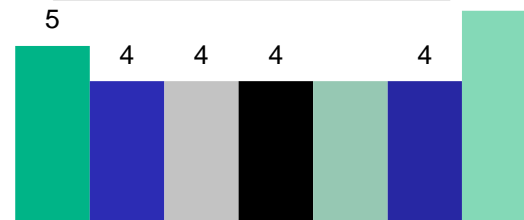
Involve my spouse in a decision I used to take alone



Manage the major household issues together



Discuss together income and finances



## Staff reflections:

- Discussing finances and income is a sensitive issue; it can create some problems with other household members.
- We need to work on this. Those who succeeded are sharing their experiences with others

# BE the Change you Want to See: Paradigm shift in organizational world view where gender neutral or gender add-ons still persist

## Broader dialogue: The Challenge in workplace (the Illusion of change)

- Change has to start from within, before asking impact groups to change
- Staff were 'messaging,' but were they practicing what they preach?

## Challenges of monitoring social change : the non negotiable

- What behaviors are changing at intra-household level? To what extent?
- What is the significance of the changes?

## Innovation in Measurement: Personal Participatory Performance Tracker

- Draws from existing « Participatory Performance Tracker (PPT) » for agric practices
- Team decided on key behavior indicators of « role model men and women »
- Staff meet monthly to self-assess and discuss own behavior changes and challenges



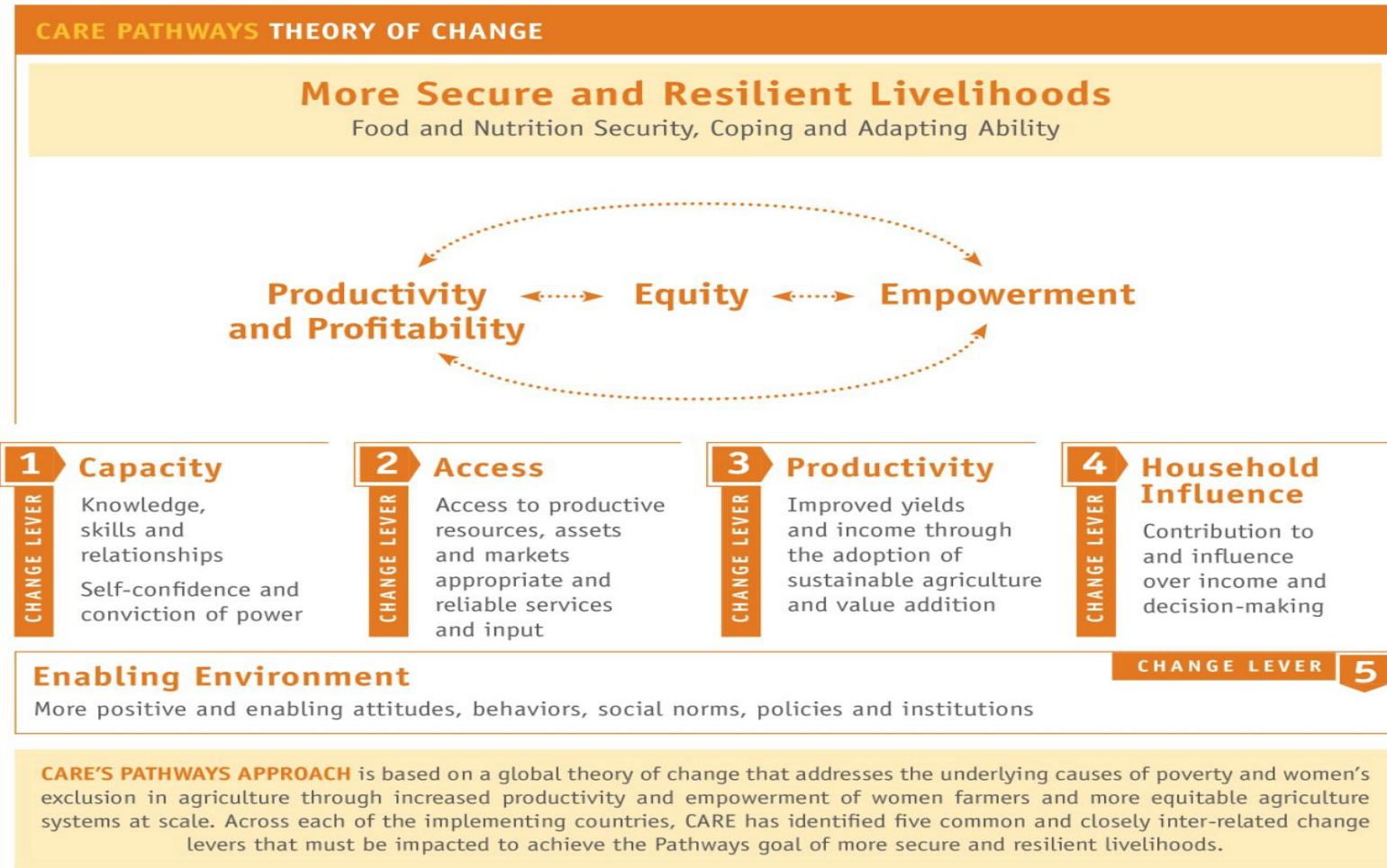


# Gender and Agriculture Theory of Change

**Objective 1:** To increase the productive engagement of 65,500 poor women in sustainable agriculture, and contribute to their empowerment

**Objective 2:** To enhance the scale of high-quality, women-responsive agriculture programming

**Objective 3:** To contribute to the global discourse that surrounds women and agriculture



# Not just measuring: Transform staff capacity

## Gender evaluation Purposes:

- Test our theory of change (emphasis on Change levers 4 + 5)
- Contextualize meanings of key terms (decision-making, empowerment)
- Monitor for gender-based violence
- Build qualitative and gender capacities of staff/partners

## Core areas of inquiry:

1. Decision-making
2. Women's empowerment
3. Men's engagement
4. Community leader views (KII)



# Transformative nature of the process

## For staff:

- Showed that social change is possible
- Sense of accomplishment
- Identified 'easy-wins' to start with
- Expanded their aspirations and vision of gender equality
- Created a shared vision – together with the community
- Validated some intangible aspects of equality

## For communities:

- Participatory tools create 'aha' moments
- Shows that social change is happening
- Expanded their aspirations and vision
- Shared ownership of the agenda
- Created tool for regular self-assessment and action

	XX	XV	XV	Name	
	3F	2M	1M	ID	
				Gender (M/F)	
	1	1	0	Shared household tasks with my spouse	Workload sharing
	0	1	1	Asked my spouse for support with a task	
	1	1		Asked girl and boy children to share hh tasks	
	1	1	1	Practiced active listening with spouse	Communication
	1	1	0	Spoke up confidently on a matter of importance to me	
	0	0	0	Included my spouse in a decision I usually take alone	Decision-making (joint)
	0	0	0	Discussed the income and financial situation of the household	
	1	1	1	Decided the major household issues together with my spouse	
	1	0	1	Publicly demonstrated a non-typical behavior	Role modeling
	1	1	1	Encourage my spouse/ colleague in social transformation	
	7	7	5	Total	

# Reflections on gender-transformative monitoring tools

- Social transformation can be delicate and unpredictable - needs to be closely monitored
- The very *processes* of monitoring gender can promote change
- Meaningful indicators of individual *behavior change* can make “gender” more accessible
- Transformative tools require commitment, ownership, buy-in and understanding of the value of it
- Requires investment in skills, reflective capacity, time, mentorship
- Inherent trade-offs: Objectivity versus engagement



# Question time

## with Linda and Siddiquee



### Quick links

- Linda's blog:  
<http://bit.ly/linda-blog>  
Summary of the new framework:  
<http://bit.ly/wee-summary>
- 2012 Discussion paper:  
<http://bit.ly/2012paper>