

> Facilitating women's economic empowerment: tackling gender norms and unpaid care



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The Social Norms Factor

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Today's Objectives

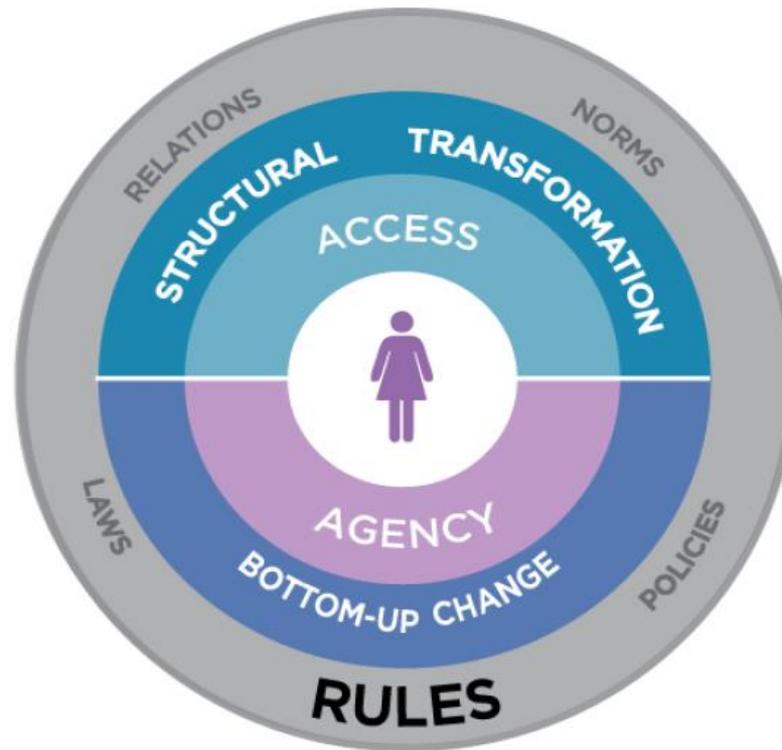
- Be introduced to new research and tools for incorporating women's economic empowerment into market systems programmes
- Learn about key findings from the research

Introduction

About **MARKETSHARE** (MSA) ASSOCIATES

- Consulting services for innovative economic development projects
- Three practice areas: market systems facilitation, economic empowerment, and results measurement
- Founded in 2009
- Based in Montreal in Canada and Denver in the US
- Serving donors, investors and NGOs working on economic empowerment and market systems facilitation, including DAI, Aga Khan Foundation, Plan UK, GIZ, USAID, DFID, ILO, CARE, TechnoServe, and others

BEAM Exchange and Leveraging Economic Opportunities (LEO)



<https://www.microlinks.org/library/womens-economic-empowerment-pushing-frontiers-inclusive-market-development>

Research Questions

- **What are social norms and how are they defined?**
- **How do social norms influence women's engagement in market systems?**
- **How do market systems programmes identify and assess social norms that affect empowerment?**
- **What *promising* strategies can be applied to address gendered social norms to catalyze economic empowerment for women?**

Research Method

- **Literature review**
- **Two in-depth case studies**
 - Strengthening Dairy Value Chains (SDVC) programme in Bangladesh implemented by CARE International
 - Sierra Leone for Business Action (SOBA) programme implemented by Adam Smith International in Sierra Leone
- **Seven mini-cases**
 - Alliances Lesser Caucuses Programme in Georgia
 - ÉLAN – Democratic Republic of Congo
 - Financial Sector Deepening in Zambia
 - Katalyst – Bangladesh
 - Making Markets Work for the Chars – Bangladesh
 - Market Development Facility in Timor-Leste
 - Promoting Inclusive Markets – Somalia

Defining Social Norms in Market Systems

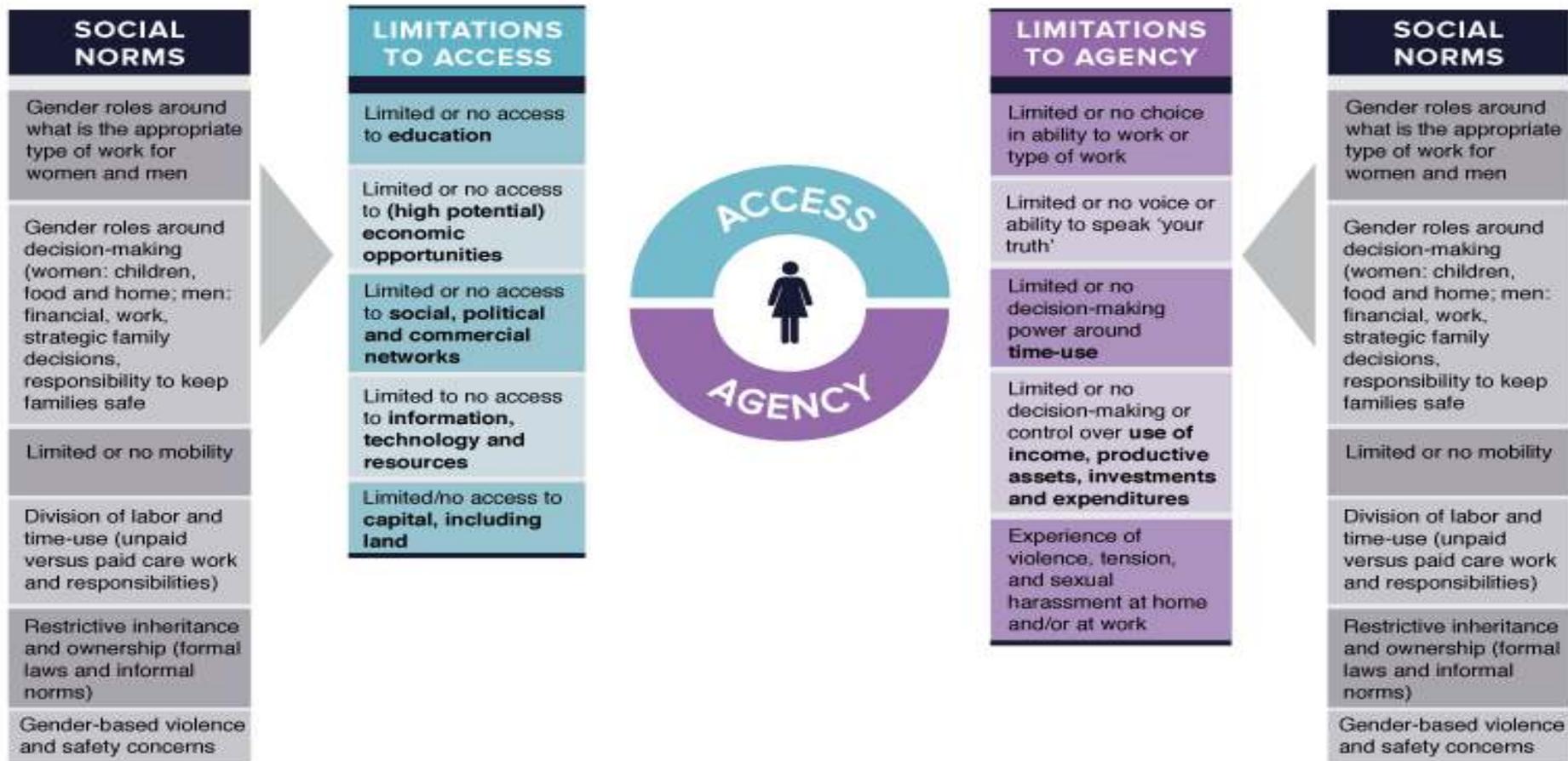
The interaction between individual behaviors and collective behavioral “rules” that shape:

- a) how people behave and;
- b) how people expect others to behave

In order to either maintain or change how women engage with markets.

Key Social Norms & Constraints

COMMON CONSTRAINTS TO WOMEN'S ACCESS AND AGENCY



Key Promising Strategies

- **Indirect strategy:** Strategies that work within existing social norms to address market constraints for women.
- **Direct strategy:** Strategies that seek to intentionally shift social norms by calling out the norm with the target community and developing activities to change the social norm itself.

Key Recommendations

- Integrate an exploration of social norms into gendered market analysis.
- Document strategic planning processes to address gendered social norms.
- Understand differentiated empowerment and risks to unique subgroups of women.
- Look at gendered social norms around masculinities and how norms affect men's ability to enhance women's economic empowerment.
- Track gendered social norms that may be changing indirectly.
- Track social norms as an indication of systemic change.

Thank you!!

Check out the full paper, cases and suite of tools to come at:

www.beamexchange.org/gender



Tackling Problematic Aspects of Unpaid Care Work

Mar Maestre,
Research Officer,
Institute of Development Studies

July 2016

- > ***'It's only when we give birth that we can sleep. I am a mother of 10, I do fieldwork, care work, food, coffee, everything. It's all my burden. I feel like a stove on fire.'***
 - *Woman participating in FGD in Dodicha, Oromia, Ethiopia*

- > ***'Now we do productive work and care work. But somehow it's helping. If I don't do productive work he [my husband] controls everything. If I'm working we will discuss things together, at home I can control some things. Productive work is helping us, but we still have the [care] burden.'***
 - *Woman participating in FGD in Dodicha, Oromia, Ethiopia*

What is unpaid care work and why does it matter?

- Group of activities that serves people in their well-being
 - It is problematic when is: (i) invisible; (ii) heavy; and/or (iii) unequal
- Care is a social good that underpins society, including markets
 - It can impact market actors: (i) product quality and productivity; (ii) supply chain reliability; (iii) workforce stability; and (iv) customer attraction.
 - If programmes ignore unpaid care, it can be detrimental for both development outcomes and market activities.

How does care interact with market systems?

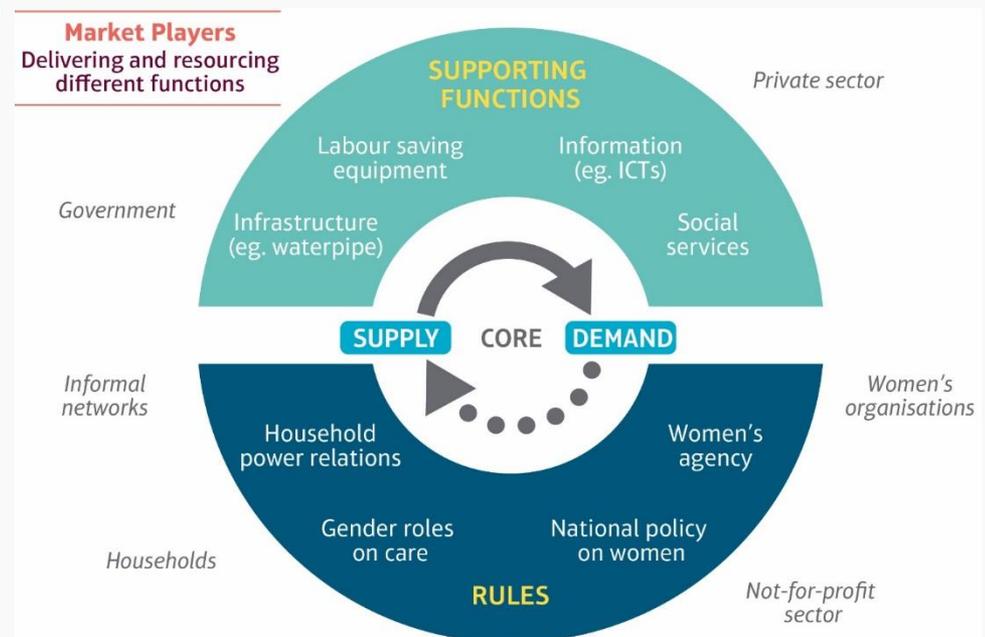
>Unpaid care can affect women's participation in and ability to benefit from markets through impacts on:

>Time

>Mobility

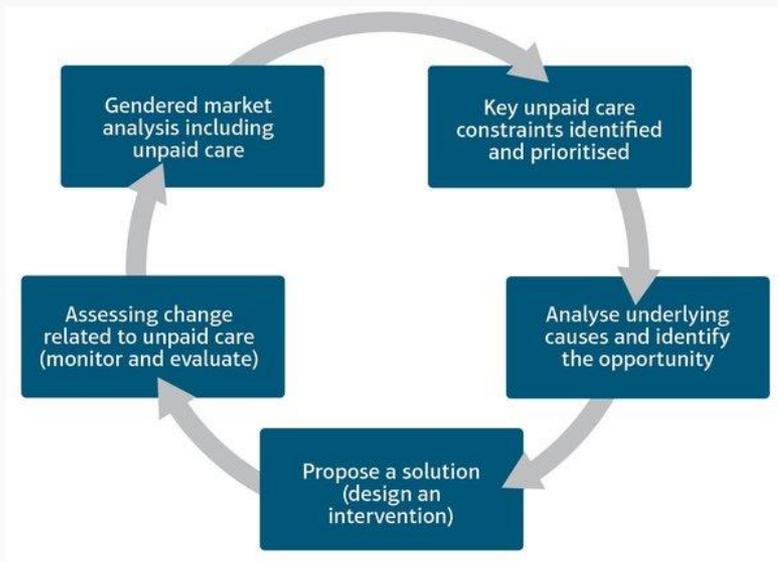
>Agency

>These factors are interrelated



Source: Author's own adapted from The Springfield Center 2014

How can programmes address unpaid care?



➤ For programmes that target women's empowerment, heavy and unequal unpaid care will likely be a system-level constraint.

- 1 A gendered market analysis will reveal patterns of care work
2. Identify constraints that are systemic
3. Facilitate system changes

What can programmes do?

CHANGE	Adapt market system to work around care	Reduce arduous and inefficient care tasks	Redistribute some responsibility	Improve women's representation and agency (bottom up)	Influence norms and regulations (top down)
EXAMPLES	<ul style="list-style-type: none"> • Change location of collection points • Change timing of training • Use of technology 	<ul style="list-style-type: none"> • Labour-saving equipment (e.g., laundry facilities) • Village electricity • Prepared foods (labour-saving product) 	<ul style="list-style-type: none"> • Redistribution of labour within the household • Provision of crèche • Health services (e.g., at work or in the community) 	<ul style="list-style-type: none"> • Women's social capital (e.g., support groups) • Quotas for women in leadership • Women's negotiating power 	<ul style="list-style-type: none"> • Influence social norms • Support for women's collective action to change labour laws on work hours or maternity

Programme examples

Reduce arduous tasks

GTLI in Ethiopia, supported women to set up a grinding mill – The mill increasing women's time and provides other women with increased income

Improve women's representation

ALCP, in Georgia is working with 'non-market' actors, such as the Government, creating safe spaces for women to voice their concerns

Combine short- and longer-term changes

Market Development Facility in Fiji partnered with a garment factory, to co-finance the study of a company-managed day-care centre

Key highlights

- > For programmes that target women's empowerment, unpaid care work will very likely be a constraint
- > Recognising care is the first step for change to happen
- > Successful programmes have combined interventions to directly address unpaid care, with others that adapt to existing care responsibilities.

Questions and answers



For more information about the
research:

www.beamexchange.org/gender

THANK YOU