

## SIDA DEFINITIONS

**Gender equality:** is achieved when women and men, and girls and boys, have equal rights, life prospects and opportunities, and the power to shape their own lives and contribute to society. Equality between the sexes is a question of a fair and equitable distribution of power, influence and resources in everyday life and in society as a whole. A gender-equal society safeguards and makes use of every individual's experiences, skills and competence.

**Women's Economic Empowerment (WEE):** is the process that increases women's real power over economic decisions that influence their lives and priorities in society. Women's economic empowerment can be achieved through equal access to and control over critical economic resources and opportunities, and the elimination of structural gender inequalities in the labour market, including a better sharing of unpaid care work.

**Making Markets Work for the Poor (M4P):** is an economic development approach focused on making market systems work more effectively, sustainably and beneficially for the poor as a means of reducing poverty for large numbers of women and men. It is a flexible framework used to help think through complex economic and social issues and facilitate locally-owned solutions in which both the public and private sector play important roles.

**Integrating WEE into M4P:** requires an analysis of the different market functions of women and men in a given economic sector and the factors that affect their respective participation. The results of this analysis subsequently inform decisions made as to what inputs, actions and facilitation by the public, private and civil society sectors are needed to facilitate women's increased participation within the market systems concerned.

## RATIONALE FOR INTEGRATING WEE IN M4P

1. **It makes economic sense:** Economic productivity increases significantly when gender is taken into account seriously in economic development interventions. For example, a recent World Bank study found that when women farmers received the same level of inputs as men farmers, agricultural production increased by 20%.

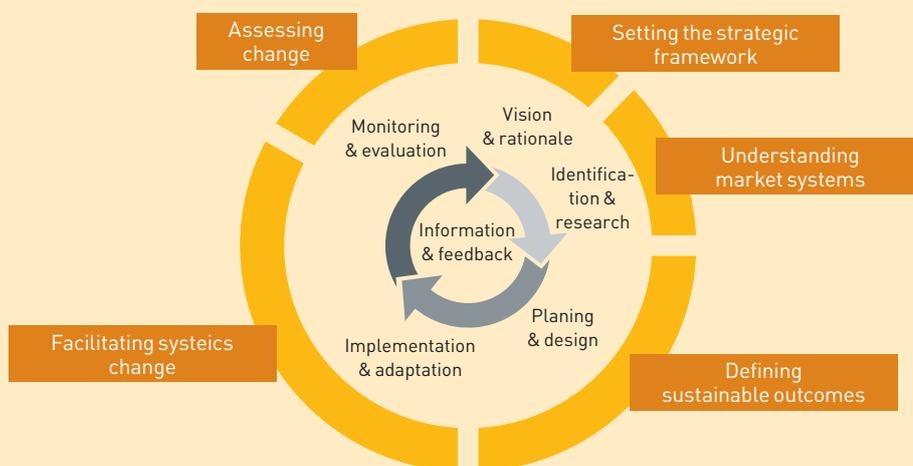
Katalyst in Bangladesh called for contracting women to grow maize for a feed mill based on their reliability. The mill responded by leasing land and providing inputs and guidance to women who had been working as labourers, to start cultivation themselves. That season the women experienced a 100% increase in income. They planned expansions and increased expenditures on food, shelter, clothing and their children's education. The women also underwent a strategic change in their gender roles (from labourers to contractors) and experienced significant economic empowerment. Two additional contractors are forming women's contract farmers groups, indicating emerging systemic change.

Source: M4P Hub. 2012. M4P and Women's Economic Empowerment.

2. **It is national policy in the countries in which you work:** Most countries have a national gender policy and are signatories to the UN Convention on the Elimination on the Discrimination Against Women and to the international Beijing Platform for Action for women. Therefore integrating WEE into M4P is supported by national policy commitments.
3. **It is fair.** Economic justice is also a form of social justice.

## WEE AND M4P WITHIN THE PROJECT CYCLE<sup>1</sup>

M4P process within a typical cycle



Key actions to integrate WEE during each stage of the M4P project cycle include:

1. **Setting the Strategic Framework** – Identify explicit WEE objectives
2. **Understanding Market Systems** – Conduct a gender analysis.
3. **Defining Sustainable Outcomes** – Identify specific goals for women and the opportunities to achieve these within the market systems
4. **Facilitating Systemic Change** – Identify what facilitation is needed to promote WEE
5. **Assessing Change** – Develop explicit indicators to measure changes in WEE

## SETTING THE STRATEGIC FRAMEWORK

If possible, start integrating WEE into M4P at the planning stage of the project – although you can also do so during implementation. Start by identifying the project's strategic poverty reduction objectives for both women and men. To facilitate this process, ask:

1. **Who is the primary target group for this poverty reduction initiative?**
  - What share of the target group are women in the market, community and/or household?
  - What are the main economic and non-economic activities in which women are involved?
2. **What results do we want to achieve with and for poor women?**
  - Improved income, higher return on labour, more time for productive work, reduction of time spent on domestic tasks and unpaid productive work, increased decision-making?
3. **What systemic changes are needed to achieve these changes in growth and access?**
  - Why are markets not working for women? What changes are needed for them to do so?
4. **Which market systems will you target?**
  - Where do women fit within these existing systems and which market systems have potential for improved growth and access that will benefit poor women?
  - How will you address the areas that limit women's benefits from market systems?

<sup>1</sup> Sida acknowledges the adaption in the following of materials from M4P Hub ([www.m4phub.org](http://www.m4phub.org)).

## UNDERSTANDING GENDER INFLUENCES IN MARKET SYSTEMS

Research and gender analysis of existing market systems are critical to ensuring integration of WEE in M4P and to making rationale and effective planning decisions. Find out:

### Market Functions:

- What is the male/female division of labour in market systems?

### Rules, Policies and Practices:

- How do informal and formal rules affect women differently than men? (e.g., land tenure, access to credit, decision-making, etc.)
- What is the differential impact of market-oriented policy and practices on women?

### Constraints:

- What constraints do women face in core market system exchanges as consumers/providers?
- How does poverty restrict women's access as entrepreneurs or market actors to household and community resources, services, markets, and infrastructure?
- What is the impact of cultural values on women and men's participation in markets?
- Are there negative factors in relation to men as household members or market actors?
- What is the impact of women's reproductive roles on market systems?

### Opportunities:

- Which supports/incentives do women need to overcome these constraints?
- What opportunities are there for women to participate in new ways (e.g., value chain niches)?
- How can support from men and boys contribute to WEE?

## DEFINING SUSTAINABLE WEE OUTCOMES

Use the following questions to help determine what may be the most effective and sustainable outcomes for women's economic empowerment:

### 1. What is the goal and expected results for women in this project? For example:

- More income, higher return on labour, more time, less unpaid work, better quality of work, more decision-making authority in the market, community and/or household, etc.?

### 2. What is the business case for women's participation in this project?

- Women as consumers of services and products; suppliers of inputs; labour force; industry advocates; entrepreneurs and innovators; as political constituents; benefits for the household?

### 3. What other opportunities and macro-level changes for women can sustain the project's results?

#### For example:

- Group advocacy by diverse organizations, legislation; policies; training & education, etc.

### 4. Do women's and/or men's roles need to change for women to participate?

### 5. What are the risks to women or men's livelihood and food security?

## INCENTIVES WITH WEE IMPACT

The Promoting Pro-Poor Opportunities in Commodity and Service Markets project in Northern Nigeria provided an incentive that changed gender roles and responsibilities by linking women to a local microfinance provider. This allowed them to buy rice from farmers directly, when prices were low, store and parboil it, and then sell to millers when prices were higher. In Kano, the women had previously not owned the rice, and had only served as contract parboilers for a fee whenever the rice was brought to them. They increased their income simply by changing their role from contract parboilers to trader-parboilers. Impact studies showed that incomes went up and also that there was an increase in women's sense of being in control, as they now owned the rice and were not dependent on the millers.

Source: M4P Hub. M4P and Women's Economic Empowerment. 2012.

## FACILITATING SYSTEMIC CHANGE THAT INTEGRATES WEE

You first need to identify what type of catalytic purpose you can put in place that will stimulate increased WEE, but not reinforce existing gender inequalities. It is useful to review lessons learned from past M4P projects and to build in sufficient flexibility to be able to take advantage of a 'learning by doing' approach. Key questions to ask include:

1. What will be the project's expected impact on women's income, time, unpaid domestic and productive work, decision-making authority, roles, equality, risks, etc.?
2. Should the project design be modified under implementation to enhance positive effects, avoid harmful ones for both women and men, include incentives for WEE, strengthen women's capacity to participate in market systems, etc.?
3. What is the scale potential for WEE and what are the gender risks associated with it?
4. How can this potential be reached (e.g., with incentives, further investment, women role models as catalysts, social marketing, supporting policy and legislative change)?

## ASSESSING CHANGES IN WEE WITHIN M4P

Ensure that the project's monitoring and evaluation plan explicitly measures changes in WEE. Start with a **baseline study** inclusive of women and gender equality issues. Strategies to help you do this include: i) incorporate women among respondents in a way that reflects their roles in the market system; ii) recruit gender researchers; iii) include gender expertise in the M&E design and data collection; iv) conduct research in ways, times, and places conducive to women's participation; and v) hold separate and joint discussions with women and men.

Look for changes in:

- Women's income, time spent on productive and reproductive activities, access to services & opportunities, control over productive resources, relations with suppliers, buyers, service providers, etc. All these can relate to increased economic empowerment!
- Awareness of women as consumers
- Attitudes, values and norms regarding women & men's roles in the market system, etc.
- Who (female/male) makes the key decisions that affect market systems, including at the household level
- Men's participation in reproductive work
- Women's prevalence/ participation levels in different aspects of the market system

## KEY SUCCESS FACTORS

- Use disaggregated data by sex and age
- Integrate WEE from the start and consider scaling up WEE strategies early
- Use gender and social analysis including macro, meso and micro analysis
- Include or develop gender capacity
- Consider impact on WEE in project planning
- Consider support to reduce constraints rooted in women's other roles
- Include work with men as household members
- Include public sector, NGOs & civil society
- Develop an explicit gender strategy with results and indicators in the logframe
- Select a market with scope for WEE
- Make a business case for WEE
- Establish a facilitative role for WEE
- Use M&E to adapt during the project

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