ANDE London Meeting April 8, 2019
Breakout Session 1: What do we know about taking a Gender Lens Approach

**Miller Center (Pamela):** supports women entrepreneurs or entrepreneurs’ work to support women and girls

**Oxfam (Caroline):** almost everything is related to gender. Been working on women’s economic empowerment for decades, women’s rights. More recently focusing on market-based approaches, such as value chains and investment portfolios on enterprises.

**IDS-Univ of Sussex (Mar):** Working with ANDE Chapter in Brazil, on DICE program. Wants to address gender inequality and focus on businesses in creative industries.

**Miller Center** – an intentional focus on women. Identified organizations that work with women as a TARGET on the application. Made it clear in promotional materials that women were encouraged to apply. Now, over 50% of cohort is women.

- Gender parity on Miller Center team.
- Entrep alumni – 1,000 people, make sure showcase women entrepreneurs
- Need to build out women mentor corps

**Oxfam** – In their Enterprise Development Programme, not always focused on women in charge, but care about impact on women. There are four points in the chain that are important in driving better results with women/gender:

- Before investment cycle, look at sectors/crops where women add value
  - Generally, these are places where women do not have to own land
    - Spices & honey
- Screening for women
- How can we support women in enterprise?
  - 12% of TA is focused on women’s empowerment
- Monitoring and Impact
  - Making sure women’s voices are heard

**IDS**

- We have developed a framework that looks at three pathways to impact- three main ways that gender mainstreaming can impact on social and creative economies and its intermediaries.
  - Look internally. Women on board, policies—flexible working policies for all employees. Can reduce hours, and not impact seniority potential
  - Mainstreaming gender through impact of investments/intermediary support via enabling GSBs that want to have an impact on women via their products and services or processes, or supporting GSBs led by women. Here Miller Center/Oxfam gave great examples
  - Working with the enabling environment – external/systemic factors/policies that encourage/enable or discourage/disenable women and gender equality. For example, access to finance for women-owned enterprises? Providers make take a ‘shark’ approach or a ‘dolphin’ approach, with different results for inclusion.
Dutch Fund (DGGF)

- Supporting women-only accelerator in Togo. First one in the country.
- Recognize that women entrep need the same basic services as men. Basics of e-ship are the same. Need proper business management support. Invite men in...
- Just release a new report about their insights on their program. Some of them:
  - Stimulate formal register of the SGBs is not enough to identify women entrepreneurs since they are sometimes involved in the businesses, but not as the registered person.
  - Accelerators are key to attract women entrepreneurs
  - Need to grow the group of women as a mentor

Artemisia

- Used to have about 20-30% of women in their cohorts, when intentionally targeted women, saw an increase to 50%. Some reasons for this are:
  - The staff had also women selecting
  - Intentionally mentioned the interest in women as part of the cohort
  - Ask for investors help to recommend women
  - The staff had a training on unconscious bias that helped to improve selection
- A lot of it is about asking...be intentional about asking women to participate. About asking women what they need in incubation. It can be that simple
- Feel that still struggle with the monitoring & evaluation of the gender impact. Also need to increase the quantity of women as mentors

Shell Foundation – work with business-first approach to gender solution. Work with other energy companies. Help them realize that women pay on time more than men.

Biggest challenge in general. Organizations need a lot of TA support. Need funding and links to experts. Need to think about TA for gender.

Attendee Discussion

Q: How do you deal with “masculine” counterfactual. Claims there is masculinity of the sector – need to deconstruct the male dominance? Are there tools to help reduce male dominance not just try to uplift women?

Ask Oxfam. Also, other organizations that focus on gender roles/gender norms. How change the social norms. What will men think/respond? Promundo is doing a great work on male role in gender/diversity discussion.
League of Allies

Oxfam: If aim in economic empowerment, supporting women’s entrepreneurship is not enough. Not system change. Can’t just work with women. Men need to change as well. Maybe even more. What is the right way to do this:

“Intersectionality” – women mentors for women-led enterprises in Cambodia. Class social difference meant women were ineffective mentors (was more important than gender).

If we train women with communication, negotiation – better to have men involved. Learn about it...
Corporates reframing corporate “Unstereotype Alliance”. Corps looking at their advertising. Laundry detergent.

Different uses for single gender vs mixed gender groups.

Artemisia does three-day workshops on bioenergetics. This especially helps male entrepreneurs to learn more about emotions, empathy, etc. Dolphin vs Sharktank mindset.

Q: What about the role of quotas? Seems to work in the government world. What about in the corporate or SGB world?

Works with DFIs in a network who want to do more gender lens investing. What is the best way of promoting it…. saying want to see a more gender-balanced slate for a board/investment committee?

Needs to have more women on boards.

It is important to have in mind these changes are over a period of time and not overnight. Needs commitment

ANDE Role:

If pushed to choose, about 2/3 wanted external vs internal focus for ANDE action. Help drive more funding for gender-sensitive activities, as opposed to gender sensitivity training.

But most felt that ANDE offering training/org development

Oppression of Women and LBGT come from the same source…masculinity.

Is different – because women can’t hide their gender.

SB- a problem, because LGBT it is illegal in many countries. Can’t explicitly focus on this group. Even if you do, unlikely to get lots of participants.

The diversity speech is better than focus on a specific group.

How can ANDE be helpful in this space?

• What are the biggest needs for LP and GPs in this topic? Would be interesting to map it.
• ANDE consider the “diversity” language instead of “gender”.
• A mapping of who is doing what.
• ANDE can include all sides of the SGB sector – entrepreneurs, LPs, intermediaries
  o Promote knowledge sharing
• Oxfam: Don’t ignore the majority. Still is not focused on women.
  o Not just about working conditions, toilet, working wage
  o Care about employment conditions
  o Want 100% of all enterprises to take that in account
  o On other hand,
    ▪ Think should address the social norm of unpaid care.
    ▪ How engaging in an enterprise increases work, and decreases sleep
      • An SGB challenge fund to unpaid care issue.
      • Helpful resource related to unpaid labor: [http://www.wplus.org/](http://www.wplus.org/)
  o ANDE should find unusual partners…. work with women’s rights organizations
• **PROMUNDO**
  
  • **IDS:**
    - Collect more what are the needs of ANDE members in this space. Identify how current ANDE projects could address some of that. DICE program for example.

**What have we learnt?**

- Partners that work with women-led enterprises for targeted recruitment
- Finding out what kind of topics women entrepreneurs want to explore and bringing speakers for those
- Engagement of women as suppliers and decision-makers, not just business owners
- Identify the sectors where women are actively involved and can add value
- Women’s voices in impact measurement and evaluation
- In Africa, targeting business formalization can have disproportionately large effect on women; same for programs targeting youth
- Women don’t necessarily need different services to men, just want to feel that they are available to them as well
- Importance of female mentors (role-models) and selectors (unconscious bias)
- Gendered-approach to looking at strategic challenges, not “just an HR problem”
- For some topics, it’s more effective to involve men as well; for others, more effective to limit discussion to women
- Targeting more gender-balanced pipeline may be more feasible than quotas for end result

**Final Questions**

What aspects of traditional (NGO, development) gender work can be applied to entrepreneurship development?

How can we change (male-dominated) social norms in the space? What are the possible reactions of men to these changes? (ProMundo)

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