Women’s Economic Empowerment (WEE) for Four Groups of Women Engaged in GREAT
Formulating solutions within agriculture and tourism value chains

Women in groups

Confidence partnering with business
Constraints
- Language barrier; limited education
- Limited access to inputs, technology and financial services
- Limited decision making and burden of household chores
- Limited access to market information and networks

WEE Solutions
- Knowledge and skills on certification and standards
- Leadership training and coaching
- Capacity strengthening in group operations and management
- Market information and network access

Women as entrepreneurs

Confidence in developing a business
Constraints
- Burden of unpaid care and household chores
- Limited business knowledge and market information
- Limited access to financial and business development services
- Limited connection with other entrepreneurs and markets

WEE Solutions
- Knowledge and market information
- Equal decision making and workload sharing in the household
- Access to finance
- Entrepreneurial capabilities
- Join tourism and business networks

Women in household farming and tourism services

Confidence partnering with business
Constraints
- Language barrier; limited education
- Limited access to inputs, technology and financial services
- Limited decision making and burden of household chores
- Limited access to market information and networks

WEE Solutions
- Technical training, field support, local languages, IT apps
- Quality inputs and appropriate technology, financial services
- Equal decision making, workload sharing and elimination of gender stereotypes
- Market information and networks

Women as employees

Confidence partnering with business
Constraints
- Unsafe working conditions
- Unequal payment and stereotyped jobs for women
- Limited women in management positions
- Less access to skills and career development
- Difficulties managing family obligations with job

WEE Solutions
- Company improves gender responsive working conditions
- Company has equal payment and promotion policies
- Skills training for career development
- Equal promotion to management positions
- Improve awareness about gender equality and WEE

(Source infographic: Fair & Sustainable Consulting and IFPRI, 2017)