

Gender-Responsive Equitable Agriculture and Tourism (GREAT Program)

Engaging Women in Markets - Online Seminar Series

Overview

Gender equality and women’s empowerment are important considerations in making markets more inclusive. There is also strong evidence that economies that better utilise the expertise and time of women are more likely to prosper.

Development programs are adopting different approaches to promoting gender equality and women’s economic empowerment. These include:

- **Gender mainstreaming:** Integrating gender equality measures within programs including addressing barriers to women’s participation.
- **Gender targeting:** Initiatives that are focused on women, such as providing loans to women-led enterprises.
- **Inclusive business:** An entrepreneurial initiative seeking to build bridges between business and low-income populations for the benefit of both.
- **Market systems development:** An approach that aims to tackle the underlying causes of market failure and poverty, rather than just finding solutions to the superficial symptoms.

The **Engaging Women in Markets – Online Seminar Series** aims to bring together Australian Government-funded programs to share and document approaches and lessons on gender and women’s economic empowerment.

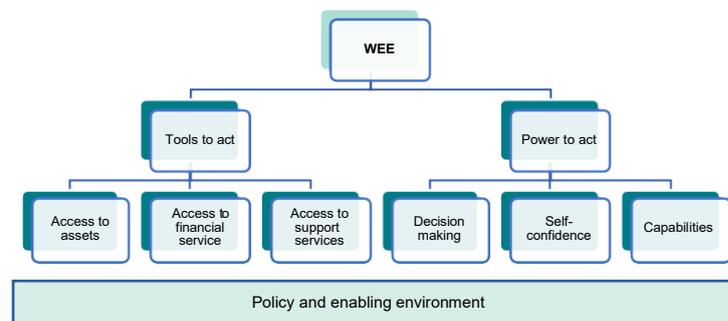
Introduction to the GREAT Program

A flagship initiative of the Australian Aid program in Vietnam, GREAT seeks to promote women’s economic empowerment in the country’s ethnically diverse north-west region. The primary beneficiaries are women living in Son La and Lao Cai Provinces, with a focus on the economic inclusion of women from ethnic minority communities.

GREAT began in 2017 and has since evolved its thinking on the best approach to integrating women’s economic empowerment with market systems development (WMSD).

To support this, GREAT introduced frameworks that fit within a market systems development approach, including Reach-Benefit-Empower and Tools to Act and Power to Act (Figure 1*).

Figure 1. GREAT’s Emerging WMSD Framework



*Based on work by Fair & Sustainable Consulting and IFPRI, 2017

To provide women with the **Tools to Act**, GREAT investments support women and households to improve: Access to Assets; Access to Financial Services; and Access to Supporting Services.

To provide women with the **Power to Act**, investments strengthen women’s roles in decision-making and build capabilities and self-confidence.

Policy influencing interventions create an improved enabling environment for women’s entrepreneurship and support businesses to engage more effectively with ethnic minority women, and to become more gender-responsive.

A longitudinal study, systemic market change assessment and project mid-line assessments were conducted to capture changes in women’s economic empowerment and identify systemic changes. DFAT also commissioned an independent Mid-Term Review to assess the Program’s relevance, efficiency, effectiveness, sustainability and monitoring and evaluation. The experiences, studies and learning from the GREAT Program provide a rich body of knowledge, practices and lessons that can be shared with the development community.

Engaging Women in Markets - Online Seminar Series

The Engaging Women in Markets - Online Seminar Series is designed to:

- Exchange knowledge and learning from practical experiences in engaging women in markets with relevant projects, programs and stakeholders, particularly DFAT-funded projects.
- To build on the outputs of the Seminar Series to create Discussion Papers to evolve GREAT, DFAT and other stakeholder thinking on approaches to engaging women in markets. GREAT will host the online seminar series and we invite participation from other projects and organisations.

The intention is to hold three sessions, approximately two weeks apart. The seminar will be delivered via Zoom and each session will focus on a particular theme as outlined below:



Session 1 19 August, 2021

Approaches to Engage Women in Markets

Session 2 8 September, 2021 (TBC)

Tools to Act

Session 3 22 September, 2021 (TBC)

Power to Act

In each session, good practices, lessons and challenges will be shared. GREAT, other participating projects and experts will make presentations. English will be the main language, with translation provided into Vietnamese.

The Seminar Series will target specific DFAT-funded projects and DFAT personnel, other organisations and individuals with experience and interest in engaging women in markets from across Southeast Asia and Australia in addition to GREAT including:

- Cambodia Agricultural Value Chain Program (CAVAC)
- The Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture (PRISMA)
- Investing in Women
- Market Development Facility (MDF)

Target Participants

- DFAT
- DFAT-funded projects in the region
- Relevant experts in gender equality, women's economic empowerment and market systems development
- Development partners



Agenda (final)

Session 1, 19 August, 2021: Approaches to Engage Women in Markets

Instructions for participants: Please note the Seminar will start at **8.30 am sharp** Hanoi time. Therefore, please enter the Zoom platform five minutes early – relevant instructions are included in the attached “How to join the Seminar” document. We look forward to seeing you soon and having an active discussion.

Time	Topic	Facilitator/Speaker
8.30 am 5 min	Welcome Introduction, Agenda, Zoom instructions and Comms guideline	CEO of Alenea Whitelum Group Bernadette Whitelum
8.35 am 5 min	Opening Remarks	Deputy Head of Mission, Australian Embassy Vietnam Mark Tattersall
8.40 am 10 min	Keynote Address	Australia’s Ambassador for Gender Equality Julie-Ann Guivarra
8.50 am 15 min	About us - Introduction to GREAT Video show about GREAT’s portfolio	Team Leader GREAT Phil Harman
9.05 am 45 min	Panel Discussion Past and Emerging Approaches to engage women in markets Participants share questions in the chat box.	Facilitator: Bernadette Whitelum Introducer: Mélanie Aubé Senior Director - Social, Economic and Environment Division, Cowater International Panelists: <ul style="list-style-type: none"> • Vu Quynh Anh, Deputy Team Leader, GREAT • Prachi Maheshwari, Deputy Director – Impact Investing, Investing in Women • Maryam Piracha, Chief Technical Officer - Inclusion and Engagement, PRISMA • Diane Kilsby, Women’s Economic Empowerment Adviser, CAVAC • Piyumi Bandaranayake, Quality and Inclusion Specialist, MDF • Semesa Sikivou, Quality and Inclusion Specialist, MDF • Joan DeJaeghere, Professor, University of Minnesota Deputy Head of Mission, Australian Embassy Vietnam, Mark Tattersall to conclude the Panel.
9.50 am 1 hour	Break-out sessions: WMSD Framework and Approach 5 breakout sessions about the evolutions of each project; what has worked, what have been the challenges and ongoing areas to be addressed. 1. Room 1: GREAT’s framework and approaches to engage women in markets: GREAT will share the evolutions in approaches and frameworks, learnings and drivers of change.	Presenter: Vu Quynh Anh, Deputy Team Leader, GREAT Le Quynh Nga, MERL Manager, GREAT Facilitator: Christina Northey, Alenea Whitelum Group Note taker: Erin Solomon

Agenda (final)

Time	Topic	Facilitator/Speaker
	<p>2. Room 2: CAVAC's framework and approaches to engage women in markets: CAVAC has conducted studies on the role of women in different agricultural value chains, and the impacts of its interventions in sustainable irrigation services and agricultural mechanisation on women farmers. This presentation will highlight the results of those interventions and present lessons learned that will be useful for DFAT agricultural development programs.</p> <p>3. Room 3: PRISMA's framework and approaches to engage women in markets: PRISMA will share its journey on Women's Economic Empowerment, with a focus on working with the private sector for more sustainable and inclusive market systems. PRISMA will discuss its approach on understanding consumer behavior, share relevant tools and frameworks and practical learnings and challenges from the field.</p> <p>4. Room 4: MDF's framework and approaches to engage women in markets: MDF's presentation focuses on establishing and operationalising women's economic empowerment framework in different contexts. It will provide an overview how to achieve a positive and powerful shift in the way programs can consider women's involvement and how to measure intangible benefits for women.</p> <p>5. Room 5: Investing in Women's Impact Investing Pathway's framework and approaches to engage women in markets: The presentation will discuss how blended finance interventions using catalytic grant can be used to mobilize private capital for improving access to finance for women's SMEs in the emerging countries.</p>	<p>Presenter: Seltik Heng, National WEE Adviser, CAVAC</p> <p>Facilitator: Abi Balakrishnan, Cowater International</p> <p>Note taker: David Poulton</p> <p>Presenters: Maryam Piracha, Chief Technical Officer Inclusion and Engagement, PRISMA Alhamdu Ramadhan – Senior Business Consultant, PRISMA</p> <p>Facilitator: Tanya Caulfield, GREAT Gender Advisor</p> <p>Note taker: Prili Bebasari</p> <p>Presenter: Piyumi Bandaranayake, Quality and Inclusion Specialist, MDF Semesa Sikivou, Quality and Inclusion Specialist, MDF</p> <p>Facilitator: Natalia Beghin, Alenea Whitelum Group</p> <p>Note taker: Jill Fox</p> <p>Presenter: Prachi Maheshwari, Deputy Director – Impact Investing, Investing in Women</p> <p>Facilitator: Caitlin Poole, Cowater International</p> <p>Note taker: Clement Sefa-Nyarko</p>
10.50 am 5 min	<p>Video show: Case study – GREAT's WMSD in actions</p> <p>Voice of changes - CRED Bamboo project</p>	<p>Bernadette Whitelum introduces</p> <p>Phuong Truong shows the video</p>
10.55 am 5 min.	<p>Participant feedback Quiz</p>	<p>Bernadette Whitelum</p>
11.00 am 5 min.	<p>Closing Remarks and looking forward to Seminar 2</p>	<p>Bernadette Whitelum / Phil Harman</p>