



Engaging markets for women's empowerment

Seminar Series Paper
Session 1 Recap

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MSD has come a long way...

Women as market actors and stakeholders are identified and their roles are understood

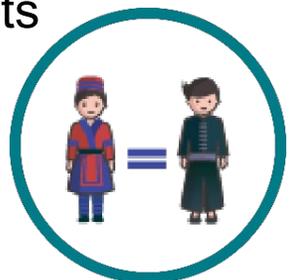
We have acknowledged that their needs and issues are different from men

We are addressing barriers through the policy and enabling environment, providing women with the tools to act, incentivising businesses, etc.

We see that affecting normative change is required to achieve gender equality, but this is outside of the MSD model

MSD as the fundamental building block and build WEE around it.

A systems approach fails to bring to light the fact that markets are themselves gendered.

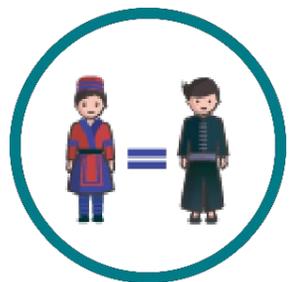


Inverting the model...

Putting gender equality at the centre of the model.

Mapping the market systems and actors around it.

Seeing change from the perspective of gender transformation.



MSD methods were previously gender blind but are increasingly gender responsive

Sub-national govts tend to be between gender neutral and parity focused

Elements of some programs head towards gender transformation

Businesses: between gender negative and neutral

Program between parity & responsive focused

National Govt: between parity & responsive

Communities: starting point for gender relations is gender negative



Reinforces unequal gender norms

No explicit attention to gender

Focus on numbers of men & women

Addresses different needs of men & women

Addresses underlying causes of gender inequality

Women have less power than men

Women and men have increasingly equal power relations

Start by Mapping...

Where do the communities you work with sit on this continuum?

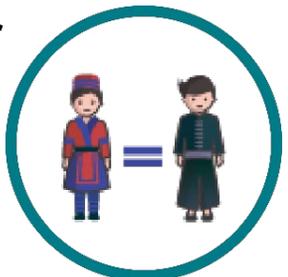
Where would you locate the other stakeholders and market actors?

Where is your program at?

Is there differences between the stakeholders as well within the stakeholders?

Does the program have some elements in one part of the continuum and other elements in other parts?

What needs to happen to do more to reach gender transformation?



Ask the right questions...

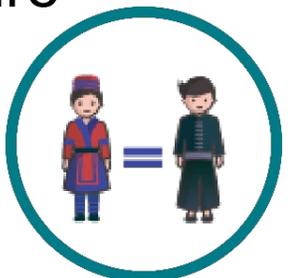
How do we create normative change and engage men?

What is the intersection between women's economic empowerment and market interests

Is putting women's aspirations at the centre different to women's empowerment?

Can gender transformation, and providing women with the "power to act" be delivered by an MSD approach?

What does this mean for how we measure program success?



Moving Forward...



Seminar two is focused on “tools to act”.



The next iteration of this paper will draw upon your discussions today.



We want to continuously build this paper, to develop and forge new ways forward.



In thinking about the “tools to act”, consider what tools women need, and in what ways market stakeholders need to change to enable women to use those tools.

