

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.

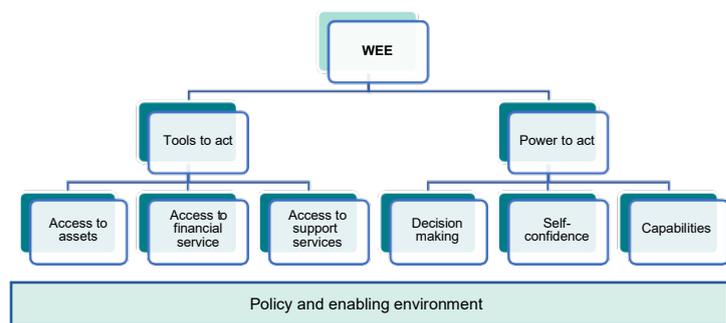
## Introduction to the GREAT Program

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

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

	<p>key tools we utilise as well as the continuous adaptation of the tools to reflect local needs and contexts</p> <p><b>Room 4: GREAT - Connecting Women with International Markets</b></p> <p>GREAT will present how we are working to connect companies to households to access international markets and lead to broader change in women's economic empowerment.</p>	<p>Phil Harman, Team Leader, GREAT Le Anh Tuan, Inclusive Business Advisor, GREAT SNV (TBC) Son Ha (TBC)</p>
11.30 am 5 mins	<b>Key Out-takes from Break-out Sessions</b>	Bernadette Whitelum
11.35 am	<b>Closing Remarks and looking forward to Seminar 2</b>	Bernadette Whitelum / Phil Harman