



**AUS4EQUALITY**

**GREAT**

## **GREAT's Experience in Market System Development (MSD) & Ethnic Minority Women's Economic Empowerment**

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Funded by:



# GREAT introduction

- GREAT has been supporting agriculture and tourism sector development since 2019.
  - GREAT supports 10 sectors: Vegetables, Bamboo shoots, Ramie, Cinnamon, Medicinal herbs, Bodhi, Rice, Tea, Tourism, and Passion Fruit.
  - GREAT strengthens sector support services through access to finance, digital transformation, improved business capacity and leadership.
  - Provide support for policy formulation in agriculture and tourism
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# Program results in Lao Cai



Total of 42 projects and partners operate in Lai Cai province, incl. 38 independent implementing partners and 5 joint implementing partners (across the two provinces of Lao Cai and Son La):

- 15 Government partners
- 16 NGO and research institute partners (1 partner carries out joint activities with PDARD)
- 11 partners from non-state enterprises (e.g. companies, cooperatives, FDI enterprises).

Disaggregated by activities:

- 6 tourism projects on Tourism
- 23 agriculture projects on Agriculture
- 6 agriculture and tourism projects
- 7 whole-of-program policy projects

Total GREAT expenditure:  
- VND249b

Total private sector co-  
investment:

- VND73b

(as at end of Apr 2022)

# Results for beneficiaries in Lao Cai

- 7,423 households have joined production chains or are providing services.
- 13,249 women are involved in production or supply chains: (out of a total of 21,218 women participating in all activities).
- in 2021, 4,123 households gained profits from GREAT generated production or businesses.
- 7,192 women have profited from production or businesses.
- 84% of women participants are confident in their technical ability.
- 97% of women are making joint household decisions.
- 75% of participant households joined value chains: 75%

*Source: Initial findings of project endline assessment – Mar 2022*

**When my wife is busy, I cook. I take care of the kids while my wife cooks...**

*... Recently, women are bravely speaking out. Women are more confident than before. We look at/learn from each other and gain confidence...*

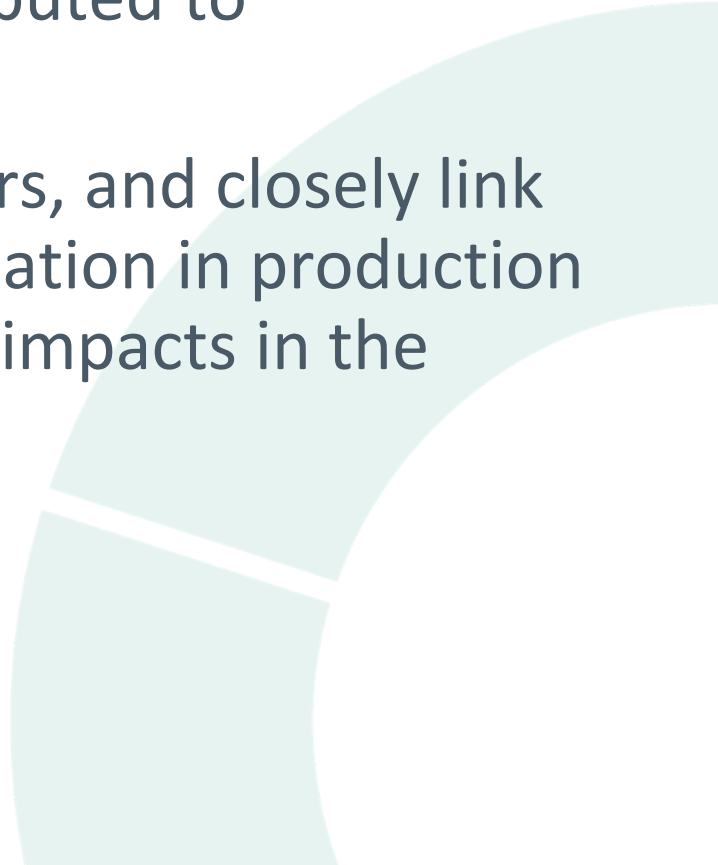
**7 success stories of individuals, couples, cooperatives**

## Results: Policy development

- Resolutions No. 10 and No. 11
- Gender responsive Department and District Competitiveness Index (DDCI)
- Planning on the development of Bodhi tree; herbs etc.
- Attract enterprise investment to build two new cinnamon factories and a production zone.



# Lessons learnt from GREAT 1 – Lao Cai

1. The first ODA program dedicated to gender equality in Lao Cai.
  2. The market systems approach in agriculture and tourism, and the adaptive management method of the Program, has enabled us to take advantage of opportunities and strengths, and contributed to sustainability.
  3. It is beneficial to engage partners and economic actors, and closely link them to farmers in the value chain. Women's participation in production and business brings about long-term and sustainable impacts in the province.
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# Lessons learnt from GREAT 1 – Lao Cai

4. Sharing experiences, successes, and lessons learned provides opportunities for local people to directly exchange, learn and change.
5. Over the past 4 years there are individuals and groups whose changes have inspired the community, e.g. Ms. Mẩy, Ms. Bình, the ramie group, the Choan Then CBT group (Ha Nhi); Mr. Thận – Mrs. Nhung couple (Ban Lien Tea)
6. These results and achievements are an opportunity for governments at all levels to accelerate the implementation of the NTPs..... and the National Strategy on Gender Equality 2021 - 2025, and with vision to 2030.



# Program results in Son La



Total 34 projects operate in the province, including:

- 4 Government partners
- 10 NGOs and research institutes
- 20 non-state enterprises (enterprises, companies, cooperatives, FDI enterprises);

Disaggregated by sector:

- 5 Tourism projects (1 policy project)
- 21 Agriculture projects
- 8 Agriculture & Tourism projects
- 2 economic management projects

Total GREAT expenditure:

- VND217b


Total private sector co-  
investment:

- VND68b


(to end of Apr 2022)

# Results – beneficiaries in Son La

- **8,323 households participating in productive market systems or tourism services**
- 4,623 households have gained profits from production or business in 2021
- 72% of households joined value chains.
  
- **14,857 women participating in productive market systems or providing tourism services** (from a total of 16,624 women participating in all activities)
- 8,065 women have gained profits from production or businesses
- 93% of participating women are more confident in their technical ability
- 96% of participating women have joined household decision making.
- *Source: Initial findings of project endline assessment – Mar 2022*



...My husband shares the housework when I am busy...



6 success stories of individuals, couples, cooperatives

# Policies

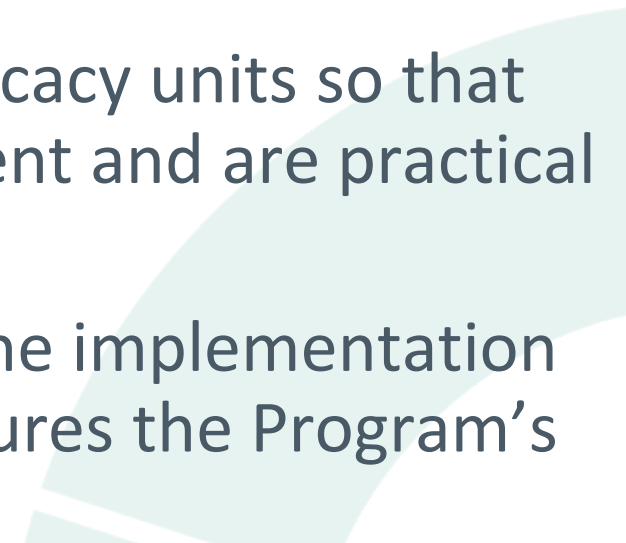
- Gender responsive Department and District Competitiveness Index (DDCI)
- Formulation of the Inclusive Tourism Destination Management Policy
- Development of community-based tourism (CBT) at district and provincial levels
- Application of digital technology in tourism management
- Planning for bamboo shoot production area in Van Ho district



# Lessons learnt from GREAT 1 – Son La

1. **Joint design and implementation with leading enterprises** in the industry brings greater market knowledge, technology and organizational capabilities to accelerate innovation, and increase competitiveness and scale of the industry.
2. Participation of local authorities to **replicate successful models** (bamboo shoots, ramie) throughout the whole district and in other districts benefits many more households.
3. Enterprises can make **a great contribution to women's economic empowerment** through organizing production, skills training, and organizing communication events on gender equality.
4. **Strengthening the capacity of local cooperatives and small enterprises** to connect and coordinate between enterprises and groups has been an important factor in value chain sustainability.

# Lessons learnt from GREAT 1 – Son La

5. **Linking enterprises, banks, and production groups** in the value chains increases access to collateral-free loans from credit institutions (e.g. Lien Viet Post Bank)
  6. There needs to be more consultation from policy advocacy units so that policy activities are linked to all levels of the government and are practical to farmers
  7. Strengthening field monitoring to more closely track the implementation of field activities enables prompt adjustments and assures the Program's objectives.
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Thank you!

