



AUS4EQUALITY

GREAT

Gender Responsive Equitable Agriculture and Tourism Program Phase 2

Our Vision

27 May 2022

Funded by:

**Australian
Aid** 



GREAT's Phase 2

AUD 67.4 million over 10 years (2017-2027)



GREAT's Goal - Women living in northwest Vietnam have improved social and economic status and increased resilience.

Outcomes

To achieve the GREAT goal, we will pursue the following outcomes:

Women, particularly ethnic minority women living in Son La and Lao Cai, have improved economic benefits.

Women, particularly ethnic minority women living in Son La and Lao Cai, have increased confidence and social status, including more balanced workloads and greater decision making within the home, workplace, and community.

Women, particularly ethnic minority women and household members living in Son La and Lao Cai benefit from more gender responsive, inclusive, and effective provincial and national policies, plans, strategies, and programs.

GREAT's Focus

- Continued focus on identifying specific sectors within **agriculture** and **tourism** that lend themselves to opportunities for **women's economic empowerment**.
- **Partnering with Government**



Why is GREAT important?



Socioeconomic development – remaining poverty and inequality and Vietnam’s commitment to address this in NTP-SEDEMA and NTP SPR

Gender equality – women are more disadvantaged than men

Women’s economic empowerment – barriers to employment and better conditions for women



What is different in GREAT Phase 2?

- **Adapting to a changing development context**
- **Refined cross-sector strategies**
- **New approaches to partnering**
- **A stronger influencing agenda**
- **Behaviour change / shifting gender norms**



Agriculture Sectors



- Cinnamon
- Bamboo shoots
- Medicinal plants
- Vegetables
- Ramie
- Benzoin TBC



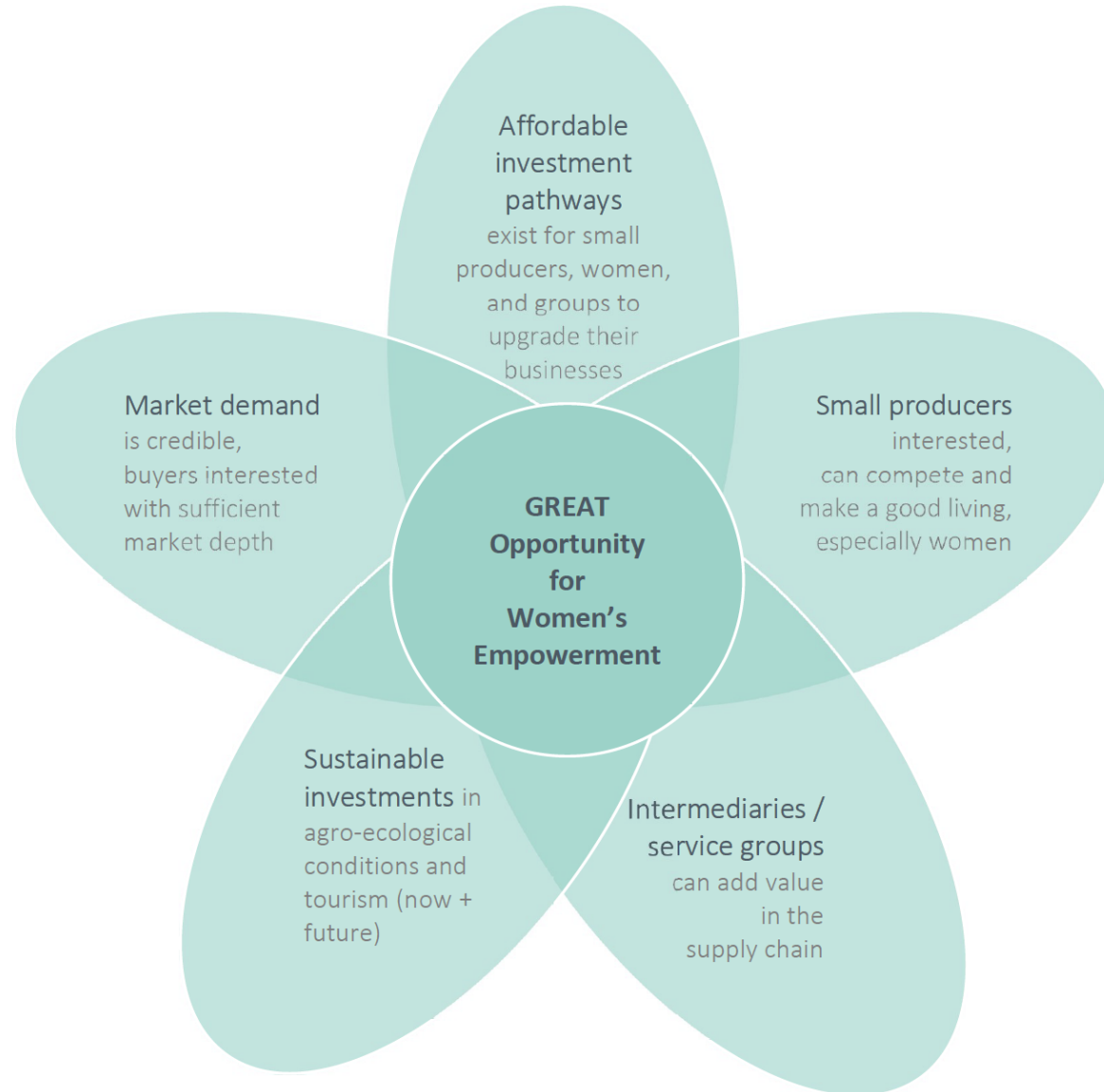
GREAT and Tourism



GREAT will focus on:

- Inclusive and gender-responsive destination management and governance
- Inclusive and gender-responsive products and skills development
- Support replication of good practices and experience from Lao Cai and Son La into national and other provinces' programs

Sector selection criteria in Agriculture and Tourism



Thank you!

