

GENDER RESPONSIVE AND EQUITABLE AGRICULTURE AND TOURISM (GREAT) PROGRAM

About the GREAT program

The Gender Responsive Equitable Agriculture and Tourism (GREAT) program is building the resilience of the ethnic minority women in Northwest Vietnam through improved social and economic outcomes. Funded by the Australian Government, GREAT is delivered in partnership with the Provincial People's Committees of Son La and Lao Cai provinces. GREAT began in 2017 and is a 10-year program with an investment of AUD 67.4 million.

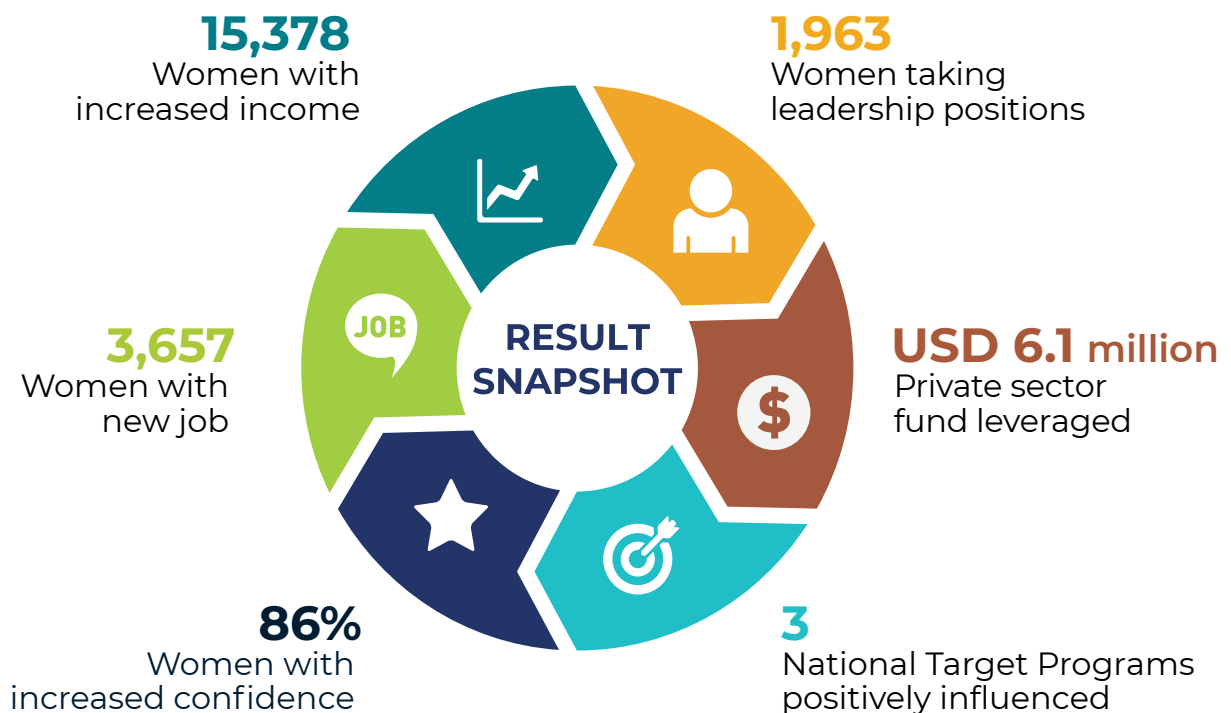
GREAT partners with the private sector, government agencies and civil society to create opportunities for women within the agriculture and tourism sectors. These sectors have demonstrated strong growth and offer the potential to significantly increase the economic participation of ethnic minority women which, in turn, benefits the resilience, security and prosperity of all – from households to the economy at large.

Women's economic empowerment cannot be achieved without greater gender equality, and GREAT is working to:

- Ensure ethnic minority women can better engage in agriculture and tourism markets.
- Enhance women's voices in decision-making
- Promote partnerships with the private sector
- Support more inclusive and gender-responsive government policies and services



The next five years of GREAT will build on the results achieved to date:



CREATING OPPORTUNITIES IN NORTHWEST VIETNAM

Vietnam has become increasingly integrated into global production and value chains, with female-intensive export-oriented manufacturing being a major stimulus of GDP growth. However, the economic growth opportunities this presents have not yet reached everyone, with the ethnic minority groups in the country's northwest remaining the most disadvantaged with a poverty rate significantly higher than the national average.

As Vietnam strives to reach developed country status by 2045, it is important that its continued economic growth is inclusive of everyone. Gender equality, women's economic empowerment, involving the private sector and engaging local communities will all be essential to develop strong policies, attitudes and practices that support inclusive development goals. GREAT is supporting the Government of Vietnam, civil society and the private sector to achieve these aims with a growing body of evidence, education and advocacy, and knowledge.

GREAT'S FOCUS AREAS INCLUDE

AGRICULTURE



- Strengthening training, information, and business linkages for producers of bamboo shoot, natural bamboo and cinnamon
- Building capacity of cooperatives and producer groups in production co-ordination and processing
- Increasing access of small-scale producers to key inputs

TOURISM




- Strengthening destination planning and management
- Improving outreach of relevant hospitality training and skills development
- Enhancing public- private coordination for tourism investment

CROSS-CUTTING AREAS



- Policy support
- Gender equality, Disability and Social Inclusion
- Financial inclusion
- Women's entrepreneurship and leadership
- Digital inclusion and transformation



“With the mentoring and business skills development I received, I led the expansion of the Hung Hien Noodle Cooperative into new product lines, increasing revenue from VND 450 million in 2022 to almost VND 1.5 billion in 2022. The number of local households supplying the cooperative has expanded from 15 to 70 and the business now directly employs up to 20 people in the peak season.”

Hung Hien Noodle Cooperative Director,
Mrs. Co Thi Hien

OUR APPROACH

Market Systems Development

We work with partners to identify and implement solutions that improve the way markets function and elevate the ability of women to participate more actively and equally.

Importantly, GREAT works to facilitate change in market systems without becoming embedded in it. This approach promotes sustainability by helping long-term system actors affect changes they have a stake in – providing an incentive to maintain any new practice. We aim to tackle the underlying causes of system dysfunction and poverty, rather than temporarily addressing the symptoms of it.



Strategy: Ambition to transform systems to be more inclusive of ethnic minority women.



Diagnosis: Understanding the causes of ethnic minority women's disadvantage.



Vision: Focusing on sustainable outcomes.



Facilitation: Intervening to develop, not distort, system actor capacity and incentives.

OUR GOAL

Women's Economic Empowerment

We are working to enable women to access economic opportunities, determine their own involvement, be recognised for the value of their contributions and receive equitable economic returns. Our approach to women's economic empowerment focuses on:



Reach: Market actors work to ensure economic development, income-generating opportunities, financial and support services, market platforms and networks reach and actively involve ethnic minority women.



Benefit: Adjustments to market systems (i.e. systemic change) work to benefit ethnic minority women through gainful employment, business opportunities, access to services and networks that increase their income and capabilities.



Empower: Adjustments to market systems enable ethnic minority women to make and implement economic and life decisions that bolster their quality of life, leadership and social status within the household, community and market.



EXPECTED OUTCOMES FOR GREAT 2



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.

“Over the past five years of implementing the GREAT program, we have together seen effective models, the benefits brought from good practices and areas for improvement in the agriculture and tourism sectors. We are now actively working to further increase the participation of women in these sectors as this will benefit women and their families, and contribute to sustainable development. We look forward to applying the lessons from GREAT to the implementation of national target programs.”

Ms Nguyen Thi Trang Nhung,
Director of Son La GREAT Project Management Unit



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about the GREAT program



GREAT