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USAID Women's Economic Empowerment Evidence

September 21, 2021

USAID's Women's Economic Empowerment
Community of Practice

AGENDA

1. WEE CoP Overview
2. USAID Learning Agenda
3. Question Five Landscaping Studies
4. Subpoint i: Social Norms
Dr. Charla Britt
5. Subpoint ii: Governmental Policies, Laws, and Regulations, as well as Internal Organizational and Business Policies
Dr. Ruta Aidis
6. Subpoint iii: Gender-based Violence Prevention and Mitigation
Mia Hyun
7. Deep Dive Discussions Schedule and Knowledge Products
8. Questions and Answers

USAID WOMEN'S ECONOMIC EMPOWERMENT COMMUNITY OF PRACTICE (WEE CoP)



Gather and share
evidence



Address data gaps
and disseminate
knowledge products



Facilitate learning
among members



Foster engagement
opportunities

WEE CoP:THREE TIER APPROACH

Currently 400+ Members



USAID staff
(COR/AOR/activity
managers) and
implementing
partners receiving
direct funding from
USAID GenDev



USAID staff
interested in learning
more about gender
equality and WEE that
do not receive direct
funding from USAID
GenDev



Private sector
companies, networks,
associations, and the
wider donor and
development
community interested
in gender equality and
WEE

LEARNING QUESTIONS & EVIDENCE

Women's Economic Empowerment and Legal Systems, Internal Organizational and Business Policies, and Social Norms Barriers including Gender-Based Violence - What are proven and evidence-based existing approaches that governments, private sector entities, civil society organizations, and societies are using to:

- i) Shift social norms to support and increase women's economic power and gender equality;
- ii) Build capacity to develop, reform, implement, and enforce governmental policies, laws, and regulations as well as internal organizational and business policies to increase women's economic power and gender equality; and
- iii) Mitigate gender-based violence and harmful behaviors that reduce women's safety and ability to participate in and benefit from the economy in general and women's economic empowerment initiatives in particular. What are successful ways to “do no harm” when designing and implementing women's economic empowerment programming and what are proven approaches and leading practices for identifying, preventing, mitigating, and measuring gender-based violence taking place against women in the world of work.

EVIDENCE - THREE LANDSCAPING STUDIES

Three landscaping studies identify and assess existing interventions and available evidence to:

- Provide actionable findings and recommendations to strengthen the results of activities to increase women's economic access, agency, and power
- Identify key gaps in evidence to be addressed that will accelerate women's economic empowerment

EVIDENCE RANKING CRITERIA

Proven – <i>clear beneficial effect and strength of evidence</i>	Good evidence based on multi-country and/or longitudinal analyses, peer reviewed articles, RCTs, quasi-experimental studies, external evaluations, or several individual or regional studies that all indicate similar findings (published research or conducted by internationally recognized institutions).
Promising – <i>promising beneficial effect and strength of evidence</i>	Sufficient body of evidence drawn from one or more country-level studies, internal assessments, or evaluations undertaken by implementing organizations and project-specific reports that demonstrate a correlation between outputs and outcomes.
Potential – <i>positive trend with limited or mixed effects not well studied</i>	Several reports indicating positive trends or impacts from newer innovations, but no systematic reviews or analyses. The trends or impacts are largely anecdotal or qualitative.

SUB-POINT I: SHIFTING SOCIAL NORMS

What are existing approaches that governments, private sector entities, civil society organizations, and societies are using to:

Shift social norms to support and increase women's economic power and gender equality?



Photo Credit: The African Development Bank Group

SUBPOINT I: FIVE SOCIAL NORMS - FOCUS AREAS



1. Household Methodologies



2. Reference Groups and Diffusion



3. Platforms for Collective Learning and Action



4. Information and Media



5. Workplace and Employer Social Norms

SUBPOINT I: SOCIAL NORMS - INTERVENTIONS

Proven Interventions:

- Gender transformative approaches combined with economic development interventions that build assets, generate income, and improve skills
- Household methodologies combined with facilitated dialogue, critical reflection, and goal setting
- Group-based collective action and learning, including VSLAs, producer organizations, self-help and other groups which increase productivity and financial inclusion
- Male engagement through entry points that appeal to men's self-interest and positive masculinities
- Gender analysis and norms diagnostics to identify and assess the strength of norms(s) and ways of facilitating positive shifts

SUBPOINT I: SOCIAL NORMS - INTERVENTIONS

Promising Interventions:

- Media campaigns that provide compelling examples and role models
- Organized diffusion of key messages through wider public engagement, information campaigns, and media and social marketing
- Social network analysis to identify members of reference groups to better target change messages and messengers

Potential Interventions:

- Working with private sector and nonprofit entities and businesses to support egalitarian workplace policies and prohibit sexual harassment
- Organizational norms and policies and technologies that enable and motivate women's participation in the economy and workforce

SUBPOINT I: EIGHT SOCIAL NORMS - RECOMMENDATIONS



1. Integrate norms-transformative strategies and approaches into all activity designs and implementation to improve outputs and outcomes



2. Conduct context-specific assessments to identify facilitating or constraining factors to normative shifts



3. Engage men and boys in examining gender norms and to reinforce positive masculinities



4. Use qualitative surveys, including vignettes, to identify, measure, monitor, and evaluate changes, and respond adaptively

SUBPOINT I: EIGHT SOCIAL NORMS - RECOMMENDATIONS



5. Support research to assess “right sized” approaches that better inform replication and scalability



6. Facilitate normative shifts with well-informed messaging that corrects misinformation and misperceptions and offers positive alternatives



7. Support facilitated discussions and/or trainings for staff to analyze perspectives and biases, and reorient mindsets



8. Invest in longitudinal analyses to gauge sustained impact as part of activity monitoring, evaluation, and learning, and to increase the evidence of what works to sustain change

SUB-POINT II: GOVERNMENTAL POLICIES, LAWS, AND REGULATIONS AS WELL AS INTERNAL ORGANIZATIONAL AND BUSINESS POLICIES

What are existing approaches that governments, private sector entities, civil society organizations, and societies are using to:

Build capacity to develop, reform, implement, and enforce governmental policies, laws, and regulations, as well as internal organizational and business policies to increase women's economic power and gender equality?



Photo Credit: Dave Cooper for USAID

SUBPOINT II: FIVE GOVERNMENTAL POLICIES, LAWS, AND REGULATIONS AS WELL AS INTERNAL ORGANIZATIONAL AND BUSINESS POLICIES - FOCUS AREAS



1. Family Law



2. Land Rights



3. Labor Force Participation



4. Fiscal Policy



5. Organizational and Business Policies

SUBPOINT II: GOVERNMENTAL POLICIES, LAWS, AND REGULATIONS - FAMILY LAW INTERVENTIONS

Proven Interventions:

- Legal reform to family law increases women's access to financing
- Legal reform to family law is associated with higher levels of women's business ownership and/or women's labor supply

Promising Interventions:

- Digital ID systems accompanied by reforms increase women's agency
- International agreements such as CEDAW can be leveraged to reform discriminatory family laws

SUBPOINT II: GOVERNMENTAL POLICIES, LAWS, AND REGULATIONS - LAND RIGHTS INTERVENTIONS

Proven Interventions:

- Formalizing women's land rights through joint-titling increases women's decision-making and use of land
- Formalizing women's land rights through documenting and demarcating land increases women's land tenure
- Reforming inheritance laws increases women's investment in land, wealth accumulation, and bargaining power within the household

Promising Interventions:

- Leveraging CEDAW ratification supports equal property rights
- Offering incentives and targeted information can increase joint land titling



Photo Credit: Sam Phelps, Catholic Relief Services

SUBPOINT II: GOVERNMENTAL POLICIES, LAWS, AND REGULATIONS - LABOR FORCE PARTICIPATION INTERVENTIONS

Proven Interventions:

- Greater gender equality under the law is linked to increased women's labor force participation rate
- Improved property rights for women have been found to increase female labor supply

Promising Interventions:

- Access to universal child care is likely to increase female labor supply
- Collective organizing of women working in the informal sector improves their working conditions and livelihoods

SUBPOINT II: GOVERNMENTAL POLICIES, LAWS, AND REGULATIONS - FISCAL POLICY INTERVENTIONS

Proven Interventions:

- Individual tax filing increases women's labor force participation
- Policies that increase the transparency of the gender wage gap can increase female earnings

Promising Interventions:

- Pension reform that accounts for child care absences benefits women
- Cash transfers to married women in poor households can have wide ranging WEE benefits
- Quotas increase women's political participation in national and local government, which has a positive impact on WEE initiatives

SUBPOINT II: INTERNAL ORGANIZATIONAL AND BUSINESS POLICIES INTERVENTIONS

Proven Interventions:

- There is strong evidence that businesses benefit from gender diversity in terms of improved decision-making, higher performance and increased profitability. However, businesses that incorporate gender diversity policies are not assessing the potential WEE outcomes in a robust way.

Promising Interventions:

- By adopting gender equality and/or family-friendly policies, businesses can support WEE
- Workplace child care provisions provide significant business and social returns that benefit women

SUBPOINT II: SIX GOVERNMENTAL POLICIES, LAWS, AND REGULATIONS AS WELL AS INTERNAL ORGANIZATIONAL AND BUSINESS POLICIES - RECOMMENDATIONS



1. Increase awareness of existing gender discriminatory laws that limit WEE and take action to reform them



2. Leverage international conventions and agreements to support WEE



3. Engage in advocacy to support legal reform, implementation, and enforcement of laws supporting WEE



4. Encourage mixed methods analysis and the equal sampling of men and women



5. “Lead by example:” adopt internal gender equality and family-friendly policies and support the adoption of these policies in other organizations



6. Sign on to a voluntary certification program to strengthen business and organizational internal gender equality and family-friendly policies

SUB-POINT III. GENDER-BASED VIOLENCE

What are existing approaches that governments, private sector entities, civil society organizations, and societies are using to:

Mitigate gender-based violence (GBV) and harmful behaviors that reduce women's safety and ability to participate in and benefit from the economy in general and women's economic empowerment initiatives in particular?

What are successful ways to “do no harm” when designing and implementing women’s economic empowerment programming and what are proven approaches and leading practices for identifying, preventing, mitigating, and measuring gender-based violence taking place against women in the world of work?



Photo Credit: World Vision/Jim Wungramyao Kasom

SUBPOINT III: FIVE GENDER-BASED VIOLENCE - FOCUS AREAS



1. Intimate Partner Violence (IPV)



2. GBV and Sexual Harassment (SH) in the Formal Sector



3. GBV/SH in the Informal and High-Risk Sectors



4. GBV/SH in Public Space and Transport



5. Online GBV/SH

SUBPOINT III: GENDER-BASED VIOLENCE - INTIMATE PARTNER VIOLENCE INTERVENTIONS

Proven Interventions: Economic strengthening (micro-finance, livelihoods, safety nets, transfers):

- Include social empowerment or behavioral change communication components related to gender norms
- Work with men, families, and communities
- Tailor to demographic characteristics
- Address the political, institutional, and normative structures that perpetuate gender inequality, gendered norms, and the acceptability of IPV

SUBPOINT III: GENDER-BASED VIOLENCE - INTIMATE PARTNER VIOLENCE INTERVENTIONS

Promising Interventions: Private sector workplace procedures:

- Strengthen public-private partnerships to provide incentives and the legal framework for employers to take steps to prevent or protect against IPV
- Support women's increased economic autonomy, paired with broader support for social change
- Engage in social marketing to change gender norms
- Implement secure salary payment mechanisms

SUBPOINT III: GENDER-BASED VIOLENCE & SEXUAL HARASSMENT - FORMAL SECTOR INTERVENTIONS

Proven Interventions: Holistic Respectful Workplace Model:

- Increase gender equality in management and leadership
- Organize women workers (unions, networks)
- Provide ongoing training to workers and management: identifying/responding to GBV
- Integrate GBV into Occupational Safety and Health and workplace policies, Grievance Redress Mechanisms
- Outreach to the community, government policy reform

SUBPOINT III: GENDER-BASED VIOLENCE & SEXUAL HARASSMENT - FORMAL SECTOR INTERVENTIONS

Promising Interventions: Supply chains based on a human rights systems approach

- Support grassroots groups concentrating on transformative gender justice
- Use Global Women's Safety Framework in rural spaces
- Support collaboration between women workers, supervisors and bystanders

SUBPOINT III: GENDER-BASED VIOLENCE & SEXUAL HARASSMENT - INFORMAL AND HIGH-RISK SECTORS INTERVENTIONS

Proven Interventions: Safe market initiatives

- Organize and train market vendor associations
- Carry out dialogue with government on safety and infrastructure

Promising Interventions: Holistic approach to women migrant workers' rights

- Address policy and legal frameworks
- Organize networks: access to information and services, conduct advocacy and outreach

Potential Interventions: Collective voice

- Organize and support workers' networks
- Negotiate with employers on working conditions, code of conduct
- Carry out legal reform, address organizational policies

SUBPOINT III: GENDER-BASED VIOLENCE & SEXUAL HARASSMENT - PUBLIC SPACE & TRANSPORTATION INTERVENTIONS

Proven Interventions: Integrated approach to safe transport

- Bystander interventions and social marketing changing social norms
- Safety apps, safety audits to inform design of transport infrastructure
- Women-only transport (does not address root cause, supply does not meet demand)

Promising Interventions: Comprehensive approach to safe public spaces

- Safe Cities: safer urban planning, negotiate with municipal government for improved infrastructure



SUBPOINT III: FIVE GENDER-BASED VIOLENCE & SEXUAL HARASSMENT RECOMMENDATIONS



1. All program design should be informed by in-depth WEE situation analysis and GBV assessment



2. All WEE initiatives need to understand the context-specific GBV triggers



3. Structural approach to address GBV at various levels of the ecosystem



4. Support governments to ratify and implement ILO Convention 190



5. Support private sector to integrate a gender equality approach into their business plans

DEEP DIVE DISCUSSIONS

1. **Tuesday, September 28, 9-10 am EST**
subpoint ii, Governmental Policies, Laws, and Regulations, as well as Internal Organizational and Business Policies – Dr. Ruta Aidis
2. **Wednesday, September 29, 9-10 am EST**
subpoint i, Social Norms – Dr. Charla Britt
3. **Thursday, September 30, 9-10 am EST**
subpoint iii, Gender-based Violence Prevention and Mitigation – Mia Hyun

LANDSCAPING STUDY KNOWLEDGE PRODUCTS



Presentation Recording



Presentation Slides



Infographics Summarizing Evidence

Q&A



Photo Credit: USAID Flickr



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STAY IN TOUCH

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