



USAID
FROM THE AMERICAN PEOPLE

PRIVATE SECTOR ENGAGEMENT FOR GENDER-BASED VIOLENCE AND GENDER EQUALITY ACTIVITIES

JOSEPH UBEK

GITA II PRESENTATION FOR USAID/NIGERIA
IMPLEMENTING PARTNERS
FEBRUARY 7, 2024



TODAY'S SESSION

- Icebreaker
- Overview of private sector engagement (PSE) opportunity investigation
- Trends in corporate social responsibility (CSR) related to gender equality and gender-based violence (GBV)
- Tips for implementing partners (IPs)

ICEBREAKER

- Have you worked/engaged with the private sector in the course of implementing your programs? *(Yes/No)*
- Have you worked/engaged with the private sector specifically on GBV activities? *(Yes/No)*
- Take a minute to reflect on this question: “In what ways have you worked/engaged with the private sector for **GBV** specifically, or **gender equality** generally?” *(Listen for the scenarios and raise your hand if the following role applies to you.)*

OVERVIEW OF INVESTIGATION



BACKGROUND

- There is general awareness of private sector initiatives to support community needs, such as dignity kit donations, but scant information is available regarding opportunities to partner in GBV prevention and response.
- GITA II responded to a USAID request for a rapid analysis of partnership opportunities with the private sector to address GBV.
- The findings and recommendations will support USAID/Nigeria and IPs in understanding and increasing PSE around GBV prevention and response in Nigeria.

METHODOLOGY

Two main lines of inquiry:

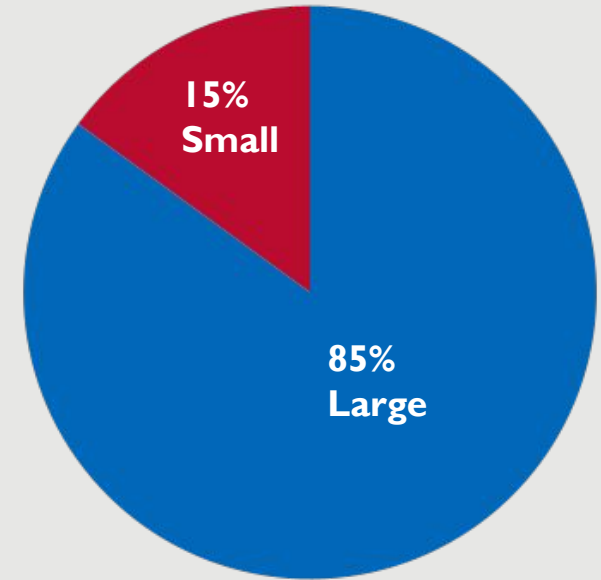
- Who are private sector entities that organizations conducting gender-based violence activities currently engage?
- Are there private sector entities in Nigeria who are involved (or potentially interested) in GBV prevention and response?

- Online desk research of **28** companies across **36** States and FCT
- Virtual survey with **63** responses from civil society and IPs
- **22** phone follow-up conversations
- WhatsApp discussions
- **7** key informant interviews with private sector company representatives

METHODOLOGY CONT. - SEVEN INTERVIEWS

COMPANY	SECTOR
Lafarge Africa Plc	Cement (Manufacturing)
MTN Nigeria	Telecommunications
Okomu Oil Palm Company Plc	Agriculture
Richmond Leasing & Beverage	Food and Beverage
Seplat Energy Plc	Energy, Oil, and Gas
SLB	Energy, Oil, and Gas
Unilever Nigeria Plc	Fast-Moving Consumer Goods

Respondent company size



LIMITATIONS

- Desk research was limited to information publicly available online during the investigation or provided via the survey or WhatsApp group.
- Interviews were based on availability and interest of company representatives to participate in the research.



TRENDS IN CORPORATE SOCIAL RESPONSIBILITY

TRENDS IN CSR



- Companies are open to USAID partnership conversations and future engagements.
- Company CSR interest is linked to their broader company-wide goals and contributions towards [Sustainable Development Goals](#). Other companies are driven by a desire to help communities in their operating areas.
- CSR investments are frequently tied to improving livelihoods, health, and education.
- CSR activities primarily target women, girls, and youth.



TRENDS IN CSR CONT.

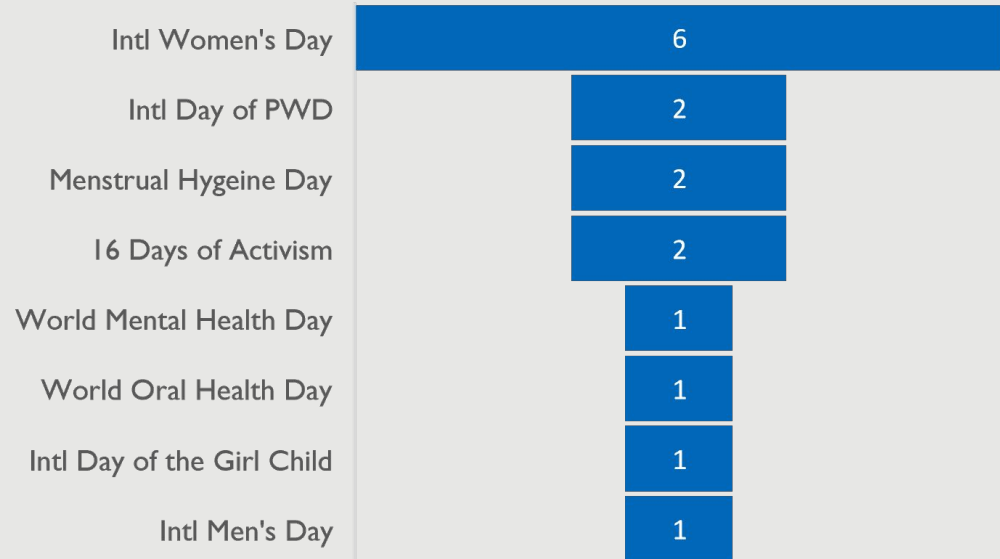
- Large companies prefer long-term CSR investments, particularly when they can maintain programs they have already established.
- Small companies do not regularly allocate funds for CSR activities and prefer one-off donations; **but** only during stable business periods.



TRENDS IN CSR CONT.

- Companies elevate their CSR activities through various internationally and nationally celebrated days.
- Some companies have, or are starting to, integrate upskilling (such as soapmaking and hairdressing) into their long-term CSR efforts.

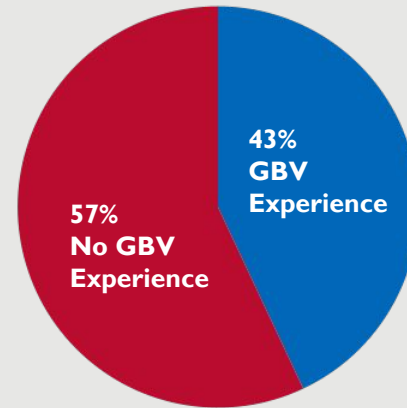
Intl Days Celebrated by No. of Organizations



TRENDS IN CSR CONT.

- Few companies have direct experience in supporting GBV prevention and response activities, but all are open.
- Companies are interested true collaboration and two-way partnerships with interest in leveraging resources through cost-share and matching, rather than only funding.

Private Sector GBV Experience



TIPS FOR IMPLEMENTING PARTNERS



LONG-STANDING COMMUNITY PROGRAMMING - RESOURCE LIST

Company	Long-standing Program and Areas
MTN Foundation	<p>National Priority Portfolio projects support community infrastructure development and health-related initiatives that support women and children.</p> <ul style="list-style-type: none">- <u>What Can We Do Together</u>, <u>Yellopreneur Initiative</u>, <u>Anti Substance Abuse Programme</u>, <u>Y'ello Doctor Project</u>, <u>Community Development Project</u>, <u>Nigerian Institute of Medical Research-MTN Partnership</u> <p>Youth Development Portfolio projects provide the youth with skills, tools, access, knowledge, and opportunities to become economically active citizens.</p> <ul style="list-style-type: none">- <u>MTN Scholarships</u>, <u>MTN-Music Society of Nigeria Scholars Program</u>, <u>MTNF Science and Technology Laboratory Project</u>, <u>ICT and Business Skills Training</u>, <u>Performing Art Sponsorships</u>, <u>Back to School Initiative</u>, and <u>Youth Entrepreneurship Development Program</u>

LONG-STANDING COMMUNITY PROGRAMMING - RESOURCE LIST CONT.

Company	Long-standing Programs and Areas
Seplat	<ul style="list-style-type: none">- Safe Motherhood program promotes the safety and well-being of expectant mothers- The Eye Can See program brings comprehensive eye care to local communities
SLB	<ul style="list-style-type: none">- Faculty for the Future program provides opportunities for women in science, technology, engineering, and math (STEM)- SLB Excellence in Education Development (SEED) program provides STEM learning opportunities for young people
Unilever	<ul style="list-style-type: none">- Shakti program provides initial capital and loans to women entrepreneurs to start and grow their businesses

INTERESTED IN WORKING WITH THE PRIVATE SECTOR? - RECOMMENDATIONS FOR IPs

1. **Follow company CSR priorities and align your desired partnership areas to them.** Demonstrating awareness of existing CSR initiatives, like Seplat's Safe Motherhood program, can help build trust and open conversations.
2. **Explore a deeper institutional focus on WEE/livelihoods or mental health activities.** This improves coordination possibility with companies whose GBV-related activities are directly linked to economic and/or psychosocial support.
3. **Engage with companies to conduct joint-community needs assessments.** These assessments guide company decisions and will help allocate resources to specific groups (ex. survivors of violence, youth, widows, etc.).
4. **Identify companies interested in integrating GBV awareness and response into their operations.** There could be opportunities to train their staff and build capacity to integrate into their CSR budgets and activities. Also avenues to encourage support for survivor dignity kits or to sexual assault response centres (SARCs).

INTERESTED IN WORKING WITH THE PRIVATE SECTOR? - RECOMMENDATIONS FOR IPs CONT.

5. **Take advantage of internationally and nationally celebrated days when companies elevate their CSR activities.** Identify interests early on and conduct outreach to increase your chance of partnership.
6. **Suggest options for how in-kind or monetary support could be used.** Companies may not be aware of useful contributions. Consider internet and telephone connectivity, infrastructure upgrades for SARCs, and dignity kits as needed.
7. **Leverage company interest in upskilling to advance GBV awareness.** There could be opportunity to influence select groups and speak on choice topics.
8. **Be ready to bring something to the table and approach partnerships in a two-directional manner.** Think creatively through cost-sharing ideas. For example, do you have a space to provide?

REFLECTION ACTIVITY

- What have been your experiences engaging the private sector for **GBV** specifically and/or **gender equality** generally?
- What has worked well (for developing and implementing activities together)?
- What are your **top 1-2 recommendations** for others?

THANK YOU

GENDER INTEGRATION TECHNICAL ASSISTANCE II (GITA II)
IMPLEMENTED BY BANYAN GLOBAL
gita2@banyanglobalgita.com



USAID
FROM THE AMERICAN PEOPLE