

## 2018 WEE Working Group Annual Meeting Notes

Date: October 1, 2018

Time: 1:30 – 5:00 pm (EDT)

### Relationship Building & Exchanges

- Leveraging Youth related platforms
  - Global Youth Economic Opportunities Summit & Network, Youth Power, and Youthlead.org
  - Potential involvement from Making Cents International (holds an IDIQ)
- Financial Inclusion
  - MasterCard Foundation's Financial Inclusion Network
  - Nigeria – Association of Professional Women Bankers
- Other
  - SHE Counts – funded by ExxonMobil (opportunity building, funding, and sharing)
  - 16 Days of Activism – sexual harassment in the workplace
  - Deliver for Good network & allies (gender lens on the SDGs)
  - BEAM/DCED Conference/Exchange – especially MRM standards for measuring WEE
  - Business Compact – strategic engagement
  - Scan of social enterprise & women's advocacy, gender lens & impact investing groups in the South – strategic engagement, support in investment-readiness (CRITERION)
- Continue cross-programming/promotion of events; Coordination of WG quarterly calls (Lis and Raksha)

### Webinars

- Brainstorm of Topics
  - Measurement/women's agency
    - Potential involvement from Market Development Facility (MDF); JPAL – have a guide on this
  - Attracting/retaining women in the workplace
    - Potential involvement from DOL Better Work, Value for Women tool, BSR, MDF
    - Focus on leadership – how do organizations do career development?
    - Taking it beyond agriculture (women as ag workers or microfinance owners) – how do we take it a step further?
  - Diversity & Inclusion Toolkit for microbusinesses
    - Potential involvement from World University Service of Canada

- Ensuring intersectionality
  - Financial inclusion
    - Showcase case studies/success stories, models from banks
    - Go beyond microfinance and focus on the missing middle
    - Potential involvement from We-Fi, CARE
  - Soft Skills in entrepreneurship/workforce development
    - Which are most impactful?
    - Potential involvement from Making Cents International, Youth Power
  - Walking the walk – building organizational capacity in diversity and inclusion/gender integration and leadership
  - Gender lens investing/impact investing, Criterion Institute
  - WEE and health
- Final/narrowed down list of webinar topics:
  - Webinar series on taking women to the next level/beyond
    - In Ag/production industry – potential speaker: World Vision, CARE Bangladesh
    - Financial inclusion – potential speaker: World Vision, CARE Bangladesh
    - Women at work – potential speaker: MDF
    - Organizer: Encompass (COP of AWEF)
  - Measurement tools
  - Soft skills
    - Potential involvement: Making Cents International
- Timing – anchor/hold around a day like International Women’s Day or similar

## Blogs and Learning

- Toolkits for Diversity and Gender
  - Example: TAAP
  - Do an inventory of existing toolkits
  - Answer questions such as:
    - Where to post/collect/curate?
    - How to narrow or widen within certain work streams
- Blog topics (could group around themes or open it to all topics)
  - Business case for WEE
  - Working with private sector partners
  - Agency & decision making
  - Linkages to other areas of women’s lives: health, livelihoods, nutrition, etc. overall goals of change for women
  - Social norms and behavior change: measurement, tracking, case studies
  - Gender norms
  - WEE beyond production in value chains

- Time poverty
- Technology and changing the face of tech
- Engagement and trust in financial services/FFIs
- Tech – pros and cons, limitations and opportunities
- Tech at scale
- GBV & business development
- Applying gender to management/project management
- Limitations of “gender-based” products & challenges with uptake
- Personal development/personal changes around understanding gender & self
- Institution & system-level change
- Goal: structured dialogue. Have a monthly blog/video/twitter chat?
  - Question of whether video blogs would be ok for SEEP
- Next steps: finding writers/videographers, making deadlines/schedules
- Potential involvement from Kat at Palladium; Tosan – MaTontine; Wade Channell (?); Grameen Foundation, MDF

## Women Deliver and Other Events

- Attendees for Women Deliver:
  - Trias
  - Oxfam
  - World Education
  - MUVA
- Ideas to engage:
  - SEEP Scholarship fund to support small NGOs – seeking support from Lis/Raksha to ask SEEP about this.
  - Showcase best practices – power (in work plan & our decisions)
  - Connection of WEE to other empowerment domains
  - Research
  - Panel to explore open questions and have mixed perspectives (e.g. small biz, global south)
  - Develop a brief concept note on how we can share/synthesize the learnings from the conference to other members (Ellen Wong of World Vision to take the lead on this). Potentially share learnings through a blog.
- Women Deliver – what to get out of it:
  - Build community and networks
  - Cross-sectoral links & intersections (like health violence)
  - Bring in new practitioners and perspectives
  - Hear from global south beneficiary perspectives
- Other Events

- AIARD (ag)
- Global Youth Economic Opportunity (YEO) Summit
- ANDE Conference in October
- European Dev. Days
- CGD in November in Tanzania
- CGAP COP Conference in November in NYC
- Rockefeller Resilience Conference in November
- WWB Conference in November
- SVRI / Sexual violence conference in Cape Town in 2019
- ILO Conference in Dakar in November
- New/proposed Events
  - Boston practitioner meet up or brown bags; Boston SEEP member listserv
- Questions to consider:
  - How do we promote learnings from other conferences to SEEP members?
  - What does a successful side event look like? (Mansi from Oxfam)

## Communications

- Discussion: Listserv options
  - CGAP; through email; A2F community of practice
    - Pros: simplicity, direct, fast
    - Cons: volume of emails, no documents
    - Guidelines – need help
  - Application that creates digest on emails
  - Networking/expert finding
  - Message board
    - Reddit
    - D Groups
  - Slack
    - Pro: channels/threads
    - Cons: another app; institutionalizing
  - Conference App
    - Pro: Captures everything
    - Con: will people visit it?
- Goal: Pick a platform
  - Narrow down w/ ITE
  - Survey members
    - Summary of trade offs
  - Pilot solution for quarter
  - Check-in via another survey on how the pilot is going



- Adapt and change as needed
- Potential involvement from Frenki at Chemonics, and Zahra (org?)
- Jen to support as accountability partner

## AWEF Learning Series

- Webinar on how to talk to firms effectively and tailor the approach effectively to different sectors ex. agriculture vs garments vs finance
- Webinar on supporting women's decision-making relating to entrepreneurship, bringing in different regional perspectives
- Webinar on different approaches for getting women into non-traditional sectors and jobs
- Blog/webinar on challenging social norms among local staff and building capacity on WEE
- Next steps: MarketShare Associates will develop next year's work plan for the AWEF Learning series in November and try to integrate these ideas into the planning.

## Resources Shared

### Measuring Gender Inclusivity of Businesses

Gender Diagnostic Toolkit for Inclusive Businesses: <http://giabiz.v4w.org/>

How to make agriculture better for women: <http://www.v4w.org/index.php/our-blog/77-how-to-make-agriculture-better-for-women.html>

### Strengthening Organizational Capacity, Measurement and Learning to Promote Women's Economic Empowerment: The Minimum Standards for Gender Mainstreaming

Minimum Standards for Mainstreaming Gender Equality: <http://www.genderstandards.org/>