WEE WG Meeting Notes- SEEP Conference 2017

Highlights from WEE Forum

- The opportunity to speak with people you wouldn't generally network with from other parts of the world
- Having an advisory committee

2016/2017 Review

- ACDI/VOCA helped to fund short technical briefs
  - In the form of case studies
  - Received suggestions from members
  - Tapped into member expertise to ensure case studies were state of the art
- Worked with USAID and FHI360 to construct the WEE Framework
- Blog Series
- Webinar Series looking at WEE market systems
- 9 Hour Twitter Chat leading up to the WEE Forum
  - SEEP members took turns tweeting for an hour about different WEE related topics

Technical Workshop

Engaging with the Private Sector on Women's Economic Empowerment, Shamarukh Mohiuddin

- Examples of what different businesses are doing in the field
- What are some opportunities for partnerships?
  - Workplace, Marketplace, Community are areas where partnerships could be made
- Sharing examples of partnering with the private sector:
  - Working with some national-level private sector companies
  - MarketShare is looking at recruitment models and recruitment firms
  - Partnering on skills
  - Looking at capacity building, proper training
  - Looking at aid insurance, find companies that can create awareness
  - Looking at financial inclusion
  - Partnering on a GDA with a bank who is providing funding to grow a business
  - using USAID to provide post-investment support, workforce development
  - Importance of relationship building
  - Mobile money, needing to partner with providers to expand mobile money views in rural areas
  - Safari com is an example but trouble is making the business argument to them
  - Facebook is doing some great work bringing together women entrepreneurs to exchange best practices
  - Importance in finding/identifying the business case

  - Example in the coffee industry (Heifer International) which is directly in the businesses interests
  - Incentive for investment
  - Challenges in having large multinational corporations interested in women outside of the CSR space which might not be as closely related to their business model
  - Can be difficult to identify

- Other ideas
  - Would love to see more private sector partnerships in gpd?
  - Must look into the argument of unpaid care
  - Look at how its implemented from the supply chain down to the field
  - Potential for improvement in unions and partnerships where unions around the world can serve great functions
  - Education inhibits women so partner with the private sector to change social norms so women can have more opportunities, allows for the use of the education
  - Importance of the business case is so it doesn't stay in the CSR sector
  - Look at financial inclusion
  - Bring certain businesses to scale, prepping the market
  - Finding companies that are ready to provide efficient capital
  - Technologies that could reduce the cost of construction
  - Look for companies willing to invest in self-help women groups so they can make money
  - Over time, the women can construct their own houses (Habitat for Humanity) but it requires a company to invest and patiently wait
  - In a good partnership, both bring something to the table and both take something from it
  - Social marketing campaigns with Unilever's (/Oxfam) washing stations
  - Patient Capital

Work Planning Session 2018

- Twitter Chat-helpful to have quick exchange of resources
  - Can encourage co-hosting with other working groups so it doesn't get sidelined

- Peer-to-Peer Reviews
  - Importance of Organic matching
  - SEEP doing side events at conferences
  - Finding better incentives
  - Making sure it's more regional and national (not just limited to DC)

- Resource Library
  - Organizations tend to put out a lot of case studies and best practices but not so much lessons learned (so this is important to include)
  - Resources on how to engage, have conversations about difficult topics (different types of resources)
  - Linking to other resources libraries (ideally through some kind of partnership)

- Webinars/Collaborative Brief
  - What's next after the W3 framework comes out
  - Housing and shelter and women on the agenda
  - Women in non-traditional employment
  - "Back to basics" series

- Networking Events
  - Identifying cross-sectoral conferences and meetings where it would be helpful to have WWG members
  - Coalition for Women's Economic Empowerment-invite SEEP/WEE members to come to meetings (Elise can facilitate)
  - UN Women events, promoting the implementation of recommendations of high level panel report
  - Donor committee on enterprise development conference
  - DC Happy Hour

- Regional Sub-Groups
  - East Africa Subgroup maybe? But need a champion
  - Also, maybe in SE Asia, coming out of WEE

- Planning and Communications
  - Thinking about email communication, what purpose it serves and what information is in it
  - Want to track email use
  - Think about design?
  - A summary with new resources and announcements about upcoming events but also a sharing from members so there should be information about how to submit content
  - Cross-promotion of members on social media
  - Use our voice in other twitter chats as well
  - Really like the idea of how to include member profiles