Innovations in Women’s Financial Inclusion Webinar Series

Beyond Male Engagement: Creating Male Champions for Women’s Economic Empowerment

Wednesday, 4 May 2016
9:30 a.m. US EST

Janvier Kubwimana, CARE
Julio Langa, HOPEM
Oswaldo Montoya, MenEngage Alliance Global Secretariat
Polling Question: 

*Have you utilized male engagement approaches in your women’s economic empowerment programming?*
Engaging Men for Women’s Economic Empowerment
“Experience of CARE Rwanda”

Presented by Janvier Kubwimana

May 4, 2016
Rationale for EM for WEE

OPERATIONAL RESEARCH – In partnership with PROMUNDO and RWAMREC

• Traditional social norms– male domination, key decision makers
• Men instructing women & not supportive to them in VSL activities
• Small scale investment for women vs. larger scale for men
• HH conflicts–money, sharing HH income, alcohol abuse, sexual relations, etc.
• Men willing to become partners in doing business with women and women willing to collaborate with men around VSL
Process

• JOT module development—Engaging men as “Allies” in Women’s Economic Empowerment
• TOT—CARE & RWAMREC staff; NWC & NYC
• Identification of trainees (couples) from VSLAs
• Pilot in 1 District
• Scale up in 15 Districts
JOT Training Content

• Participatory approach targeting VSLG
• 17 weeks 2 to 3 hour sessions/day, divided into 3 blocks:
  • Business management (VSLG and WEP)
  • Health and well being (FP and SRHR, use of alcohol)
  • Laws and Policies (GBV and gender related laws)
• Each session includes 1 to 3 exercises, lasting from 30 minutes to 3 hours.
• Each session includes new information (‘know-how’), skills and capacity building, exercises and homework
Key activities

Training – key motivation factor for men engagement
Support to MenEngage clubs activities: community outreach/sensitization & experience sharing using songs, role play, testimonies, etc.
BCC campaigns
• JOT manual
• Summarized booklet used in MenEngage clubs
• Modules for Activists and opinion leaders training
• SASA!
• M&E tools
Key results

• Shared decisions & collaboration around VSL money resulting in higher family income (increase shares in VSLGs, support women in IGA, etc.)
• Family planning seen as way of saving money
• Shared household work leads to saving time for income generation
• Women are seen as partners in income generation, their work valued by men
• More trust between partners: less violence, more collaboration
• Acknowledgement of women rights, acceptance of gender laws/policies
• Children happy with change: less violence
Improved HH relations, shared labor & decisions around the use of HH resources...
What works?

- Getting men to change works...
- High Level Political will works...
- Empowered women make it happen...
Lessons

• Targeting couples helped to **rapidly improve relationship** at HH level: men and women who attended the trainings are more supportive each other, men are supportive to women in VSL activities

• **Quick and wide community change** was made possible by the way the training manual was developed—addressing social norms that hinder WEE

• Big work done by **MenEngage groups/clubs** to **reach more men & address negative effects**: a few cases of stigma on trained men from their peers (neighbors) leading to backlash

Challenges:

• Limited ownership & support of MenEngage groups by some local authorities—turnover, etc.

• Issues related to stigma to changed men—risk of backlash

• Insufficient resources for larger scale up—training more couples, etc.
Thank you!
Innovative approaches for engaging men in supporting women’s economic empowerment in Mozambique

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About HOPEM

• HOPEM is a network of organizations and human rights activists in Mozambique

• Founded in 2009, to address masculinities in human rights, gender equality and development

• Uses wide range of social change initiatives

• Engagement with multiple human rights and development partners (local authorities and NGOs, INGOs, UN women etc)

• Funded by US state department, Swedish Government, Norwegian Government, Bread for the World and IRISH Aid
Background

• Women have low access to economic opportunities and resources in contradiction to their high participation in agriculture – estimated at around 87% (INE 2011)

• 57% of women live below the poverty line (IOF 2008–9)

• High proportions of women are inactive in the formal economy due to diseases, low levels of education, high rates of early pregnancy, forced marriages, gender-based violence, and overload of domestic work

• High levels of illiteracy among female adult population – about 65% compared to 35% in adult males

• Many women are part of the informal market, mainly for subsistence, which contributes to their reduced visibility in the economy

• Women political participation: represent about 38% of members of parliament

• Existing gender-sensitive constitution and legislation but insufficient implementation/enforcement of laws: e.g. (Lei n.° 10/2004 da Família); law on protection of women’s rights on land ownership (Lei n.° 19/97)

• More jobs are created for men than women: 3.5 in 2013, 5.2 in 2012, and 14 in 2011
District development funds beneficiaries in 2012 and 2013

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Examples of interventions to support women’s economic empowerment

1. Men in the Kitchen
Covers 3 provinces in Southern Mozambique and majority of participants are young & young adults <35

Aims
• To complement broader interventions for enhancing women's access to resources
• To increase male engagement in housework by strengthening their skills and knowledge about hygiene, nutrition, agro-processing, cooking, etc.

Approach includes:
• Participatory sessions with mobile kitchen, follow up sessions, media and outreach campaigns, and monthly exhibitions
Examples of interventions to support women’s economic empowerment (cont.)

2. Gender animators trainings
Covers 5 provinces in Southern, central and northern Mozambique and majority of participants are farmers groups

Aims

• To develop understanding of gender issues at community level and explore entry points to promote women’s empowerment

• To enhance men’s commitment, proactivity, and innovation to undertake gender equality actions using local knowledge and experience

Approach includes:

• Trainings for broader community members, trainings for selected animators, development of action plans, post training support and follow up, supportive materials to animators
Main achievements

• Segola (2012, 2015) evaluation revealed promising results in relation to:
  • 89% of participants agreeing that housework should be equally shared between women and men
  • 95% of beneficiaries reporting to have a better understanding of domestic violence, therefore using conversation and dialogue for dealing with conflicts in their relationships
  • 56% of participants reporting increased engagement in household work
• Educational documentaries produced by the Mozambican Film Makers Association and the Norwegian Film School exhibiting beneficiaries (and their partners/relatives) using and talking about the impact of MK knowledge and skills in their everyday life
• Ongoing inclusion of MK in 4 secondary school curriculums
Main achievements

• WFP & SNV assessment concluded that GA trainings contributed “to change the way men of the covered farmers associations relate with their female colleagues”; almost all the interviewed members realized change in men’s attitudes towards men (eg. Taking decisions together and respecting women’s opinions)

• 77% of beneficiaries of GA trainings in Manica province supporting women’s assess and control of resources and more than 80% support equal decision making between men and women
Conclusions and lessons learned

• Need of additional information on impact of the MK and GA trainings
• Use of engaging, concrete and easily replicable activities
• Multiple level interventions and learn by doing approaches
• Transformation of masculinity concepts, stereotypes and practices associated with unequal division of labor and assess; control of resources needs a self reflective process by men themselves
• Multiple views of masculinity towards equal sharing of responsibilities offer entry points to engage men supporting womens economic rights
• Focus on benefits of womens economic empowerment (for women but also for men and the entire community)
Thank you for attending!

Questions?

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Stay tuned for the second webinar in the “Innovations in Women’s Financial Inclusion” in June!

More questions on the Women’s Economic Empowerment Group? Email Lisabeth Meyers at lmeyers@banyanglobal.com