

## Women's Economic Empowerment Working Group Quarterly Call

Date: February 20, 2019  
Time: 9:00 – 10:00 am (EST)

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Attendees (18)

### Meeting Agenda

1. Announcing the WEE WG Steering Committee
2. Topics of Focus for the Year
3. Activity Updates
4. Call for Resources
5. AWEF Learning Series
6. IWD Twitter Chat
7. Call of International Women's Day Member Activities
8. Other thoughts and ideas from the group

### Notes

#### Introductions

- Welcoming our new co-facilitator: Julia Lipowiecka, Managing Consultant, MarketShare Associates

#### Announcing WEE WG Steering Committee

- Recent boom in popularity of the WEE WG – Steering Committee was created to provide strategic guidance to SEEP and WG facilitators as the group grows
- Members selected based on past engagement with WEE WG and to ensure diverse perspectives regarding area of focus, location, and organization type
- Committee Members
  - o Lis Meyers & Caroline Rubin, Nathan Associates
  - o Julia Lipowiecka, MarketShare Associates
  - o Anna Mecagni, Women for Women International
  - o Maryam Piracha, Market Development Facility
  - o Sarah Gammage & Allie Glinski, International Center for Research on Women
  - o Adam Bramm & Jennifer Denomy, MEDA
  - o Mara Bolis, Oxfam
  - o Sylvia Kaawe & Fati Abdou, CARE
  - o Wade Channell, USAID

### Topics of Focus for the Year & Activity Updates

- Kick off meeting held in early January to decide on key topics for 2019 based on the WEE WG Annual Meeting at the SEEP Annual Conference
- Gender-Smart Investing
  - o Area we're seeing quite a lot of interest in, unpack what's happening in this new space
  - o ICRW & MEDA – brainstorming stage of webinar or series
    - Begin with gender-smart investing 101, what is the role we can play here?
- Zombie Statistics
  - o Number of industry statistics to promote WEE and gender equality for so long, but we don't know where they come from or how accurate they are
  - o Series of learning pieces focusing on where the data is faulty
  - o Potentially a series of infographics – eye catching, can be easily shared
- Women's Agency
  - o How you can align and promote agency in WEE activities, and specifically how you can measure it
  - o Women for Women International has been looking at this for a while – beginning with current evidence and measurement on agency and ideally look for practitioner-led learning agenda on where it is lacking
- Technology/STEAM
  - o STEAM – not a typo. STEM with Agriculture added in
  - o Broad topic – access to technology, getting more women involved in STEAM, etc.
  - o If you have an initiative in this area you would like to showcase, please get in touch
- Addressing Unintended Consequences
  - o Advancing a Do No Harm approach in our work
  - o How do we keep women safe as we encourage them to take on new roles?
  - o Can be hard to convince programs this is something worth investing in both financially and time-wise
- Sexual Harassment and Violence
  - o Barrier or deterrent for many WEE initiatives
  - o Potential for hosting a webinar on DFID's project on What Works to prevent violence. Research should be finalized later this year
- Feel free to reach out to [WEEWG@seepnetwork.org](mailto:WEEWG@seepnetwork.org) with any thoughts, comments, and ideas

### Call for Resources

- Call for tools, resources, and good practices to reduce and prevent unintended negative consequences in WEE work
- Please submit to [WEEWG@seepnetwork.org](mailto:WEEWG@seepnetwork.org) by **March 8**
- Members of the Steering Committee sub working group will be compiling and analyzing the submissions to take stock of what we have and inform the appropriate next steps
- MDF will investigate and share some good practices

### AWEF Learning Series

- Joint initiative of DFID funded Arab Women's Enterprise Fund and the SEEP Network
- Working on Practitioner Learning Brief focused on building business case for WEE with private sector
  - o Publication expected for end of March/beginning of April
  - o Will be sharing case studies with submitters by mid-March for approval
- Webinar hosted last week on Building Market Systems to Empower Women in Fragile and Conflict-affected States: [View webinar recording](#)
- Recent Blog on [Fintech for Women: Scaling the Financial Inclusion Pyramid in Egypt](#)

### IWD Twitter Chat

- Hosting a Twitter Chat on **Tuesday, March 12** to celebrate International Women's Day, focused on Innovation & Technology
- Chat spans a few hours, each hour hosted by a different organization under a subtheme
  - o Women's Employment in Tech and STEAM
  - o Women's use of technology in Agriculture
  - o Women & Girls use of Technology
  - o Digital Financial Services for Women
- Interested in hosting? Please contact Caroline Rubin ([CRubin@nathaninc.com](mailto:CRubin@nathaninc.com)) by **Feb 21**
- Even if your organization does not host an hour, you are still encouraged to participate! We will be sending out some guidance on this on how to best utilize the event

### Call for International Women's Day Member Activities

- SEEP is highlighting member celebrations of IWD!
  - o Doesn't need to be an event, can also share tool or resource launch
  - o Can reach out to Bri Fierro ([fierro@seepnetwork.org](mailto:fierro@seepnetwork.org)) with more details!
- MDF – still finalizing theme for the year, capturing stories/quotes and doing social media campaigning on these – will send Lis a blurb with further details
- IPSOS – publication coming out, Understanding Society Series, highlights gender work we've done across the world
- Matontine – event to promote financial inclusion for women on that day. Will send an email with further details

### Next Steps

- SEEP to release meeting notes and Quarterly Call recording
- Next quarterly call tentatively scheduled for May 9, 9-10 am EDT