



## WOMEN'S ECONOMIC EMPOWERMENT: VIRTUAL LEARNING SERIES

In fall 2022, USAID/RFS' Advancing Women's Empowerment (AWE) Activity will launch a **Virtual Learning Series** for USAID Mission staff and stakeholders. The series will begin with a kickoff webinar, followed by 3 interactive "learning bursts," and conclude with a summary brief.

### BACKGROUND

In 2021, AWE launched a virtual Mission Learning Seminar Series, informed by design consultations with USAID RFS and Mission staff, to capture and share lessons learned and best practices on how to advance inclusion outcomes in programs through co-creation and private sector engagement. The learning series offered the opportunity for USAID missions focused on the Latin America and Caribbean region to share learning and resources on how to intentionally integrate women's empowerment and social inclusion across the project life cycle of agricultural growth and market systems development programs.

### VISION AND PURPOSE

AWE is excited to bring this learning series to a broader platform, offering similar opportunities for a wider number of Mission staff and USAID stakeholders around the world who may not have had the opportunity to participate in the first AWE learning series.

The expanded AWE Virtual Learning Series will offer more Missions and stakeholders the opportunity to learn from each other in innovative ways that are easy to access across a variety of geographic locations and time zones and accommodate differing workloads and schedules.

The series will **blend technical content with application to process** and provide opportunities for both **expert delivery and peer learning**.

The series will maintain a **practical focus** to **build staff capacity to take up and adopt improved practices** and facilitate the **sharing of lessons learned, resources, and examples** that support staff in applying their learning.

## TARGET AUDIENCE

All USAID Mission staff and stakeholders are welcome to engage in the Virtual Learning Series. The content will be of particular interest to:

- Mission staff, particularly those working in agriculture, economic growth, private sector engagement, market systems development
- Gender advisors
- Monitoring, evaluation, and learning advisors

## SERIES OUTLINE

### **Kickoff Webinar: Increasing Women's Empowerment in Agriculture and Market Systems through Co-Creation and Private Sector Engagement**

On Thursday, November 3, at 7:30-10:00am CST / 9:30am-11:00am EDT / 4:30-6:00pm EAT AWE will launch the Virtual Learning Series. During the kickoff webinar, AWE will share lessons learned from the first regional learning series, insights from two USAID missions, and offer participants the opportunity to engage in a live, interactive activity. **Stay tuned for registration information!**

### **Learning Burst 1: Getting to Shared Value: Creating Alignment with the Private Sector to Achieve Inclusive Development Results**

This learning burst will cover how Missions and stakeholders can set the stage for working effectively with the private sector in agriculture and market systems programming that engages, benefits, and empowers women and youth. It will address how to find alignment with the private sector by collaboratively identifying inclusive agriculture systems goals and results, working with private-sector partners to co-define shared value and economic incentives for inclusion and empowerment, and articulating how alignment supports and achieves both USAID and private-sector goals.

### **What is a Learning Burst?**

Learning bursts offer a dynamic and flexible learning process through short "burst" of learning and mixed learning methods. This means that each session in the series will offer a mixture of informational formats and participatory options.

### **Learning Burst 2: Designing a Strategy for Private Sector Engagement: Conducting and Using Inclusive Market Research**

This learning burst will cover how to develop an evidence-based vision for better performing sectors and markets that offer more opportunities for women and youth. It will focus on resources and discussions of approaches for understanding how gender inequality and social exclusion affect market outcomes as well as identifying market actors capable of influencing change.

### **Learning Burst 3: Measuring Transformational Results: Engaging the Private Sector to Capture and Apply Evidence**

This learning burst will cover how to work with the private sector to go beyond standard project performance indicators and co-create to improve measurement and data collection processes that advance inclusion efforts. It will include discussions on indicators, the practical value of measuring



women's empowerment and inclusion, and approaches and resources for better measuring women's empowerment in private sector engagement programs.

### **Closing Summary: Key Insights for Increasing Women's Empowerment in Agriculture and Market Systems through Co-Creation and Private Sector Engagement**

This brief will highlight key lessons learned, promising practices, examples, and resources shared throughout the Virtual Learning Series.

### **QUESTIONS?**

If you have questions about the AWE Virtual Learning Series, please reach out to Jenn Williamson, AWE Gender and Agriculture Systems Advisor ([jwilliamson@acdivoca.org](mailto:jwilliamson@acdivoca.org)).

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USAID's global [Feed the Future Advancing Women's Empowerment \(AWE\) Program](#) provides targeted technical assistance to Missions, implementing partners, the Bureau for Resilience and Food Security, and other USAID offices to increase women's participation, productivity, profit, and benefit in agricultural systems.

**INTERESTED IN ENGAGING AWE?** Contact: USAID/RFS COR Aslihan Kes ([akes@usaid.gov](mailto:akes@usaid.gov)) or AWE Team Lead Samantha Croasdaile ([scroasdaile@encompassworld.com](mailto:scroasdaile@encompassworld.com))

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