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Increasing Women’s Empowerment in Agriculture and Market Systems through Co-Creation and Private Sector Engagement

Photo Credit: ACDI/VOCA (Honduras TMS Project)
Feed the Future
Advancing Women’s Empowerment

Enhancing women’s empowerment and gender equality in agricultural systems and programming through design and learning services, implementation support, and best practice capture.
AWE Learning and Impact

• Provide gender equality and women’s empowerment design and learning services for USAID Missions
• Support Feed the Future Partners to implement activities that are gender-sensitive and empower women
• Capture, translate, and disseminate evidence of practices promoting improved agriculture systems outcomes and empowerment for women and girls
Agenda

Activity

• Welcome & Learning Series Overview

• Six Mission Insights

• Fireside Chat: Mission Learning on Building Relationships with the Private Sector

• Participatory Discussion

• Closing
Today’s Speakers – AWE

Samantha Croasdaile
AWE Team Leader
Senior Gender and Agriculture Specialist
EnCompass LLC

Dr. Jenn Williamson
AWE Gender & Agriculture Systems Advisor
Vice President
ACDI/VOCA

Melissa Matlock
AWE Technical Advisor
Associate Director, Gender and Social Inclusion
ACDI/VOCA
Today’s Speakers – Fireside Chat

Aslihan Kes
Moderator, Fireside Chat
Senior Gender Advisor
USAID Bureau for Resilience and Food Security

Joyce Mndambi
Speaker, Fireside Chat
Project Management Specialist, USAID Tanzania

Jorge Reyes
Speaker, Fireside Chat
Project Management Specialist, USAID Honduras
Women’s Economic Empowerment Mission Learning Seminar Series

Increasing Women’s Empowerment in Agriculture and Market Systems Through Co-Creation and Private Sector Engagement

1. Getting to Shared Value: Creating Alignment with the Private Sector to Achieve Inclusive Development Results
2. Designing a Strategy for Private Sector Engagement: Conducting and Using Inclusive Market Research
3. Measuring Transformational Results: Engaging the Private Sector to Capture and Apply Evidence
Six Mission Insights
Getting to Shared Value: Creating Alignment with the Private Sector to Achieve Inclusive Development Results

1. Engage the private sector early and actively collaborate to identify goals, develop activities, and build trust.

2. Start with a focus on what’s good for business and show how women’s empowerment/gender integration is essential to good business.
Inclusive market research shows how markets affect vulnerable groups as well as key sectors, potential partners with interest in win-win opportunities.

Inclusive market research can help uncover new and innovative opportunities in non-traditional sectors and roles for disadvantaged groups.
Measure what (also) matters to the private sector, expanding the type of data.

Inclusion data is a public sector value-add for the private sector when systems and goals align.
Fireside Chat:

Building strong relationships with the private sector that advance women’s empowerment

Aslihan Kes, Senior Gender Advisor, Resilience and Food Security/Program Office, USAID
(Moderator)

Joyce Mndambi, Project Management Specialist, USAID Tanzania

Jorge Reyes, Project Management Specialist, USAID Honduras
Questions?
Participant Discussion

Melissa Matlock, Associate Director, Gender and Social Inclusion, ACDI/VOCA
(Facilitator)
Join the conversation!

- 2 participatory activities (~30 min)
- Join using Menti code, link, or QR (next slide)
- If you would like to speak, please raise your hand on Zoom.
Join the conversation!

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A Look Ahead

January 2023

Learning Burst 1

April 2023

Learning Burst 2

June 2023

Learning Burst 3

July 2023

Series Wrap-up
Stay Involved

Sign up to get information from AWE’s Virtual Learning Series!

Your email

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Want more information about AWE?

Contact us:

- AWE Activity Manager: Asli Kes, akes@usaid.gov
- AWE Project Manager: Samantha Croasdaile, scroasdaile@encompassworld.com

- For more information, please click on our Menu of Services

Please reach out for more ideas on Mission support and engagement
Thank you!