

The Canopy Cut

a curated list of GESI in MSD/PSD
resources for practitioners

July 2020

COVID-19 Quick reads



Gender

- **COVID-19, Food and Nutrition Security, and Gender Equality** (blog by Andrew Patterson, CARE)
- **Applying a gender lens to post-Covid economic recoveries: a spotlight on women-led businesses in Africa** (Naoko Koyama, Madiguene Sock, Katrina Kwan, Dalberg Advisors)
- **10 Ways the Private Sector Can Build Back with a Feminist Economy** (Kauwel Qazi and Sarah Zoen, Oxfam America)

People with disabilities

- **A Triple Challenge? Disability and the COVID-19 Pandemic** (blog by Mitko Pistolov and Zenebe Uraguchi, Helvetas)
- **COVID-19 Persons with Disabilities Key Messages** (UNFPA, AECID, WE Decide)

Gender

- Why gender matters: financial institutions responding to the Covid-19 crisis (IPC consult)
- Policy brief on impact of COVID-19 on Women (UN)
- CARE Rapid Gender Analysis COVID-19: Pacific Region (Charlie Damon, Megan Williams, Emma Barker-Perez, CARE)
- Gender and Social Inclusion and COVID-19: Impacts and Recommendations for Agriculture and Market Systems Project Implementation (Gender First, ACIDI/VOCA)
- Promoting Positive Gender Roles in Marketing and Advertising In the Context of COVID-19 (Emer O'Doherty, Catherine Rutgers, UNICEF & UN Women)
- Supporting women throughout the Coronavirus (COVID-19) emergency response and economic recovery (WB Gender Innovation Lab)

COVID-19 Literature & Guidance



Market system & private sector development



Gender

- Lessons from farming households: agricultural decision-making and shifting social norms for WEE (Larissa Schneider, MEDA)
- This hidden influencer is expanding opportunity for women farmers in Columbia (blog by Rob Hefferon, Root Capital)
- Bringing Gender Equality closer to WEE (Hiba Tibi and Anan Kittaneh, Care International)
- Are You Ready For Change? Gender Equality Attitudes Study 2019 (UN Women)

DFS/Financial Inclusion



Gender

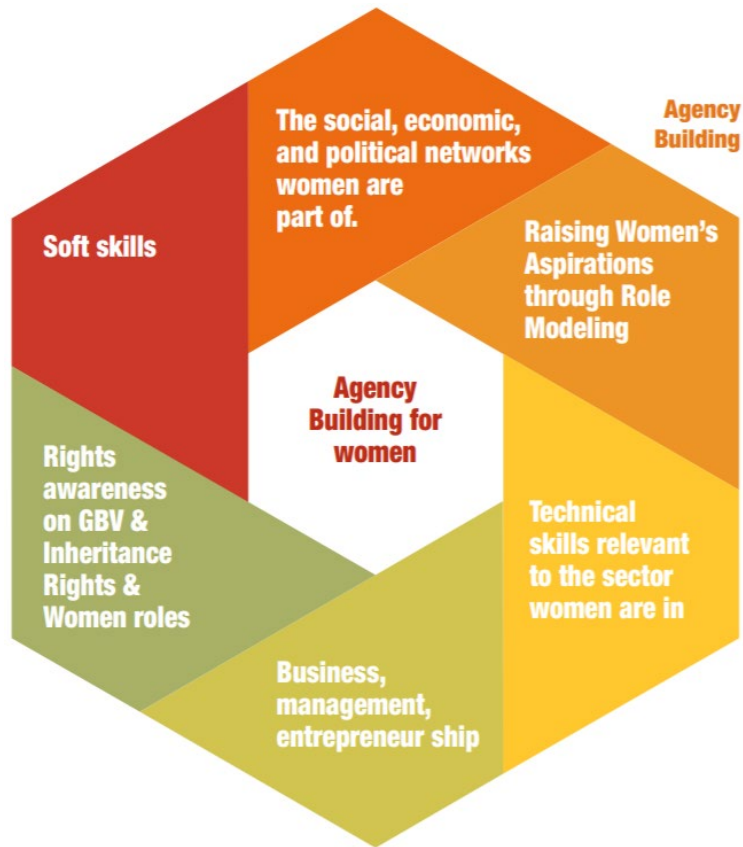
- **Three Considerations for Making Digitalization More Gender & Socially Inclusive** (blog by Agnieszka Kroskowska, Zenebe Uraguchi, Helvetas)



Gender

- **GSMA: The Mobile Gender Gap Report 2020** (Oliver Rowntree, Matthew Shanahan, GSMA)
- **Reaching 50 million women with mobile: a practical guide** (Dominica Lindsey, Oliver Rowntree, Anne Delaporte, Matthew Shanahan, Amber Wilson, GSMA)
- **Practitioner brief: 8 lessons for making digital finance work for women in North Africa and the Levant** (Chloe Gueguen, Julia Hakspiel, Sabal Majali, AWEF)
- **Where are the Men? How Male Engagement in Savings Groups Can Contribute to Financial Inclusion and Women's Empowerment** (Ashley Wheaton, SEEP & FSD)

Useful Infographics



Agency Building for Women

By: Hiba Tibi and Anan Kittaneh, Care International)

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Potential direct and indirect impacts of COVID-19 on vulnerable subsistence farmers

	CRISIS LANDS Immediate impact from government response to virus (0-1 month from first case)	MANAGING THE SPREAD Impact when virus spreads to rural areas (1-4 months from first case)	"THE NEW NORMAL" Long-term impact as country goes back to "normal" (4+ months from first case)
Health +	Transmission of virus originates primarily in urban areas	Rural clinics not equipped to cope; Older populations disproportionately in rural areas; Prevalence of underlying conditions (e.g., HIV, TB)	Other health conditions deprioritized by donors due to COVID-19 response (e.g., HIV, TB, maternal mortality, etc.)
Production ↗	Limited immediate impact; in fact, some farms may increase production if family members return to farm from school/urban employment	Extension workers and input-based service delivery models will be constrained in their ability to support due to movement constraints and social distancing requirements	Lag effect of poor inputs and less access to extension services and agronomic training will lead to lower yields
Resilience →	Reduced remittances from family members working in urban areas/internationally will impact cash availability; Unclear information (and misinformation) makes farmers unsure whether to sell or stock staple crops	Unexpected medical bills or funeral costs from virus will be significant financial shock; Ability to save impeded by disruptions to microfinance institutions and informal savings groups; Assets, usually sold when needed for emergency cash, will be less valuable due to market effects	Lost family members will cause emotional distress but also reduce income gain. As the effects of the virus continue, any savings will be quickly depleted
Employment 👤	Fewer income-generating opportunities due to government restrictions on movement and closure of small businesses	Once government restrictions ease, some local industry may recover; however, this will be very slow	Many rural enterprises will remain closed temporarily or permanently with collapsing demand and liquidity challenges, reducing rural employment
Nutrition and Food Security 🍏	Rural households will eat only what they grow and not buy additional products, impacting nutritional diversity; Children will no longer receive nutritional enhancement from school feeding programs	Families may have depleted food stocks faster than normal (more people in the house, etc.); Volatility in food prices and closure of local markets will limit ability to buy additional food	Disrupted input supply chains and continued economic slowdown will severely affect the next harvest and could cause longer-term food insecurity
Gender ♀♂	Women are likely to have increased care responsibilities with children home from school; Reduced employment as food service industry contracts and domestic work (predominantly female workforces) slow; Expected increase in gender-based violence as financial pressures increase within households	Likely to be caring for elderly relatives or working in health facilities, women may be at higher risk of contracting the virus; Health resources are likely to be diverted from women's health to COVID-19, leading to increase maternal mortality and unwanted pregnancies	Fewer girls returning to school as cost of education is deprioritized and child marriages increase; Health systems diverted from women's health over long periods of time; Shifts in social norms with women at home more often
Youth (ages 15-24) 👤	Disruption in education with school closures; Fewer income opportunities as off-farm income is limited due to travel restrictions	Burden of labor may be on youth as older family members face health issues; Off-farm income options will continue to be limited, and competition for jobs higher	Youth already have high exposure to unemployment, and the economic slowdown will exacerbate this; Prolonged unemployment may lead to an increase in criminal or illicit activities; Youth are at increased risk of recruitment into fundamentalist extremism

Immediate —————> **TIMEFRAME OF EFFECT** <———— Longer term

Low —————> **SEVERITY OF IMPACT** <———— High

By: Learning Lab, ISF Advisors, The Feed the Future Initiative)

About

The Canopy Cut

The 'Canopy Cut' is a quick reference resource for market systems and private sector development practitioners interested in the practical application of and current trends in Gender Equality and Social Inclusion.

The 'Canopy Cut' is a curated list comprised of a range of resources from blogs to detailed guidance to infographic which have been published and circulated on public platforms like the Beam Exchange, LinkedIn, Marketlinks.

The 'Canopy Cut' is not intended to be comprehensive and the emphasis on different angles of gender and social inclusion may vary from edition to edition.

The Canopy Lab

The Canopy Lab (www.thecanopylab.com), a US small business, provides tailored and actionable solutions to a diverse range of international and domestic clients in four service areas; systems change, evaluation and learning, research and organizational development.

Our three Managing Partners have led and built teams to implement multimillion-dollar private sector development programs. They are also recognized for their work in adaptive management, monitoring and evaluating impact, and advancing approaches to women's economic empowerment and youth employment in market systems programs.

Together, they have over 55 years of experience delivering innovative, high quality work in 30+ African, Asian, Eastern European and Latin American countries for a diverse range of clients including Bill & Melinda Gates Foundation, DFAT, DFID, SDC, World Bank, and USAID. Recent examples of this work are highlighted below.