

# The Canopy Cut

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

April 2021

# Digital & Financial Inclusion

## Quickish reads



### Gender

- [In the Race for Dominance in African Fintech, Partnerships With Phone Makers Are Transforming the Landscape](#) (Jill Lagos Shemin)
- [Women and Finance: enabling women's economic empowerment](#) (Greta Bull, CGAP)
- [What Drives the Financial Inclusion Gender Gap for Young Women](#) (Saniya Ansar, Rani Deshpande, Leora Klapper, Antonique Koning, CGAP)
- [Five Exciting Trends in Gender Inclusive Finance](#) (Ajidah Hashim, AFI)
- [The Case for a Gender-Intelligent Approach: an opportunity for inclusive fintechs](#) (Julia Arnold, Center for Financial Inclusion)
- [Measuring WEE in Financial Inclusion](#) (Diano Dezso, CGAP)
- [2020 Hindsight to 2021 Foresight: driving the inclusive digitization of MSMEs](#) (Payal Dalal, and Luz Gomez, BFP and Mastercard Center for Inclusive Growth)
- [Social Norms and Financial Decision-Making in Zambia Technical Brief](#) (Abigail Barr, Marleen Dekker, Anna Hochleitner and Linda Tia Zuze, FSD Zambia)
- [Why Women Aren't Using Your Ag App](#) (Revi Sterling, [USAID W-GDP WomenConnect](#)).
- [Job Interventions for Young Women in the Digital Economy](#) (World Bank)

# Digital & Financial Inclusion Guidance



## Gender

- Reaching Financial Equality for Women: a 10-point action plan for governments and businesses to rebuild stronger after COVID-19 by prioritizing women's digital financial inclusion (Women's World Banking)
- How Fintechs Can Profit from the Multi-Trillion-Dollar Female Economy (Syed Musheer Ahmed and Yosha Gupta, Finstep Asia)
- Working Paper: a framework for building gender sensitive identity systems (Arshi Aadil, Saloni Tandon, Sonal Jaitly, Sneha Sampath, and Venkat Goli, Microsave Consulting)

## Youth

- Youth Financial Inclusion Policy Framework (AFI)

# Market system & private sector development

## Quick Reads



### Gender

- Bringing a Change in Women's Equitable Involvement in Aquaculture (Kate Bevitt, World Fish Centre)
- Innovation for Gender Equality (CGIAR)
- How Business as Usual Approaches Does Women a Disservice (Gabrielle Halcrow with Claire Rowland, SNV)
- Leveraging the Enabling Environment to Achieve Scale in WEE: an interview with USAID's Wade Channell (Jamie Holbrook and Julia Hakspiel, FtF Advancing Women's Empowerment)
- Mainstreaming Women's Economic Empowerment (WEE) in Market Systems Development: SDC guidance sheet ( SDC)

### Youth

- Entrepreneurial Pathways for At-Risk Honduran Youth (Banyan Global)

# Market system & private sector development

## Guidance



### Gender

- [Direct Sales Agent Models: adapting the agent model to be more inclusive and effective for the agricultural sector](#) (Holly Lard Krueger, Nisa Usman, Mediane Nurul, AIP-PRISMA)
- [Starring Women: towards more inclusive agricultural services across Africa](#) (ICCO, MasterCard Foundation)
- [Gender Case Studies and Success Stories Across MADE's \(Nigeria\) Value Chains](#) (MADE DAI)
- [Gender Mainstreaming in Agricultural Value Chains in South East Asia](#) (Roberta Pinamonti and Jeremy Prepiscus, BSR)
- [Making the Case for Investing in Menstrual Health and Hygiene](#) (Sandy Garcon and Stephanie Kim, PSI)
- [Connecting the Phnom Penh Entrepreneurial Ecosystem](#) (Credit Suisse, SwissContact)
- [Jordan's Environmental Laboratory: adapting and improving lead firm approaches](#) (Hamzah Kamal, Connor Taylor and Silvia Ulloa, MEDA)
- [Lessons from Farming Households: agricultural decision making and shifting social norms for women's economic empowerment](#) (Larissa Schneider, MEDA)

### Disability Inclusion

- [Disability Inclusion Guidance for Companies](#) (Jessie Meaney-Davis, Mostafa Attia, Sue Coe, Erika Fraser and Richard Scott, Social Development Direct)

# COVID-19

## Quick Reads & Guidance



### Gender & Social Inclusion

- From Insight to Action: gender equality in the wake of COVID-19 (Ginette Azcona, Antra Bhatt, Jessamyn Encarnacion, Juncal Plazaola-Castaño, Papa Seck, Silke Staab, Laura Turquet, UN Women)
- Responding to COVID-19 in Kenya: a demand side view (Thomas Murayi, Nancy Kiarie, Juliet Ongwae, MSC)
- COVID-19 Unlocks e-Commerce and Digital Finance among Low-Income Women in Nigeria (Jennifer Iwueze, women's world banking)
- Promoting Intersectional COVID-19 Response Efforts in International Development: resource compendium (Caroline Rubin, Maryam Piracha, Mansi Anand, Aissa Boodhoo, Jennifer Denomy and Julia Hakspiel, SEEP Network)

# Insightful infographics

## 10 ACTIONS TO REACH FINANCIAL EQUALITY



**01**  
Digitize private  
sector payments



**02**  
Digitize payments  
of government  
social benefits



**03**  
Outlaw discrimination  
against women



**04**  
Ensure universal access  
to identification



**05**  
End the gender gap in  
mobile phone ownership



**06**  
Hire women at banks and  
mobile network operators



**07**  
Collect, analyze and use  
sex-disaggregated data



**08**  
Design appropriate and  
affordable financial  
products for women



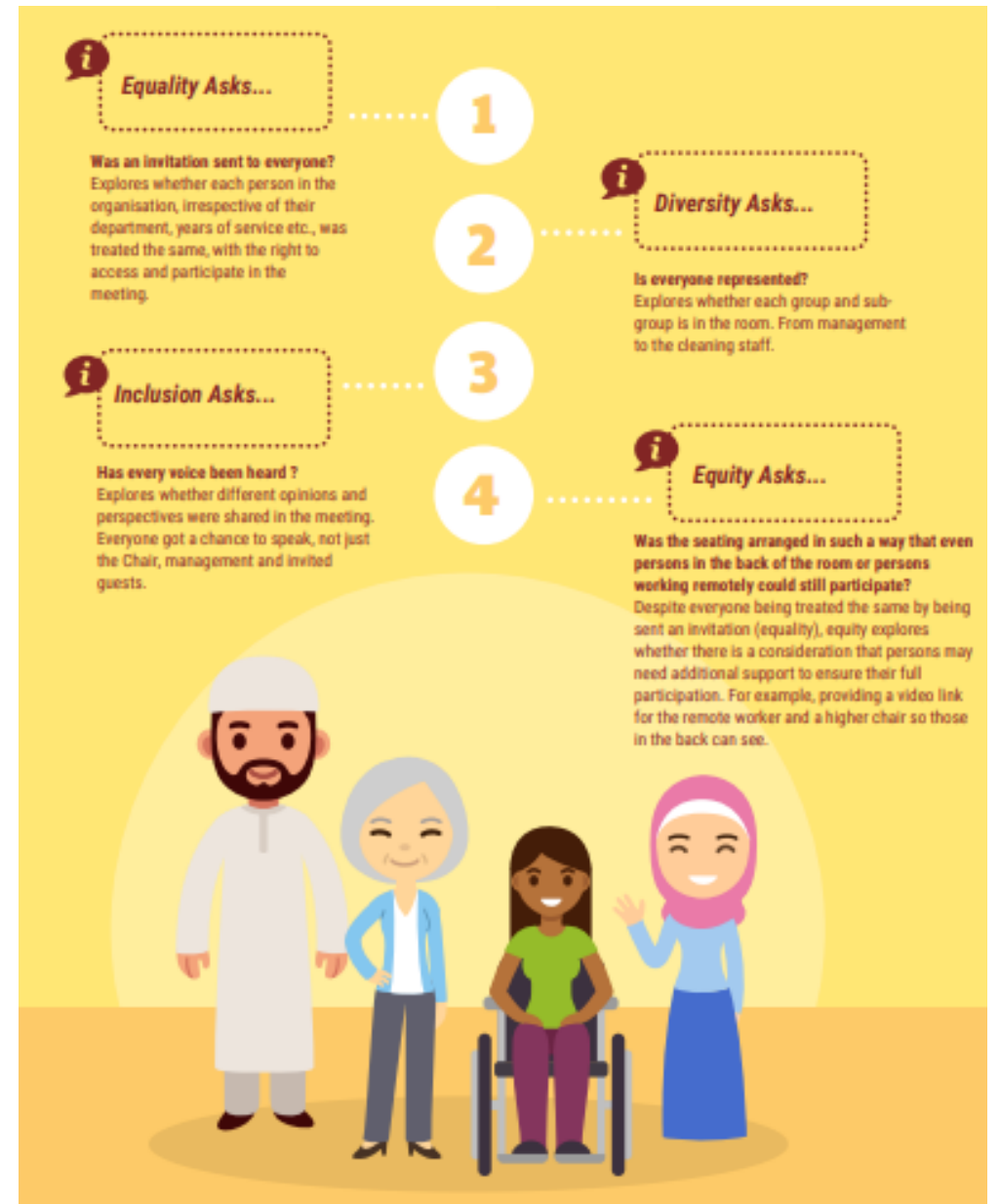
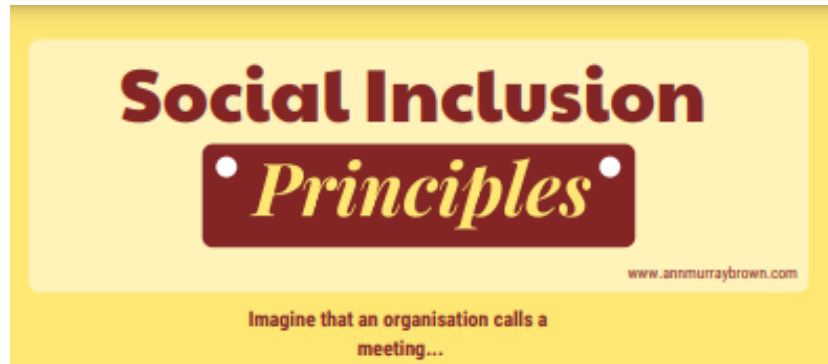
**09**  
Help women benefit  
from e-commerce  
opportunities



**10**  
Create and enforce strong  
digital finance consumer  
protection mechanisms

REACHING FINANCIAL EQUALITY

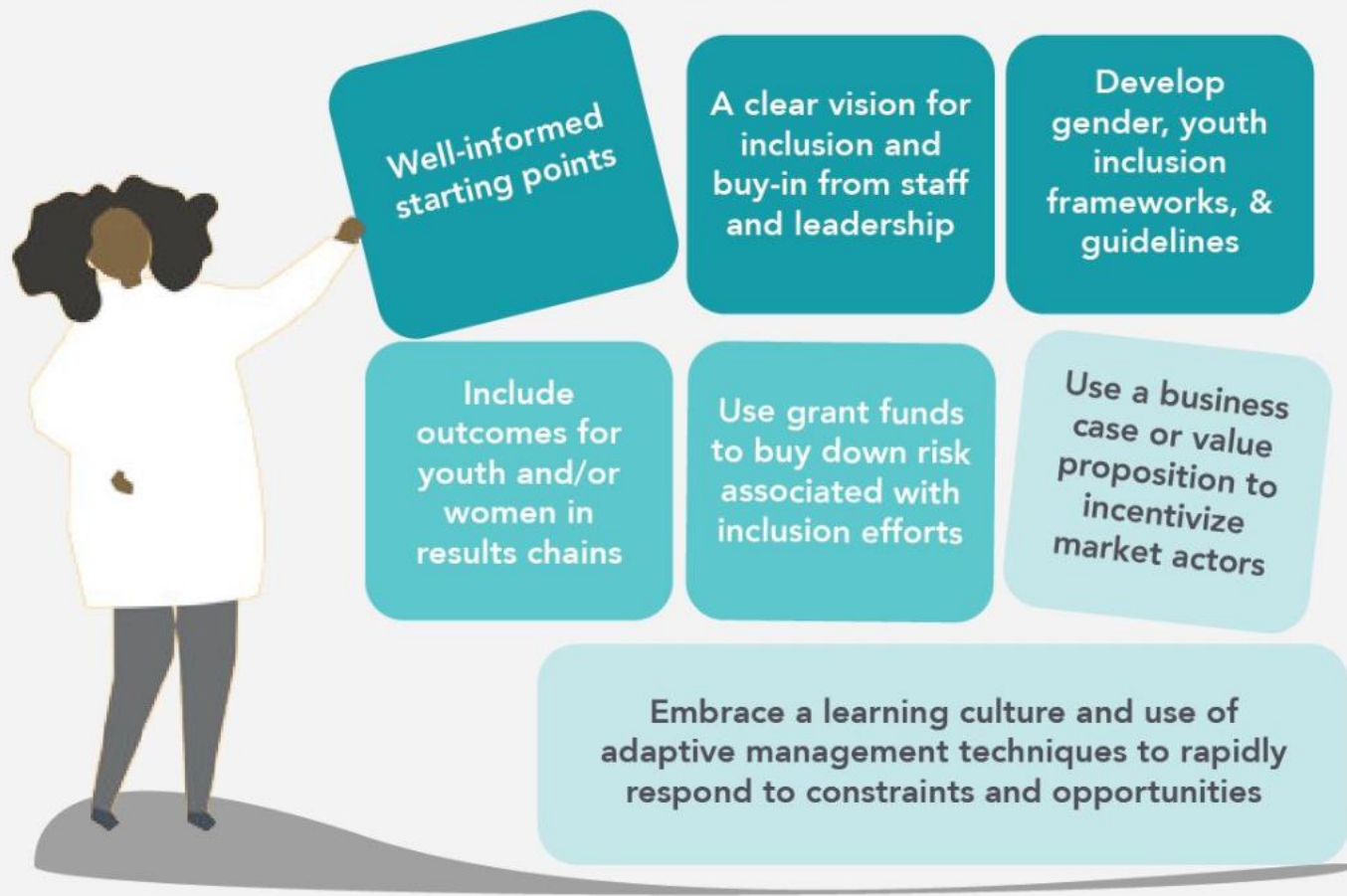
# Insightful infographics



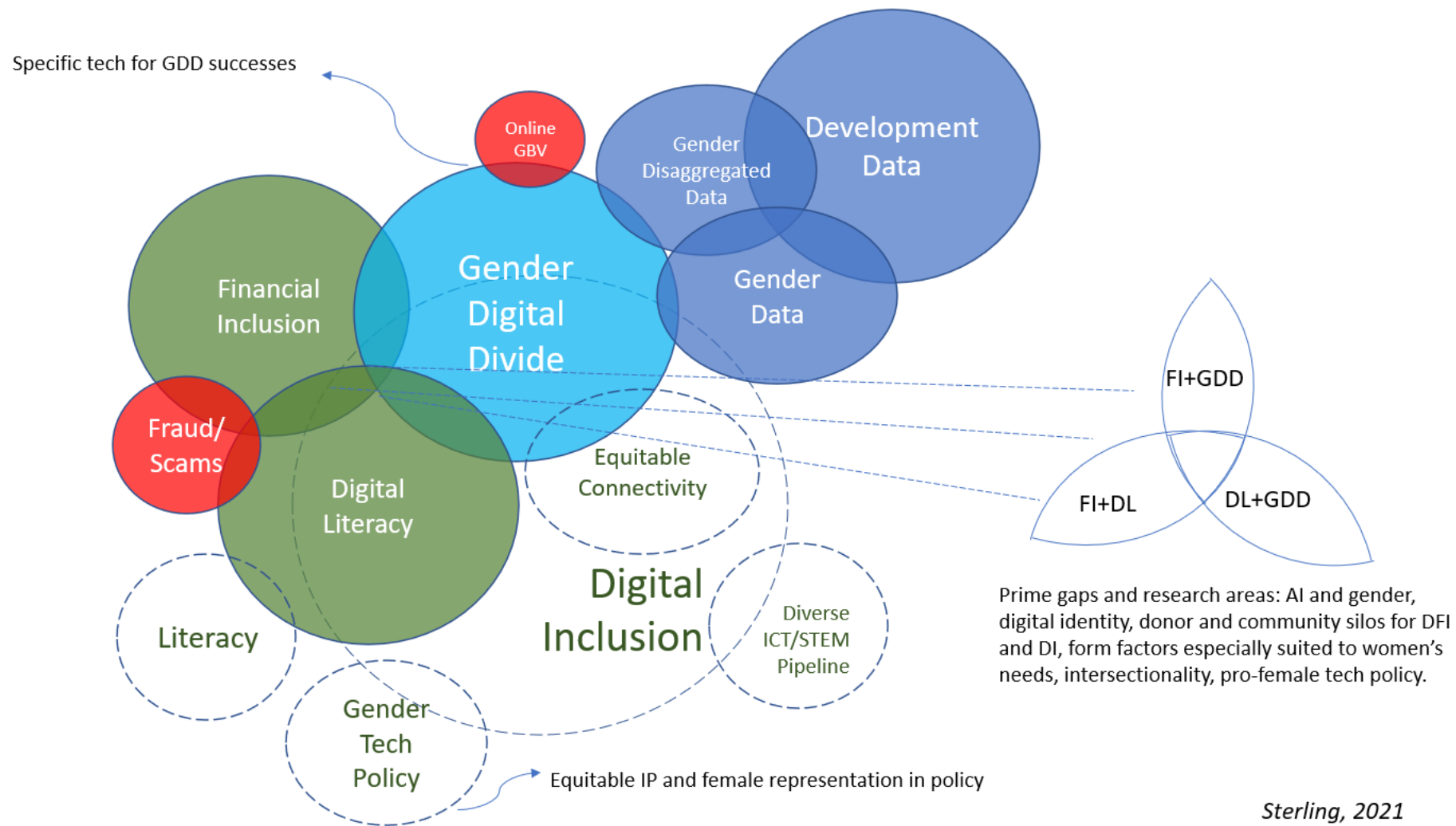


# Insightful infographics

Figure 1: Building Blocks of MSD Programs Showing Promising Impacts for Women and Youth



# Insightful infographics



# 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. It is a curated list comprising 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](#), 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.

**Interested in being on the Canopy Cut distribution list?**

**Or have recommendations on excellent sources of tools & guidance?**

**Email [holly@thecanopylab.com](mailto:holly@thecanopylab.com)**

## The Canopy Cut Library

- [January 2021](#)
- [October 2020](#)
- [July 2020](#)
- [March 2020](#)