



# The Canopy Cut



**A curated list of GESI in MSD/PSD resources for practitioners**



April-June 2023

**Market Systems (MSD) &  
Private Sector Development  
(PSD)**



# Quickish Reads

## Market Systems & Private Sector Development



### Gender

- [\*\*Advancing Women's Representation and Leadership in the Energy Sector\*\*](#) (Ellen Bomasang, Abt Associates)
- [\*\*DO's & DON'Ts for Engaging Men & Boys\*\*](#) (J. Pulerwitz, A. Gottert, M. Betron, and D. Shattuck, USAID Interagency Gender Working Group)
- [\*\*In search of more equitable impact: What's working? What's not? And, where do we go from here?\*\*](#) (Holly Krueger, the Canopy Lab)
- [\*\*Six agricultural technologies CGIAR researchers have designed to work for women\*\*](#) (CGIAR)
- [\*\*What Does Research Say on How to Improve Access to Skills for WSMEs?\*\*](#) (We-Fi)
- [\*\*Why is gender, diversity and inclusion important for standardisation?\*\*](#) (Nathalie Pano, Niras)
- [\*\*Women's Contribution To Rangeland Cultivation: A Policy Blind Spot\*\*](#) (Blog Post By ICARDA)
- [\*\*USAID/Niger Gender Analysis\*\*](#) (Emilie, Greenhalgh-Stammer, Laura Groggel, Batamaka Somé, and Sani Yahaya Janjouna, Banyan Global)

### Social Inclusion

- [\*\*Building Local Ownership in Social and Behavior Change to Improve Nutrition and Social Inclusion\*\*](#) (Kathryn Merckel, ACDI/VOCA)
- [\*\*Conducting Social Inclusion Analysis\*\*](#) (World Bank)
- [\*\*Gender and Youth Insights for Integration & Implementation: An Evidence-Based Guide to Action\*\*](#) (GAYA USAID)
- [\*\*Guidance for Promoting Diversity Equity Inclusion and Accessibility in Educational Materials\*\*](#) (USAID)
- [\*\*Putting LGBTQI+ Inclusive Development in Action: Awareness, Advocacy, and Allyship\*\*](#) (Branden Ryan and Katya Makkaveyev, Chemoncis)

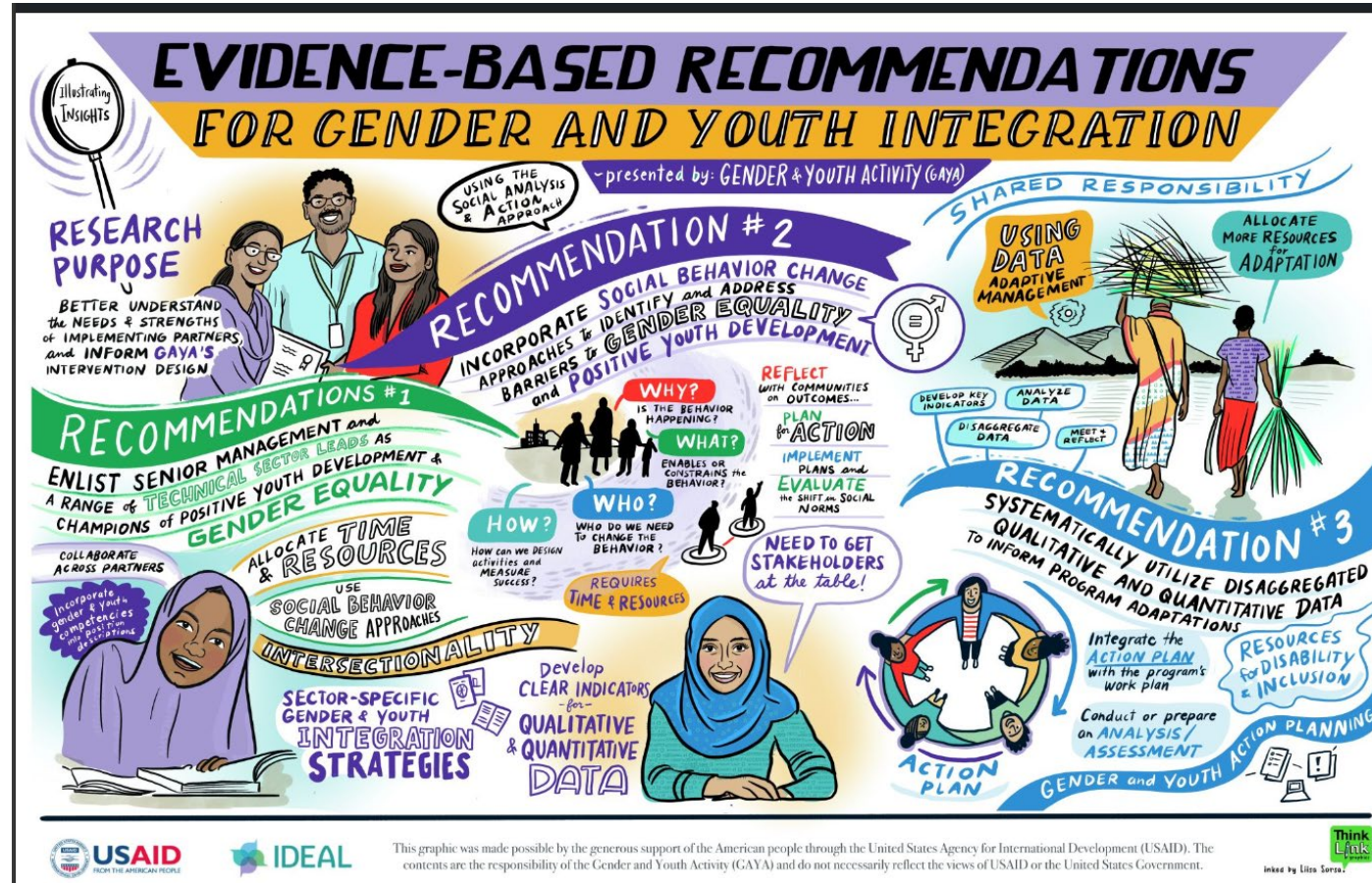
### Age Inclusion

- [\*\*Does the Label "Youth" Empower or Diminish?\*\*](#) (Daniela Lilja, Helvetas)



# Insightful Infographics

## Market Systems & Private Sector Development



**Gender and Youth Insights for Integration & Implementation: An Evidence-Based Guide to Action** (GAYA USAID); [LinkedIn Post](#)



# Guidance

## Market Systems & Private Sector Development

### Gender

- [Good Practice Note On Addressing Sexual Exploitation, Abuse, And Harassment In ADB-financed Projects With Civil Works](#) (Asian Development Bank)
- [Shifting discriminatory gender norms affecting women in the workplace: Social media campaigns in Indonesia, the Philippines and Viet Nam](#) (Rachel Marcus, ALiGN)
- [The Status of Women in Agrifood Systems](#) (Food and Agriculture Organization)
- [Women's Economic Empowerment: Overcoming barriers to women's economic participation, progression, voice and agency](#) (Chris Hearle, Social Direct Development)
- [Women's Economic Empowerment in the Pacific Region: A Comprehensive Analysis of Existing Research and Data](#) (Asian Development Bank)
- [Women's entrepreneurship in MENA: The cases of Bahrain, Lebanon, and Tunisia](#) (Merissa Khurma, Lynn Mounzer, Brooke Sherman, and Alex Farley, Wilson Center and Middle East Program)

### Social Inclusion

- [Ending Violence Against LGBTQI+ People: Global evidence and emerging insights into what works](#) (Veronica Ahlenback, Social Development Direct)
- [Integrating Gender and Social Inclusion in Nature-Based Solutions: Guidance Note](#) (World Bank)
- [Sex, Age \(and more\) Still Matter: Data collection, analysis, and use in humanitarian practice](#) (Dyan Mazurana, Anastasia Marshakm and Kinsey Spears, CARE, UN Women, and TUFTS University)
- [2023 Gender Social Norms Index \(GSNI\)](#) (Pedro Conceição, Yu-Chieh Hsu, Tasneem Mirza, et. al, UNDP)

### Age Inclusion

- [Has Youth Employment Recovered](#) (Sara Elder and Niall O'Higgins, ILO)
- [National programmes for age-friendly cities and communities: A guide](#) (WHO)



# Insightful Infographics

## Market Systems & Private Sector Development



**Ending Violence Against LGBTQI+ People: Global evidence and emerging insights into what works** (Veronica Ahlenback, Social Development Direct)





# Insightful Infographics

## Market Systems & Private Sector Development

Figure 1.3 Framework for gendered agrifood systems

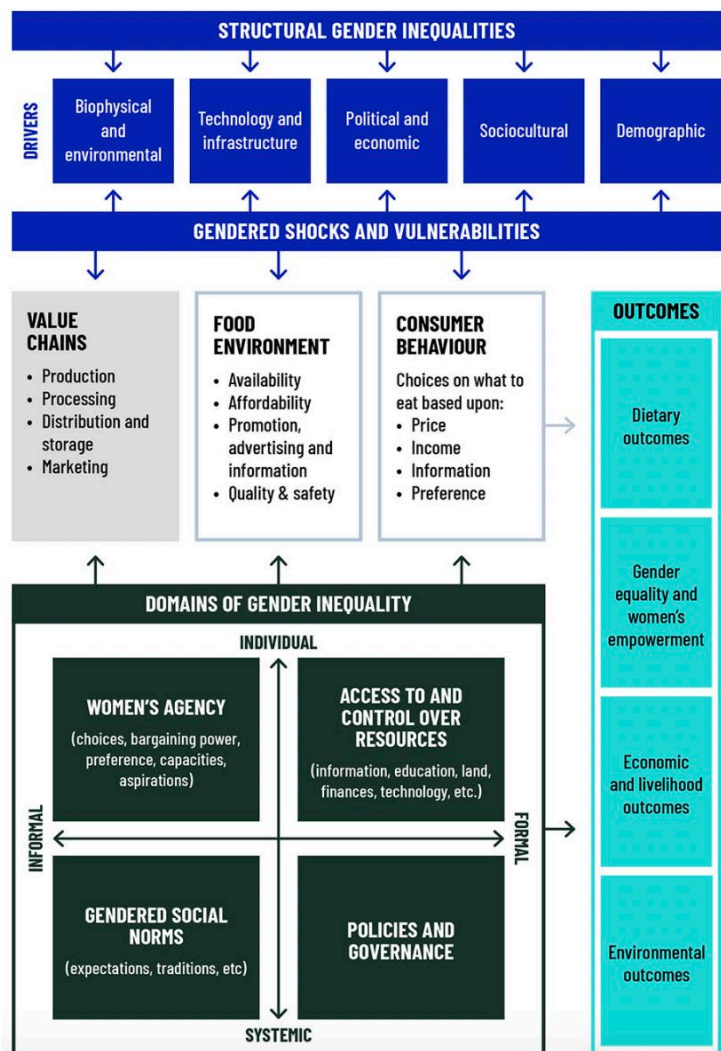
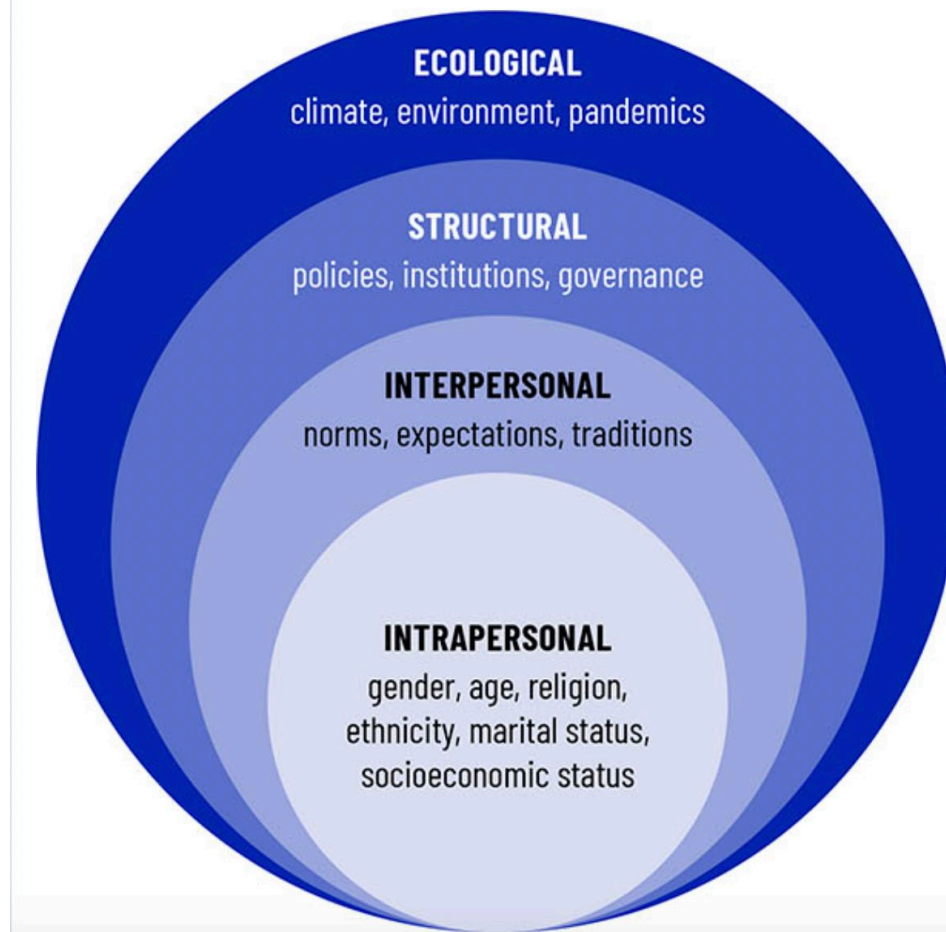


Figure A Multilevel conceptualization of intersectionality





# Insightful Infographics

## Market Systems & Private Sector Development

Table 1: Gender-responsive Business Model Canvas - Guiding Questions

Key partners	Key activities	Value propositions	Customer relationships	Customer segments
<ul style="list-style-type: none"> <li>Who are the key partners of the service provider? And the key suppliers?</li> <li>Are these partners available and accessible to female entrepreneurs?</li> <li>How do these partners add to the value proposition?</li> <li>Are women involved in the service delivery model as entrepreneurs or employees?</li> </ul>	<ul style="list-style-type: none"> <li>What are the main activities that the value proposition requires?</li> <li>What kind of activities do the customer relationships' channel and the 'revenue streams' require?</li> <li>And what key activities are needed for the provider to operate in a gender-responsive manner?</li> <li>Are the activities manageable for women entrepreneurs?</li> </ul>	<ul style="list-style-type: none"> <li>What bundle of services are offered to and by women?</li> <li>Which relevant problem that women face in their role/position in the value chain does the service (provider) address?</li> <li>How does the service respond to women's needs?</li> </ul>	<ul style="list-style-type: none"> <li>What type of relationship does the business have with female and male customers?</li> <li>Is information about the service available and tailored to women (i.e. language, images used)?</li> <li>How does the service provider obtain information about female clients' needs?</li> </ul>	<ul style="list-style-type: none"> <li>Who is the business targeting (does it also specifically target women)?</li> <li>the business creating value for women equally as for men?</li> <li>What are the specific characteristics of the women and men targeted (e.g. age, socio-economic status, ethnicity, religious affiliation, marital status, (dis)ability, location, etc.)?</li> </ul>
	Key resources	Impact	Channels	
	<ul style="list-style-type: none"> <li>What key resources does the provider need to have a successful business and deliver the service (physical, intellectual, human, financial)?</li> <li>Are these resources available, accessible, and affordable for women entrepreneurs?</li> <li>Are your physical resources accessible to both women and men? (e.g. tools, equipment, technology etc.)</li> <li>Do men and women make equal use of training, learning and career advancement opportunities?</li> <li>Do men and women receive equal pay for equal work?</li> </ul>	<ul style="list-style-type: none"> <li>Do the services have the potential to overcome or transform unequal social and gender norms?</li> <li>Does the service provider model create opportunities for women's entrepreneurship and/or employment?</li> </ul>	<ul style="list-style-type: none"> <li>How does the business communicate and interact with its male and female customers?</li> <li>How available and responsive are these channels to female customers (e.g. presence of female extension workers, sales agents)?</li> <li>How does the business collect and integrate feedback from its male and female customers?</li> <li>Does the brand communicate gender equality principles?</li> </ul>	
Cost structure		Revenue streams		
<ul style="list-style-type: none"> <li>What are the costs the provider faces to deliver the value proposition? What is the cost for those engaged in the model as entrepreneurs? Are these costs affordable for female entrepreneurs?</li> <li>What is the price of the service for the end user? Can services be bundled together to reduce costs?</li> </ul>		<ul style="list-style-type: none"> <li>How are the customers paying for the service? Are there payment arrangements (e.g. instalments, on credit)</li> <li>Is the service affordable for women considering their purchasing power?</li> <li>What are the different revenue streams for the provider?</li> <li>Is the service financially viable?</li> </ul>		

Figure 1: The UNHLP Women's Economic Empowerment Drivers



**The gender-responsive Business Model Canvas: A tool to assess agricultural service provision from a gender perspective** (Angelica Senders, Emma Feenstra, Valentina Franchi, and Clara Mi Young Park, Fair and Sustainable Consulting, FAO)

**Women's Economic Empowerment: Overcoming barriers to women's economic participation, progression, voice and agency** (Chris Hearle, Social Direct Development)



# Digital & Financial Inclusion



## Gender

- **Gender-Smart Investing is Just Smart** (Hedda Pahlson-Moller, Cécile Sevrain, and Sana Kapadia, 2X Global)
- **How Can We Design Consumer Protection That Builds Women's Trust?** Catherine Highet, Juan Carlos Izaguirre, Rose Mpofu and Sheila Senfuma (CGAP, Consumer Council of Zimbabwe, FinEquity, and Consumers International)
- **Setting Up Funders to Advance Inclusive Finance: 5 Recommendations** (Barbara Scola, Estelle Lahaye, Alice Negre, CGAP)
- **What Does the Research Say On How to Improve Access to Debt Financing for Women Owned and Led Small and Medium Businesses** (We-Fi)



## Gender

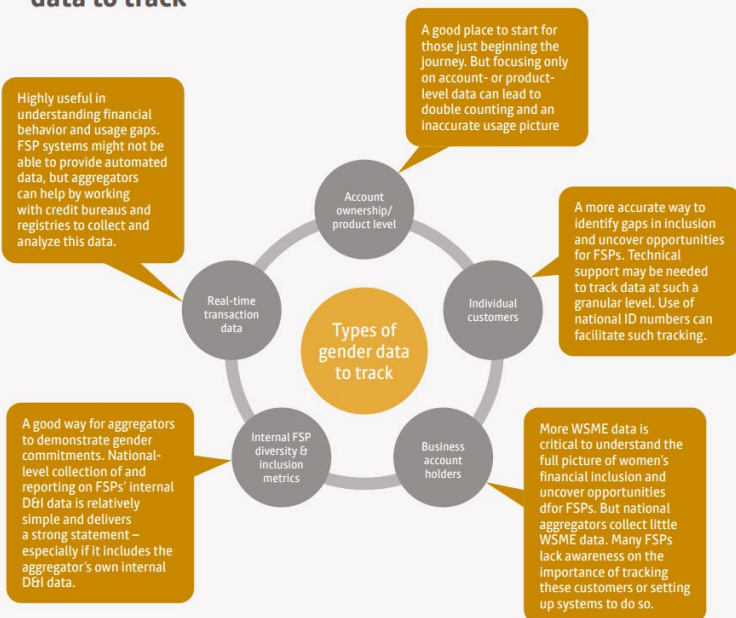
- **[A Toolkit for Increasing Gender Diversity and Women’s Leadership in Financial Regulatory Institutions](#)** (Alliance for Financial Inclusion)
- **[Closing the gender gap in agricultural investments: How three CSAF investors are turning gender intention into action](#)** (Root Capital, CSF, Value for Women)
- **[Her Home II : Housing finance for women in Ghana, Senegal and Indonesia](#)** (Mahima Khana, Jumpei Nakamura, Tomas Quintana and Montserrat Ganuza)
- **[Increasing Access to Technology for Inclusion](#)** (Clara Aranda-Jan, Qursum Qasim, World Bank)
- **[Increasing Women’s Financial Inclusion and Closing the Women’s SME Credit Gap In Zimbabwe Through Enabling Financial Policy and Regulation](#)** (Alliance for Financial Inclusion, African Development, Affirmative Finance Action for Women in Africa project)
- **[SWEFF Capital Gender ROI: A tool for assessing and improving diversity, equity and inclusion in enterprise and investment portfolios](#)** (Jennifer Buckley, Rowena Reyes, Brianna Losoya-Evora and Samantha Tedjosugondo, SWEFF Capital)
- **[The Digital Financial Literacy Toolkit: Addressing the gap in low- and middle income countries](#)** (Mary Gichuki, GSMA Mobile Money)
- **[The Gender Data Playbook for Women’s Financial Inclusion](#)** (Data 2X, Financial Alliance for Women)



# Insightful Infographics

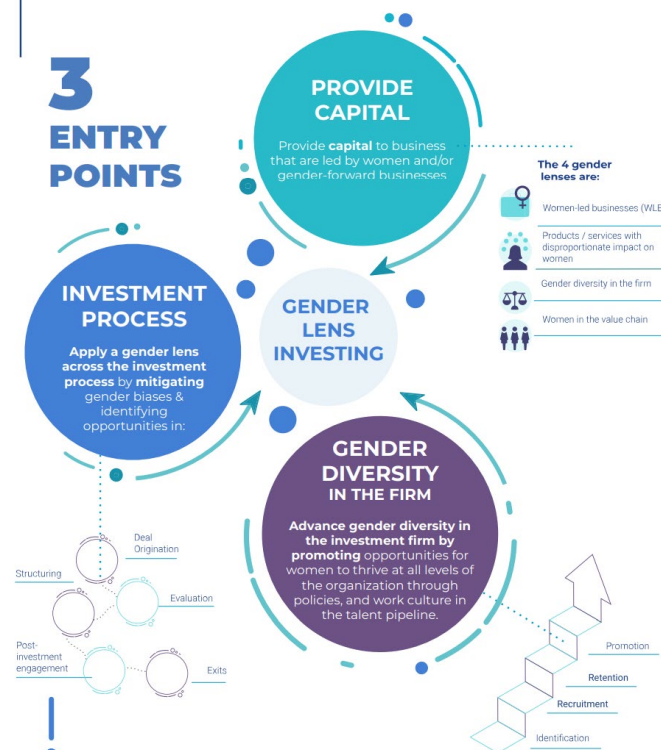
## Digital & Financial Inclusion

**FIGURE 5. General categories of sex-disaggregated data to track**



**The Gender Data Playbook for Women's Financial Inclusion** (Data 2X, Financial Alliance for Women)

### ● THREE ENTRY POINTS FOR GENDER LENS INVESTING



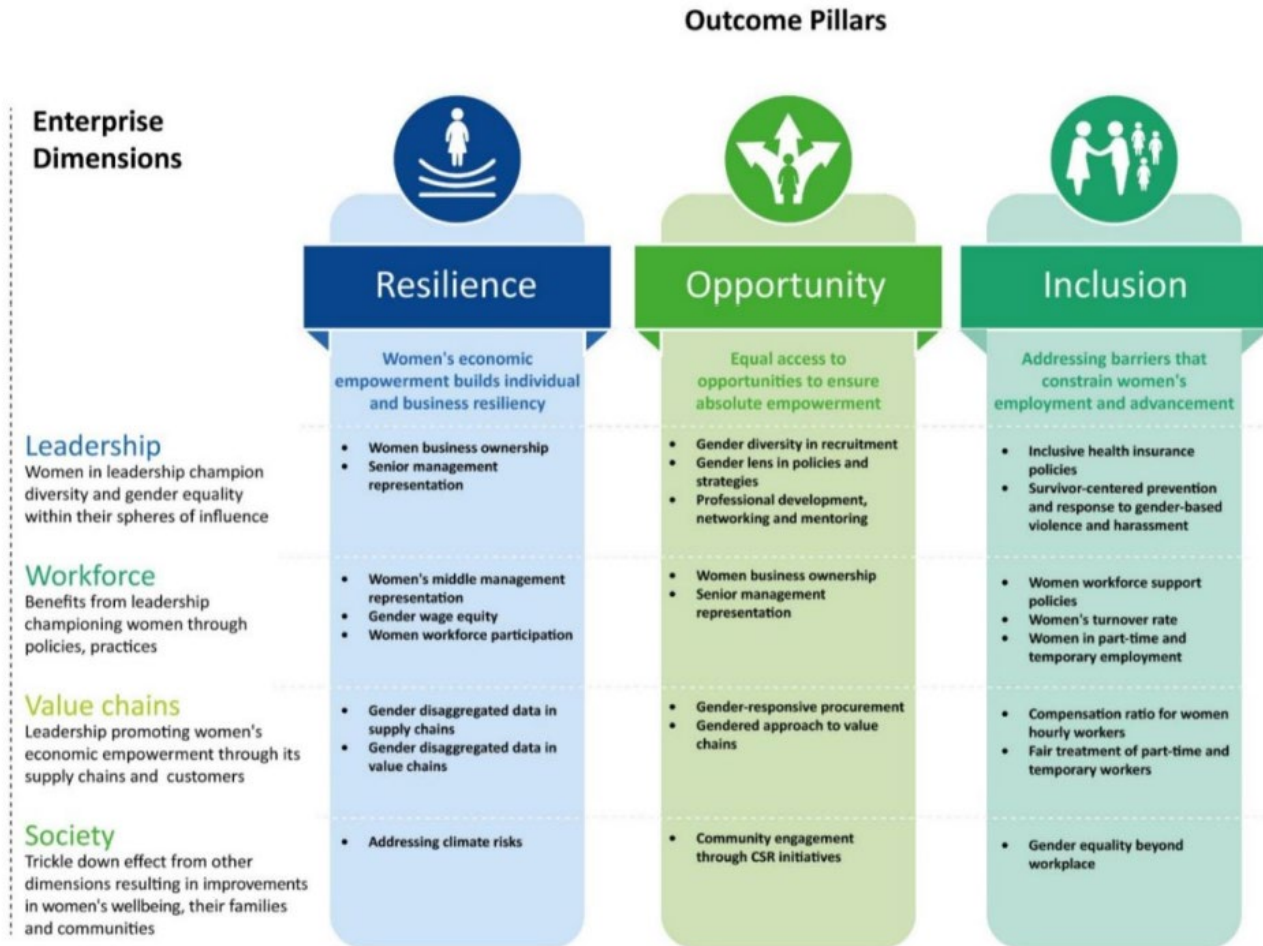
**Closing the Gender Gap in Agricultural Investments: How three CSAF investors are turning gender intention into action** (Root Capital, CSF, Value for Women)



# Insightful Infographics

## Digital & Financial Inclusion

Figure 1: Sweef Capital Gender ROI™ matrix at a glance



**SWEEF Capital Gender ROI: A tool for assessing and improving diversity, equity and inclusion in enterprise and investment portfolios.** (Jennifer Buckley, Rowena Reyes, Brianna Losoya-Evora and Samantha Tedjosugondo, SWEEF Capital)

Source: Sweef Capital Pte Ltd, 2022.



# Climate Resilience



# Quickish Reads & Guidance

## *Climate Resilience*

### Quick reads

- **[Climate Vulnerability and Financial Exclusion Go Hand in Hand – What Can Be Done?](#)** (Leora Klapper, Peter McConaghy, Peer Stein, Center for Financial Inclusion)
- **[Evidence Digest Focus Issue: Climate change and disability inclusion](#)** (Disability Inclusion Helpdesk, Social Development Direct)
- **[Why Climate Change Matters for Women](#)** (Sara Duerto Valero, Sneha Kaul, UN Women)
- **[Women Must Be at The Forefront of The Transition to A Low-Carbon Economy](#)** (Pinky Serafica and Veronica Mendizabal Joffre, ADB)

### Guidance

- **[Bolstering Women’s Climate Resilience and Adaptation through Financial Services](#)** (Sabaa Notta and Peter Zetterli, CGAP)
- **[Gendered Impacts of Climate Change: Empirical evidence from Asia](#)** (Sara Duerto-Valero and Sneha Kaul, UN Women)
- **[Integrating Gender and Social Inclusion in Nature-Based Solutions: Guidance note](#)** (Zoe Elena Trohanis, Brenden Jongman, Saenz Escobar, and Liliana Mirtha, World Bank)
- **[Recipe for Success Lessons from Acumen’s Cookstove Investments](#)** (Dan Waldron and Amrita Bhandari, Acumen Fund)



# Insightful Infographics

## Climate Resilience

### CLIMATE CHANGE: A THREAT TO EQUALITY

**In times of crisis, impacts are not felt equally.**  
Existing inequalities mean girls and women are often hardest hit by climate change.

**Travel**  
Drought means girls travel further and are exposed to more danger to collect water

**Safety**  
Disasters and displacement increase girls' risk of violence and trafficking

**Livelihoods**  
Girls often work in informal sectors, which are more vulnerable to climate shocks

**Education**  
When resources are limited, girls are often the first to be taken out of school

**Resilience**  
Without schooling, girls don't access critical information to help them adapt to climate shocks

**Child Marriage**  
With greater poverty, girls' risk of child marriage increases

**Nutrition**  
When food is scarce, girls are often the first to go hungry

**Health**  
Without clean water, menstrual health suffers

PLAN INTERNATIONAL  
SGAP

[Plan International Website](#)

# About the 'Canopy Cut'



The 'Canopy Cut' is a quarterly quick reference resource for market systems and private sector development and engagement practitioners interested in the practical application of current trends in Gender Equality and Social Inclusion (GESI). It is a curated list comprising a range of resources from blogs to detailed guidance to infographics – which have been published and circulated on public platforms like the BEAM Exchange, LinkedIn, and Marketlinks.

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

## About the Canopy Lab

[The Canopy Lab](#), a US small business, works with numerous clients around the world, supporting their efforts to address complex problems through a systems lens. We work across a range of sectors, with specialized experience in market systems, workforce development, business enabling environment, and circular economies.

Our team is comprised of a diverse group of technical experts and systems practitioners who bring significant backgrounds in implementing economic development programs around the world.

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