



# The Canopy Cut



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



October-December 2022

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



# Quickish Reads

## Market Systems & Private Sector Development



### Gender

- [Case Study: How Can Gender-Responsive Media Effectively Increase Women's Economic Empowerment?](#) (WIN TechnoServe)
- [Effective Support for Women Entrepreneurs Goes Beyond Skills Training](#) (Cristina Manfre and Lucinda Francisco, TechnoServe and Business Fights Poverty)
- [Evidence Summary: Advancing Women's Economic Empowerment](#) (Banyan Global)
- [Infrastructure Solutions: Built for Women](#) (Julia Chambers, Moa Westman, and Carmen Niethammer)
- [Multi-Dimensional Poverty Analysis and Market Systems Development: What are the differences and How Could They Be Combined?](#) (Swisscontact)
- [Women-Inclusive Return On Investment \(WI-ROI\) Framework: Executive Summary](#) (Erin Markel, Meghan Bolden, Larissa Schneider, and Queena Li, MarketShare Associates, DAI)

### Age (Youth & Older Populations)

- [The Fallacies of "Youth": Finding New Solutions for Young People in Coffee Growing Communities](#) (Joanna Furgiuele, Hanns Neuman Stiftung)

### People with disabilities

- [Language Guide: People with Disabilities](#) (Amy Agarwal, EngenderHealth)



# Insightful Infographics

## Market Systems & Private Sector Development

01

### Tips to develop impactful gender-responsive media

**Research** your target group's consumption habits:

- What times do they watch/listen to programs (vs. when are they busy working)?
- What languages do they speak?
- Which media channels do they use?
- What programs do they watch?

**Diversify funding mechanisms** to expand and sustain the programs.

**Diversify** your approach by using multiple platforms to ensure greater reach of low-income women

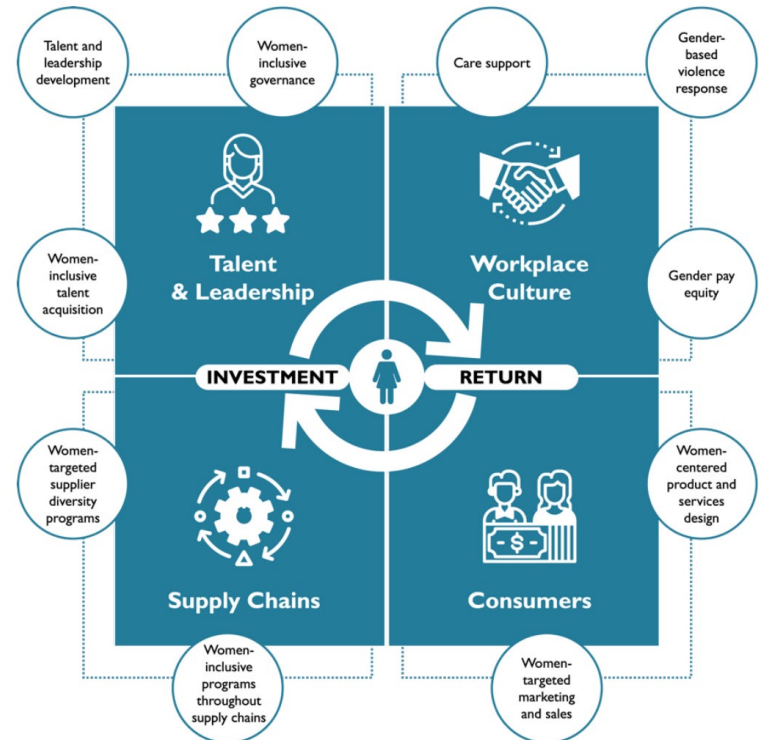
This will help you **tailor your content** to target audiences and choose shows, channels and partners with the largest audiences.

**Promote** the show/program through paid advertisements.

Develop rigorous and/or innovative audience and impact **measurement mechanisms**. WIN's motto is: "If you can't measure it, it didn't happen"

**Innovate** using edutainment such as radionovelas, business competitions, talk shows, and **incorporate** a gender lens to engage your audience.

### WI-ROI Framework



[Case Study: How Can Gender-Responsive Media Effectively Increase Women's Economic Empowerment? \(WIN TechnoServe\)](#)

[Women-Inclusive Return On Investment \(WI-ROI\) Framework: Executive Summary \(Erin Markel, Meghan Bolden, Larissa Schneider, and Queena Li, MarketShare Associates, DAI\)](#)



## Guidance

# Market Systems & Private Sector Development



## Gender

- **Best Practices for Integrating Gender Equality and Women's Economic Empowerment in SME Programming in M-SAWA** (Calais Caswell, Winnie Musiomi and Ann Sabania, MEDA)
- **Creating a Gender-Equitable Workforce in India: What Will It Take?** (Puneet Goenka Vikram Jain Roshni Mukherji Sujata Rathi)
- **Gender-Sensitive Approaches to Value Chain Development: A Complementary Guide** (ILO)
- **Gender Responsive Procurement in Asia and the Pacific: An Opportunity for an Equitable Economic Future** (Katja Freiwald, Keiko Nowacka, WeEmpower Asia, UN Women and Asian Development Bank)
- **Systems, Power, and Gender: Perspectives on Transformational Change** (Jennifer Colville and Kawtar Zerouali, UNDP)
- **Toolkit for Enabling Gender Responsive Urban Mobility and Public Spaces** (World Bank)



# Insightful Infographics

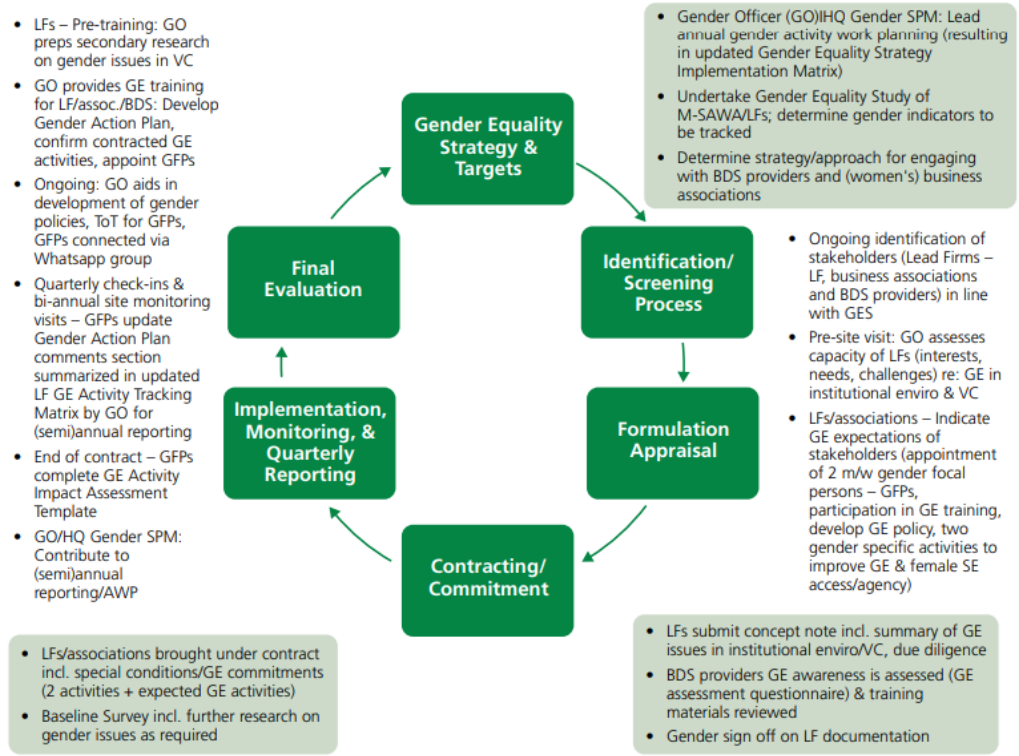
## Market Systems & Private Sector Development

Gender Responsive Evaluation (Ann-Murray Brown)

### 7 Ways To Make Evaluations More Gender-Responsive

- 1 Use methods that foster participation and inclusion**  
*What this means:* Participants normally actively involve stakeholders throughout the evaluation process (other than being just a source of data). Stakeholders are included in the data collection, analysis, interpretation, reporting and feedback phases. Examples of participatory methods include Appreciative Inquiry and Most Significant Change.
- 2 Collect and present sex disaggregated data**  
*What this means:* The data should be broken down by sex and other basic demographic data that is relevant to the evaluation, including age, ethnicity, nationality, marital status, occupation. There may be some sensitivity involved in collecting ethnic or ethnicity. As such, the purpose and use of the data should be clearly explained.
- 3 Select data collection methods that are adaptable**  
*What this means:* Some data collection methods may not be appropriate for certain respondents. For example, a focus group with both men and women (or younger and older persons) may actually place some persons in the group at a disadvantage. Thus, the data collection methods should be flexible to account for these nuances.
- 4 Identify and address potential biases**  
*What this means:* The evaluator should try to identify any potential biases that may arise and take steps to minimize them. Biases may involve gender, power dynamics, class or caste, and distance (overpowering the more accessible). The choice of location and timing of the evaluation activity may affect the ability of particular respondents to participate. Some persons may not be able to express themselves freely because of social pressure or inadequate command of the language. Where possible privacy and confidentiality should be assured.
- 5 Probe gender roles**  
*What this means:* The evaluation should address the broader gender issues of a particular intervention. For example, if a project focuses on the empowerment of women through supporting space enterprises, are the women actually allowed to keep the profit from their earnings by their husbands? The evaluation would delve into how the patriarchal societal gender roles affect the results of the project.
- 6 Adopt a human rights approach**  
*What this means:* Gender age, class, gender dynamics, evident ethnic, class, caste, language, culture, rural and urban issues, etc. greatly influence how effectively information is gathered. A human rights perspective affirms that the rights of women and girls to freedom from discrimination and to the highest standard of living are universal. Cultural choices should never be used to justify their violation.
- 7 Use mixed qualitative and quantitative methods.**  
*What this means:* A mixed methods approach is not only great for triangulation, it also increases the reliability and validity of the evaluation findings, and helps to explore whether or not different stakeholders groups benefited differently and why.

### Mainstreaming Gender into M-SAWA Lead Firm Process & Activities



**Best Practices for Integrating Gender Equality and Women's Economic Empowerment in SME Programming in M-SAWA** (Calais Caswell, Winnie Musiomi and Ann Sabania, MEDA)



# Insightful Infographics

## Market Systems & Private Sector Development

► Figure 4. Considering gender in elements of a market system

### Technology and Innovation

- What is the gendered distribution of mobile phones and smartphone ownership?
- Do women have equal access to the relevant technology and training required to access key sector information and to develop their businesses (e.g., internet, smartphone, social media, etc.)

### Infrastructure

- Do women have equal access to different modes of transport?
- Are women less likely to have their own means of transport?
- Are women limited in their mobility? Are they discouraged from travelling alone? How does this impact their access to markets and other critical functions for their work?
- Is there easy access to drinking water? What is the gendered distribution of labour for collecting water? How does this impact on women's time and total work?
- Is there sufficient social infrastructure, such as care services for children/the elderly?
- If not, who is carrying out these societal functions? Women or men? Paid or unpaid?

### Informal Rules and Norms

- What are the social norms regarding gender roles and how might this adversely impact women and men across the market system? For instance, prevailing customs around interactions between men and women which means women are neglected as a market?
- Are gender stereotypes prevalent, such as those of men as breadwinners and women as caregivers?
- Do women face additional time and mobility constraints which prevent them from accessing critical services to grow their business in the sector?
- How is unpaid care and domestic work shared between women and men?
- Taking this work into account, is there a gender gap in total work (paid + unpaid) between men and women?
- Are women more likely to face violence and harassment in their work in the sector?
- Do women face other forms of gender-based discrimination?

### Coordination and Information

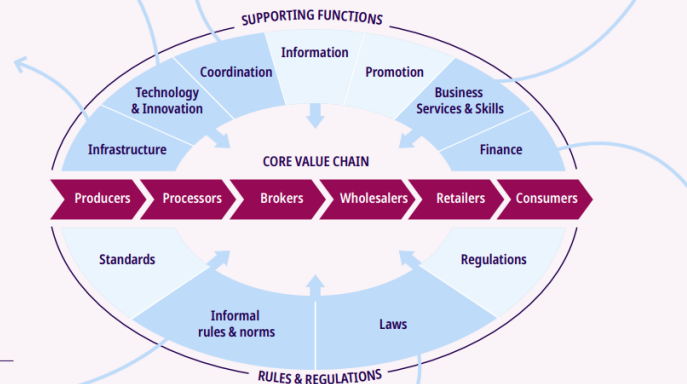
- What are the main coordination mechanisms within the sector or industry?
- What is the allocation of women and men in such associations? If not gender-balanced, why is this the case? Is it depriving women of access to important information and agency over decisions made around coordination?
- Are women present in leadership positions within industry coordination mechanisms in order to help voice their specific needs?

### Business Services and Skills

- Who are the main clients of core business development support services such as: coaching; mentoring; consultancy services; entrepreneurship training; business management training; technical assistance and capacity building; business upgrading; financial literacy training; market linkages; and trade facilitation?
- If mostly men, what are some of the reasons why this is the case?
- Are the specific needs and constraints faced by women entrepreneurs catered to in these mainstream business services? Are there specific female-focused business development support service providers?
- Are there gender gaps in education and skill levels? For example, do men generally have higher skill levels for those most relevant to the sector? If so, why is this the case?

### Finance

- Do women and men have equal access to finance?
- What proportion of clients of financial service providers are female vs. male? How does this compare to the estimated proportion of women and men in the sector? Is it representative? If not, why might this be the case?
- What is the gendered division of loan requests (i.e., those asking for loans, rather than approved as clients)? Is this proportion similar? If not, why are disproportionately more women than men refused finance?
- What is stopping more women from attaining finance: are there common trends such as collateral requirements, ownership of business, financing only for larger businesses?



### Laws

- Do women have equal access to the sector and broader labour market under the law?
- Is this the case in practice? If not, what is limiting women's increased participation?
- Do women have equal rights to property, land and inheritance under the law?
- Is this the case in practice? If not, what may be causing gender gaps in ownership?
- Do women face any additional, gender-specific barriers to business registration and licensing? What are they and why might this be the case?
- Do women have the right to maternity leave and pay, and access to public childcare?

## Gender-Sensitive Approaches to Value Chain Development: A Complementary Guide (ILO)

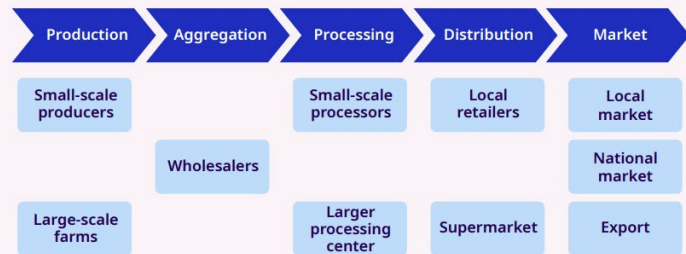




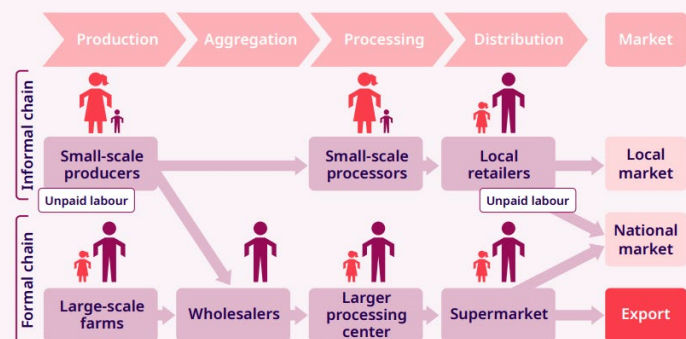
# Insightful Infographics

## Market Systems & Private Sector Development

► Figure 1. Gender-blind diagram of a value chain

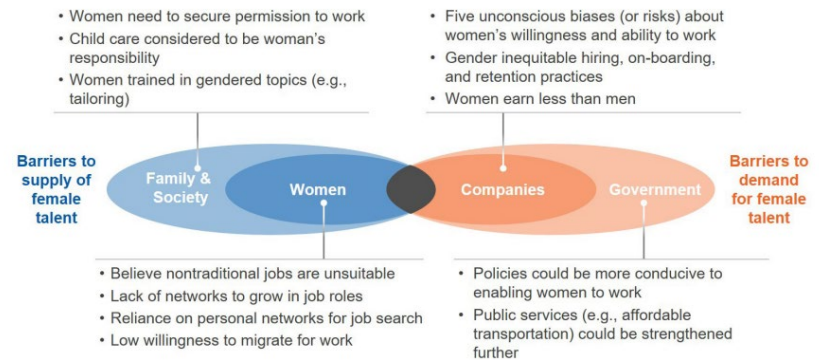


► Figure 2. Gender-sensitive diagram of a value chain



Source : FAO, 2018

Figure 1. Barriers that prevent women's active participation in employment



### Creating a Gender-Equitable Workforce in India: What Will It Take? (Puneet Goenka Vikram Jain Roshni Mukherji Sujata Rathi)

## Gender-Sensitive Approaches to Value Chain Development: A Complementary Guide (ILO)



# Digital & Financial Inclusion



## Gender

- [Can Access to Smartphones Bridge the Digital Divide in Sub-Saharan Africa?](#) (Amani M'bale, Graham Wright, Bill & Melinda Gates Foundation and Microsave MSC)
- [Designing for Mixed Realities: How Tailoring Support for Women Entrepreneurs on Their Digital Journeys is Critical](#) (Rathi Mani-Kandt and Emma Langbridge, Care)
- [How to Invest with a Gender Lens: Four Insights on Creating Meaningful and Scalable Investment Strategies for Women](#) (Elvina Garayeva & Noémie Renier, Incofin IM)
- [Tip Sheet on Integrating Gender into the Private Sector: Accelerating Gender Equality in the Finance Sector](#) (Asian Development Bank)
- [Six Ways to Support Women Entrepreneurs in the Global South](#) (Tokunboh Ishmael and Richenda Van Leeuwen, ImpactAlpha)

## People with Disabilities

- [The Digital Divide at the Intersection of Gender and Disability](#) (Clara Aranda Jan and Matt Shanahan)



# Guidance

## **Digital & Financial Inclusion**

### Gender

- **[Advancing in Nigeria's Finance Industry](#)** (Jennifer Iwueze and Megan Dwyer Baumann, Women's World Banking)
- **[Barriers, Opportunities and Exemplars: Women's Economic Empowerment and Financial Inclusion](#)** (GRID Impact and Strategic Impact Advisors)
- **[Best Practices for the Financing of Women MSMEs in Latin America and the Caribbean: Recommendations for National Development Banks](#)** (López Mayher, Cristina; Azar, Karina; Andrade, Gabriela, IDB)
- **[Closing the Gender Finance Gap with Blended Finance](#)** (Aleksandra Liaplina Kruskaia Sierra-Escalante, IFC)
- **[Digital Financial Literacy Via E-Commerce: Implications in Bangladesh, Especially for Women in Business](#)** (UNCDF)
- **[Engaging with the Care Economy: A Guide for Investors, Employers](#)** (Holly Lard Krueger, Zannatal Ferdous, Sana Kapadia and Swati Pujari, GenderSmart Investing and the Canopy Lab)
- **[Farmer Segmentation: A Guide for Procurement Professionals - How Companies Can Effectively Target Support for Smallholder Farmers in Global Supply Chains](#)** (Sara Mason, Richard Gilbert, Lauren Weiss and Annabel Beales, Business Fights Poverty)
- **[Gender Norms in Financial Inclusion: Diagnostic Guidance](#)** (Erin Markel, Ben Fowler, Adriano Scarampi, Queena Li, Joanna Ledgerwood and Nisha Singh, MarketShare Associates and CGAP)
- **[Gender Toolkit Navigator](#)** (ProMujer, INVEST)
- **[Her Business, Her Future Training Program](#)** (Digital Frontiers, Mastercard)
- **[Inclusion Pays: The Returns on Investing in Women in Agriculture](#)** (Katie Naeve and Vincent Moehler, Root Capital)
- **[Investing in the Care Economy: A Primer for Gender-Smart Investors](#)** (Holly Lard Krueger, Zannatal Ferdous, Sana Kapadia and Swati Pujari, GenderSmart Investing and the Canopy Lab)

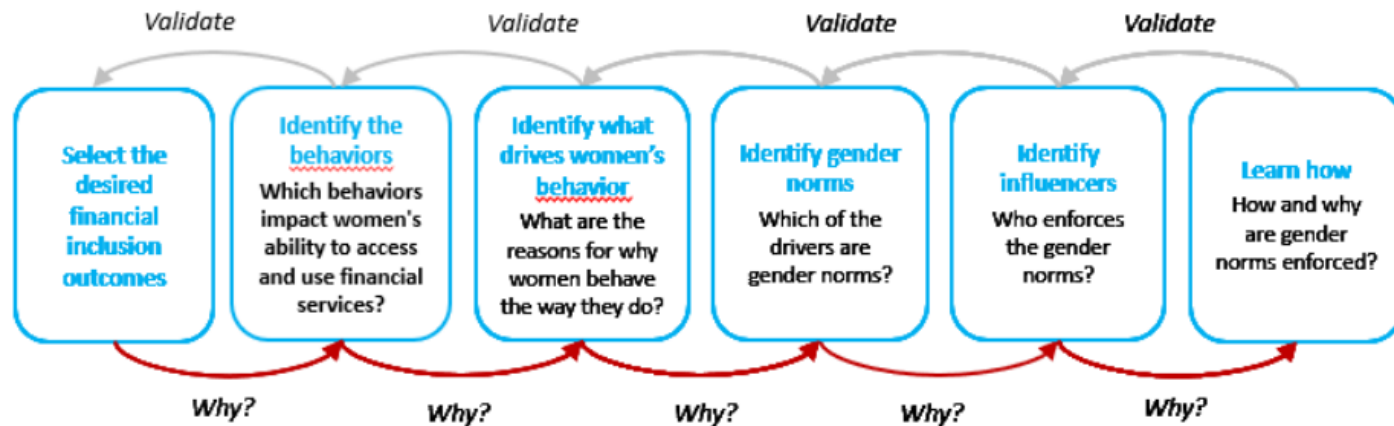
### People with disabilities

- **[Inclusive Banking: Emerging Practices to Advance the Economic Inclusion of Persons with Disabilities](#)** (Kelly Widelska and Rudaba Zehra Nasir from IFC GEIG, with Denise Odaro, Gursimran Ropraj, Marsha Sneh Monteiro, and Sophie Peeters from IFC Treasury, and Kirsten Newitt, Sam Kelly, and Jans Mynbayeva from Ergon Associates, with additional support from Daniela Zuluaga from IFC GEIG)



# Insightful Infographics

## Digital & Financial Inclusion



**Gender Norms in Financial Inclusion: Diagnostic Guidance** (Erin Markel, Ben Fowler, Adriano Scarampi, Queena Li, Joanna Ledgerwood and Nisha Singh, MarketShare Associates and CGAP)

# Climate Resilience



# Quickish Reads & Guidance

## *Climate Resilience*

### Quickish Reads

- [\*\*Green Jobs for Women can Combat the Climate Crisis and Boost Equality\*\*](#) (Franziska Deininger and Ana Gren, World Bank and IFC)
- [\*\*Five Ways to Support Women's Climate Leadership for Locally-Led Action\*\*](#) (IIED)
- [\*\*New Hotspot Mapping Reveals Where Climate Change Hits Women the Hardest\*\*](#) (Avni Mishra, Els Lecoutere, and Ranjitha Puskur, CGIAR)
- [\*\*Mapping the Intersection of WEE, Care Work and Clean Energy\*\*](#) (Dr. Kate Grantham, IDRC)
- [\*\*Technical Brief: Gender Equality and Climate Finance\*\*](#) (Jenny Huang, Rhiannon Gulick, Danielle Merriman, Corinne Hart, Strengthening Tenure and Resource Rights II (STARR II))
- [\*\*Tip Sheet on Integrating Gender into the Private Sector: Accelerating Gender Equality in the Renewable Energy Sector\*\*](#) (Asian Development Bank)
- [\*\*Ways to Gender-Smart Climate Finance: Sustainable Transport\*\*](#) (Marialena Vyzaki, Ann Gardiner, Eva Bernard, Ellen Brookes, Tania Colantone, Elias Habbar-Baylac, Carmen Niethammer, and Moa Westman, CDC, EBRD, and EIB)

### Guidance

- [\*\*Gender Equality and Climate Change\*\*](#) (Economic and Social Commission for Asia and the Pacific)
- [\*\*From Risks to Rewards: Overcoming the Impacts of Climate Change on Women in Agricultural Supply Chains\*\*](#) (Alice Allan, Cristina Bortes, Emma Cox, Priyanka Kanani, Margot King, Alex Lockyer, Ben Shepherd,, Hester Le Roux , Olivia Jenkins and Dimpy Sanganee, Work and Opportunities for Women)
- [\*\*Integrating a Gender Lens in Voluntary Carbon Markets\*\*](#) (Sue Phillips and Olivia Jenkins Gender Tech Enterprises, Social Development Direct)
- [\*\*WeClim Equally: Gender-Smart Handbook for Climate Programs\*\*](#) (EIT Climate-KIC and Bopinc)

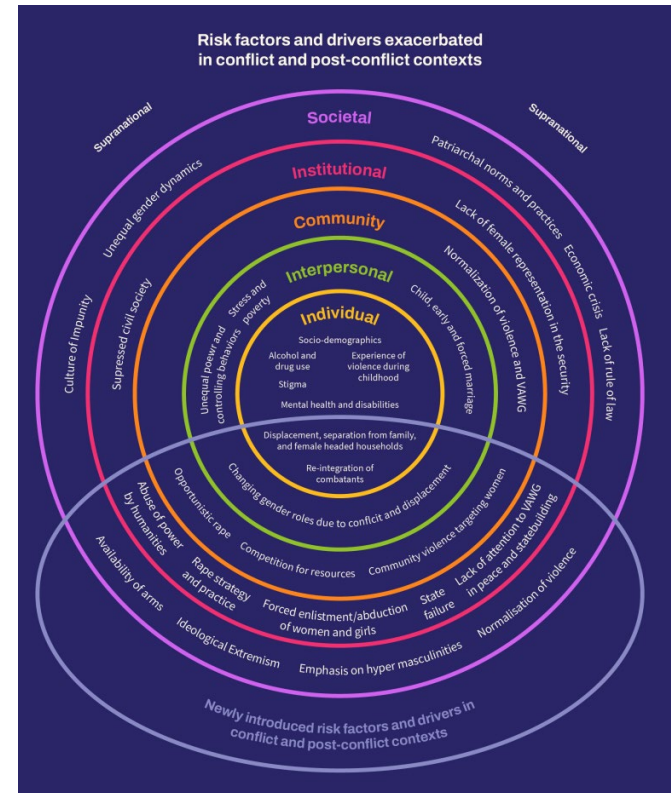
**Spotlight Subject:  
Gender-Based Violence  
(GBV) /Violence against  
Women and Girls (VAWG)**





### Quickish Reads

- [Ask the Expert: What is a Survivor-Centered Approach to Workplace Sexual Harassment and Gender-Based Violence?](#) (Hayley Samu, Engendering Industries)
- [Economic & Social Costs Of VAWG](#) (Social Development Direct)
- [Evidence for Action Policy Brief: What Works to Prevent Conflict-Related Sexual Violence](#) (What Works to Prevent Violence)
- [Gender-Based Violence and Food Insecurity: What We Know and Why Gender Equality is the Answer](#) (Jane Iredale and Jenny Conrad, Care)
- [Tackling Gender-Based Violence Exacerbated by Climate Change](#) (Ellen Bomasang, Abt Associates)
- [Understanding the Core Functions and Differences between Women and Girls Safe Spaces and One Stop Centers](#) (Social Development Direct)



[Evidence for Action Policy Brief: What Works to Prevent Conflict-Related Sexual Violence](#) (What Works to Prevent Violence)

# 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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