

The Canopy Cut





October - December 2023



Market Systems & Private Sector Development



Quickish Reads Market Systems & Private Sector Development



Gender

- Building Caring Societies: How states can shift the gendered norms of care (Aatif Somji, ODI)
- <u>Gender Equality through shifting norms: How social norms approaches are improving the lives of women and girls</u> (Care)
- Men want to increase care work at home. Here's how business can help (Reshma Saujani, Gary Barker, Julia Hakspiel, Moms First, Equimundo, Centre for the New Economy and Society, World Economic Forum)
- The Benefits Of Investing In Transformative Childcare Policy Packages Towards Gender Equality And Social Justice (ILO)

Social Inclusion

- <u>Evidence and Practice Note: Sexual orientation and gender identity (sogi) inclusion and gender equality</u> (Clifton Cortez, Trishna R. Rana, Rudaba Zehra Nasir, and John (loannis) Arzinos, World Bank)
- Gender Equality, Disability and Social Inclusion (GEDSI) Analysis: Rapid review to inform cash programming in Solomon Islands and Vanuatu (Save the Children)
- Step-by-step: A Roadmap to Gender and Youth Integration in Food Security and Resilience <u>Programs</u> (Gender and Youth Activity, (GAYA))



Insightful Infographics *Market Systems & Private Sector Development*







Building Caring Societies: How states can shift the gendered norms of care (Aatif Somji, ODI) (Above) Gender Equality, Disability and Social Inclusion (GEDSI) Analysis:
Rapid review to inform cash programming in Solomon Islands
and Vanuatu (Save the Children) (Below)

Domains of Analysis

PATTERNS OF DECISION-MAKING

- Decision-making over household resources
- Ability to make decisions over one's body & health
- Ability to decide if & when to have children
- Participation & leadership in household, community, & society
- Ability to choose if, when, & whom to marry

LAWS, POLICIES, REGULATIONS, & INSTITUTIONAL PRACTICES

- School, employment, financial, & health policies
- Ownership & inheritance
- Participation & due process
- Legal status

ROLES, RESPONSIBILITIES, & TIME USE AND A

- Division of paid & unpaid labour (i.e., in the household, economy, politics)
- Participation in income generating activities
- Community involvement
- Leadership inside & outside the household
- Leisure time

SOCIAL NORMS, BELIEFS, & PRACTICES

- Attitudes about children's rights
 - & safety nets
 Religious beliefs

Social protections

ACCESS TO & CONTROL

- OVER RESOURCES
- Goods & services
 Productive inputs
- & assets

 Decent jobs
 & income
- Information
- Education
 & schooling
- Technology
- Markets

SAFETY, DIGNITY, & WELL-BEING

Freedom of movement

M

- Health status
- Physical safety & welfare
- Psuchological well-being
- Psychological well-being
 Social respect & rights
- Living without fear of violence & harm
- Bodily autonomy & integrity
- Environment (e.g., climate change)





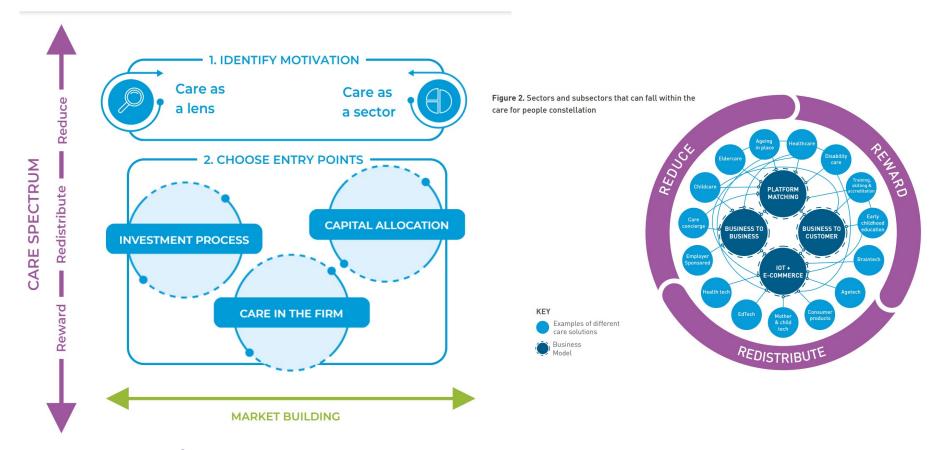
Gender

- Advancing Women's Economic Empowerment: Social Norms Landscaping Study USAID Women's Economic Empowerment Community Of Practice (Charla Britt, Banyan Global)
- Assessing Gendered Impacts Of Post-harvest Technologies In Northern Ghana: Gender Equity And
 Food Security (Anna Snider, Paul Kwami Adraki, Victor Lolig and Paul E. McNamara, University of Illinois
 Urbana-Champaign and University for Development Studies Tamale, Ghana)
- Changing Rural Women's Lives Through Gender Transformative Social Protection (Maja Gavrilovic, Hajnalka Petrics and Mari Kangasniemi, FAO)
- <u>Guidelines For Measuring Gender Transformative Change In The Context Of Food Security, Nutrition And Sustainable Agriculture</u>. (CGIAR, FAO, IFAD, WFP)
- <u>Mentorship for Women Entrepreneurs: A highway to growth</u> (Sonal Jaitly, Poulomi Ghosh, Sheetal Prasad and Mann Soni, MicroSave Consulting)
- <u>The Case for Care</u> (Sarah Mills, Dr. Seema Bhatia-Panthaki, Rebecca Fries, Luis Marquez, and Trina Roy, Value for Women and UN Women)
- <u>Women Entrepreneur Financing and Investment Toolkit: Catalysing Inclusive Economic Growth</u> (Nisha Singh, Access Alliance and GIZ)
- <u>Women in Business Case Study How can management tools and information lead to women's</u> <u>economic empowerment</u>? (TechnoServe)



Insightful Infographics *Market Systems & Private Sector Development*



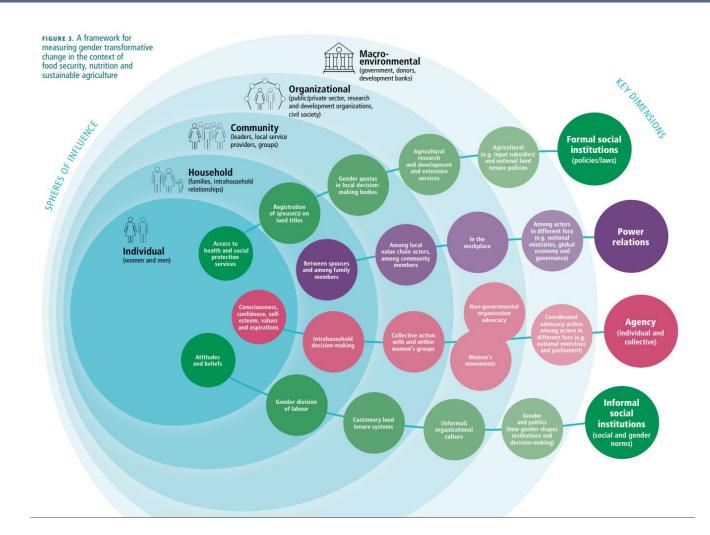


<u>The Case for Care (Sarah Mills, Dr. Seema Bhatia-panthaki, Rebecca Fries, Luis Marquez, and Trina Roy, Value for Women and UN Women)</u>



Insightful Infographics *Market Systems & Private Sector Development*





Guidelines For Measuring
Gender Transformative
Change In The Context Of Food
Security, Nutrition And
Sustainable Agriculture.
(CGIAR, FAO, IFAD, WFP)

Digital & Financial Inclusion



Gender

- <u>Disruptive financial innovation and rural agent networks: lessons from</u>
 <u>Cote d'Ivoire</u> (Emilio Hernandez, CGAP)
- Prioritizing Women to Receive Cash Transfers: What Are the Implications for Program Design? (Swati Mehta, Elizabeth (Liz) McGuinness, Center for Financial Inclusion and Accion)
- What Is Economic Violence and What Can Financial Service Providers
 Do About It: Making the invisible visible for the financial services sector
 (Bobbi Gray, FinDev Gateway)

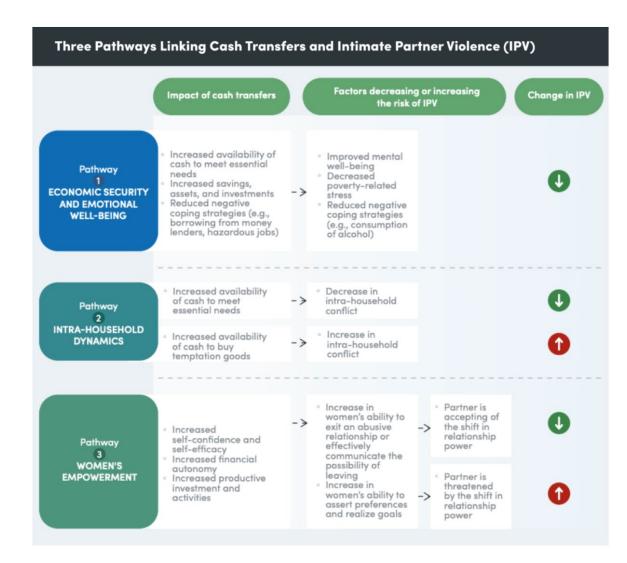
Disability Inclusion

 Investing in Disability Inclusion: An Opportunity for Employers and Investors (Rudaba Zehra Nasir, Daniella Decker, Victoria Austin, Catherine Holloway, and Tigmanshu Bhatnagar, IFC and GDI Hub)



Insightful Infographics Digital & Financial Inclusion





Prioritizing Women to Receive
Cash Transfers: What Are the
Implications for Program
Design? (Swati Mehta, Elizabeth
(Liz) McGuinness, Center for
Financial Inclusion and Accion)





Gender

- •Asking Better Questions: The Effect of Changing Investment Organizations' Evaluation Practices on Gender <u>Disparities in Funding Innovation</u> (Amisha Miller, Saurabh A. Lall, Markus Goldstein, and Joao Montalvao, World Bank)
- •Gender Financing: Case Studies (UNCDF)
- •State of the World's Fathers 2023 Centering Care in a World in Crisis (Nikki van der Gaag, Taveeshi Gupta, Brian Heilman, Gary Barker, and Wessel van den Berg, Equimundo)
- •The Impact of Financial Inclusion on Young Women's Well-being: A Survey of Evidence and Recommendations for Practitioners (Antonique Konig and Rani Deshpande, CGAP)
- •<u>Understanding the (Un)met Saving Needs of Poor Urban Liberians in the Informal Sector</u> (Himanshi Jain Wendy Cunningham, IBRD/World Bank)
- Women Agents For Financial Inclusion: Exploring the benefits, constraints, and potential solutions (Emilio Hernandez, Rebecca Calder, Divya Hariharan, and Cristina Martinez, CGAP)

Disability Inclusion

•<u>Financial Inclusion For Persons With Disabilities: Insights from AFI members' strategies and policies</u> (Adriana Carolina Armas Cuesta, Isabela Pradere da Silva Ramos, and David Ricardo Meza Rodríguez, AFI)

Social Inclusion

•Inclusive Digital Design Toolkit: Practical guidance for Feed the Future activities (Dr. Emily Springer, Dr. Mariette McCampbell, Mark Schoeman, Chloe Von Widdern, Ceri Scott, and Clemmie Borthwick, Athena Infonomics and Genesis Analytics)



Insightful Infographics Digital & Financial Inclusion



Figure 1.3: Sample User Digital Journey to Overcome Digital Divides

Access (Initial): I first gained access through a neighbor's smartphone, sent by their son abroad.



Offline Benefit (Initial driver for demand):

I was amazed at what my neighbor could do with her smartphone—she learned about her children's lives, checked market prices for tomatoes in the city and negotiated with her buyer for more, and even watched a video on chicken feed.





grasped the basics.



Access (Financial Constraints): Determined to have my own device, I started saving money, but I soon realized that smartphones were beyond my budget. I'm frustrated, I guess this is not something I get to have.



Digital Literacy (Awareness of Feature Phone): I learned that I could access the internet on a feature phone, which was kinder to my wallet.

Access (Personal Device): I paid my neighbor in installments for her old phone and finally got my own feature phone.



Offline Benefit (Agricultural Insights): Frustrated by my limited time for learning, I net with a Development Agent (DA). They showed me websites to visit and added my number to an extension text messaging service. They didn't realize I had a phone



Digital Literacy (Support and Self-Learning): Guided by my neighbor, I discovered that Google was a great place to start. I've been slowly improving my English while browsing web pages. It's slow and tedious, and I can only use it when my kids are at school and I've finished my chores.

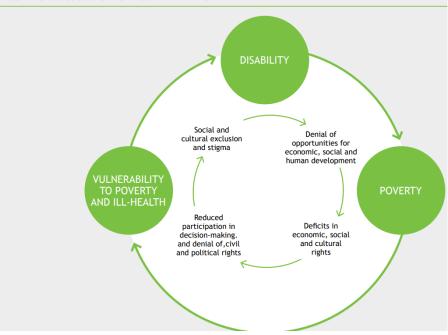


User continues journey

Offline Benefit (Improved Animal Husbandry):
Thanks to the DA's guidance to some websites, I've learned that it's healthier for my chickens not to run freely in the compound. I built a thatched area in my yard to keep them in. I've still lost a chicken to an unknown disease, but now I'm saving time by not having to clean the entire compound. I've gotten text messages about fertilizers, but that is my husband's responsibility.

Financial Inclusion For Persons With Disabilities: Insights from AFI members' strategies and policies. (Adriana Carolina Armas Cuesta, Isabela Pradere da Silva Ramos, and David Ricardo Meza Rodríguez, AFI) (Below)





Inclusive Digital Design Toolkit: Practical guidance for Feed the Future activities (Dr. Emily Springer, Dr. Mariette McCampbell, Mark Schoeman, Chloe Von Widdern, Ceri Scott, and Clemmie Borthwick, Athena Infonomics and Genesis Analytics) (Left)

Climate Resilience



Quickish Reads & Guidance



Climate Resilience

Quick reads

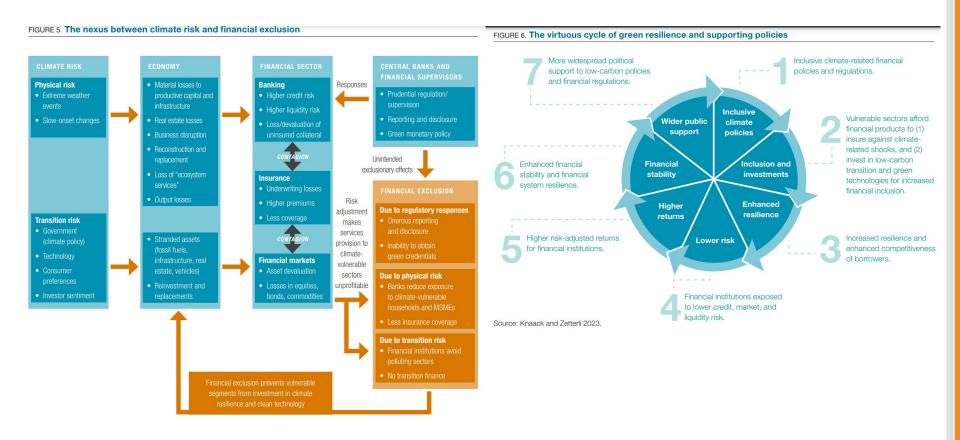
- A Gender-Responsive Just Transition For People And Planet (UN Women)
- Amplifying voices: SNV's GESI-Led approach to climate resilience and inclusion (Ami Reza, SNV)
- <u>Building a Climate Smart Future: Supporting agribusiness investment in a changing climate</u> (Market Development Facility)
- The Crucial Intersection Between Gender and Climate (Laura Piovesan, EIB)
- <u>The Link Between Clean Energy and Women's Labour</u> (Carolina Robino, Flaubert Mbiekop,Dr. Kate Grantham, IDRC and Femdev Consulting)
- Tools for a Gender Responsive Transition to the Green Economy: a step-by-step methodology to integrating gender in long-term low emissions development strategies (LT-LEDS) based in the case of Burkina Faso (Global Green Growth Institute and UN Women)

Guidance

- <u>Climate Adaptation, Resilience, and Financial Inclusion: A new agenda</u> (Peter Zetterli, CGAP)
- Mapping Gender Data Gaps in the Environment and Climate Change: 2023 update (Dr. Kate Grantham, FemDev Consulting and 2X Data)
- <u>Supply Chain Decarbonisation with a Gender Lens</u> (Olivia Jenkins, Priyanka Kanani, Cerys Liddiard, Social Development Direct and PwC)
- The Climate-Care Nexus: Addressing the linkages between climate change and women's and girls' unpaid care, domestic and communal work (Lorena Aguilar, UN Women)







<u>Climate Adaptation, Resilience, and Financial Inclusion: A new agenda</u> (Peter Zetterli, CGAP)

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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