



The Canopy Cut



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



January – March 2024

Market Systems & Private Sector Development



Quickish Reads

Market Systems & Private Sector Development



Gender

- [Addressing Harmful Social Norms in Emergencies](#) (CARE)
- [Addressing Gender-Based Violence in the Central Sahel](#) (Caroline Zullo, InterAction)
- [Care Economy Case Studies](#) (Kore Global)
- [Engaging Men and Boys for Gender Equality](#) (Chloe Dillon, DT Global)
- [Five Lessons For Public-private Collaboration On Gender Equality](#) (Maria Teresa Villanueva and Julia Hakspiel, World Economic Forum)
- [How to design and measure LGBTQIA+ inclusive market systems development](#) (Audrey Lodes and Holly Lard Krueger)
- [How To Engage Men and Boys in Gender Equality Initiatives](#) (Ann-Murray Brown)
- [Learning Brief: Advancing women's economic empowerment in the food processing sectors in East and Southern Africa](#) (Alysa Grude, Liz Kariuki, Gail Bowa, Elizabeth Eckert, Angela Mulaisho, and Josephine Otieno, USAID)
- [Learning Note: Navigating firm selection for women-inclusive ROI](#) (Erin Markel, Sabine Garbarino, and Yaquta Fatehi, MarketShare Associates and William Davidson Institute of the University of Michigan)
- [Supporting Women and Youth-Owned Businesses in Ethiopia: Challenges and Opportunities](#) (Woinab Tamerat, RTI International)
- [Moving Beyond Talk: A new knowledge brief for practitioners on the 'how' of integrating economic empowerment and sexual and reproductive health programs for adolescent girls](#) (Meghan Cutherell, Dharini Bhuvanendra, and Katherine Nichol (A360 and Kore Global)
- [Transforming the Care Economy Through Advocacy](#) (Rebecca Boyce, Oxfam Canada)
- [What does more equitable impact look like?](#) (Audrey Lodes and Holly Lard Krueger, The Canopy Lab)
- [Women and Trade: State of play briefing note](#) (World Trade Organization)

Disability & Social Inclusion

- [Gender Based Violence and Disability Inclusion Fact Sheet](#) (GBV AoR)
- [Moving From Publication to Action](#) (Emily Janoch, CARE)



Guidance

Market Systems & Private Sector Development



Gender

- [A Guide to Employer Supported Childcare](#) (IBCWE, Investing in Women, Prospera)
- [Advancing Women's Economic Empowerment: Government Laws and Regulations and Business Policies Landscaping Study](#) (Ruta Aidis, Banyan Global)
- [Advancing Women's Economic Empowerment: Private Sector Engagement Landscaping Study](#) (Meghann Jones, Banyan Global)
- [Advancing Women's Economic Empowerment: Social Norms Landscaping Study](#) (Charla Britt, Ph.d, Banyan Global)
- [Business Environment Reforms and the Care Economy: The Case of Childcare and Parental Leave Policies](#) (Dr. Leva Rouhani, Holly Lard Krueger, Mariette Heuzé, The Canopy Lab and Investment Climate Reform Facility)
- [Budgeting for Gender Equality: A Practical Guide to Gender Budgeting](#) (ADB)
- [Enhancing Gender Equality in Infrastructure Development: Theories of Change, Indicators, and Sector Strategies](#) (ADB)
- [GBV Curriculum modules](#) (Criterion Institute)
- [Moving from Traditional to Transformational Approaches to Women's Economic Empowerment: A review of the KDRDIP program](#) (Ashutosh Raina, Matthew Stephens, Sybil Chaidiac, Geoffrey Leparteleg, Kenya DRDIP National Project Implementation Unit; and Camila Linneman, Wanza Namboya, Amrik Heyer, and Nancy Atello, Karnika Yadav and Shailesh Nagar, Intellecap, the Bill and Melinda Gates Foundation, FSD Kenya, the World Bank)
- [Reframing Narratives Around Care and Informal Work in Kenya, the UK and Zimbabwe: A synthesis of national research](#) (Nick Gadsby, Alex Bush, Anam Parvez Butt, Silvia Galandini, Alina Ojha And Grace Ruvimbo Chirenje, Oxfam)
- [The Care Economy in Vietnam, the Philippines & Indonesia](#) (Dr Elise Stephenson, Prof Michelle Ryan, Dr Morgan Weaving and Dr Betty Barkha, Australia National University, the Global Institute for Women's Leadership and Investing in Women)
- [Transforming Gender Norms For Women's Economic Rights And Empowerment](#) (Rachel Marcus and Aatif Somji, ALiGN Platform and ODI)
- [Navigating Impact: Practical approaches to designing better agribusiness support programs for women](#) (Lotte-Marie Brouwer, Roxane Courtois, Patrick Guyer, Eyerusalem Mitiku, Rakib Hassan Rabbi, Eva Sanou, 2SCALE)

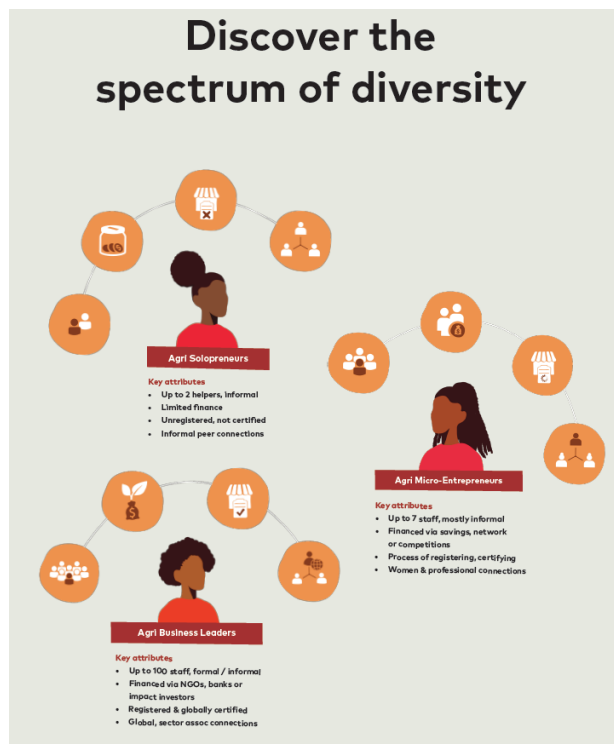
Disability & Social Inclusion

- [Age Sensitive, Disability Inclusive, and Gender Responsive Care and Support Systems Evidence Note](#) (Alexandra Barrantes, and Madeleine Cretney, STARR Facility, DAI)
- [Regional Gender Equality, Disability, and Social Inclusion Analysis – Latin America](#) (Rebekah Martin, Isadora Brizolar, Onyeka Nneli, and Teresa Durand, Disability Inclusion Helpdesk)



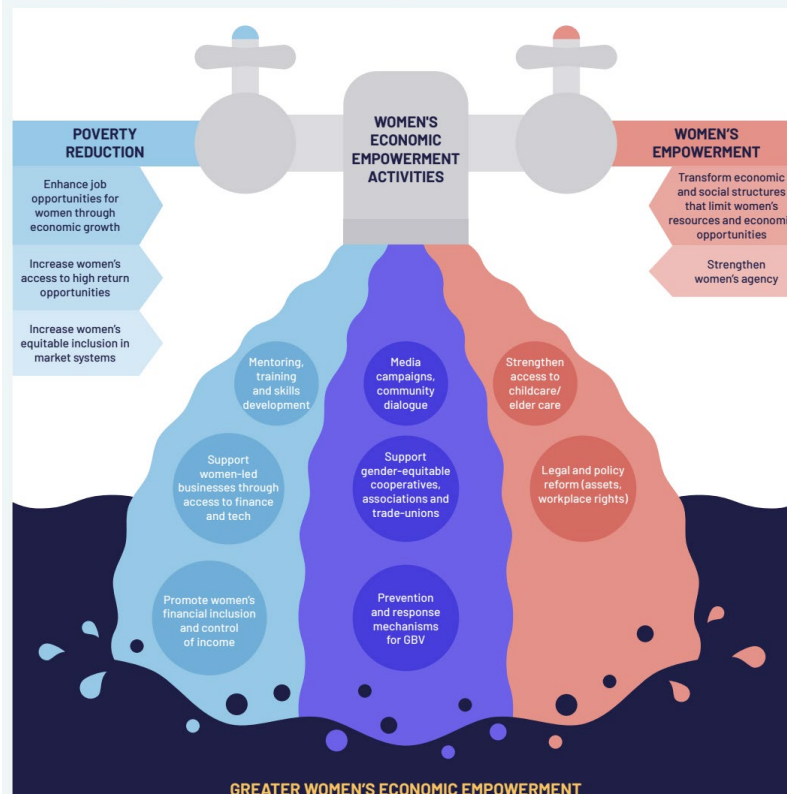
Insightful Infographics

Market Systems & Private Sector Development



Navigating Impact: Practical approaches to designing better agribusiness support programs for women (Lotte-Marie Brouwer, Roxane Courtois, Patrick Guyer, Eyerusalem Mitiku, Rakib Hassan Rabbi, Eva Sanou, 2SCALE)

Figure 1: Approaches to women's economic empowerment and associated activities



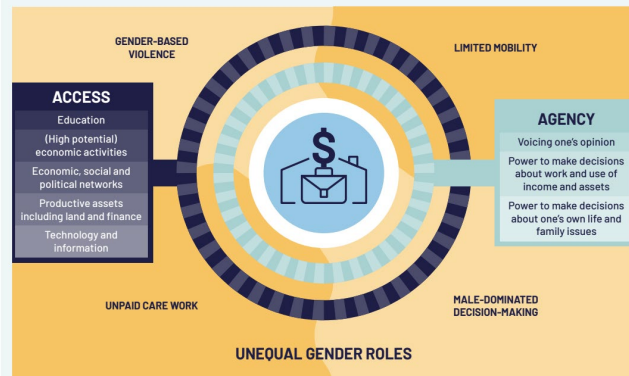
Transforming Gender Norms For Women's Economic Rights And Empowerment (Rachel Marcus and Aatif Somji, ALiGN Platform and ODI)



Insightful Infographics

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Figure 3: How norms affect individual women's access to resources and their agency



Source: Adapted from Markel et al. (2016: 15).

Figure 5: Examples of direct and indirect actions that help shift norms affecting women's economic empowerment

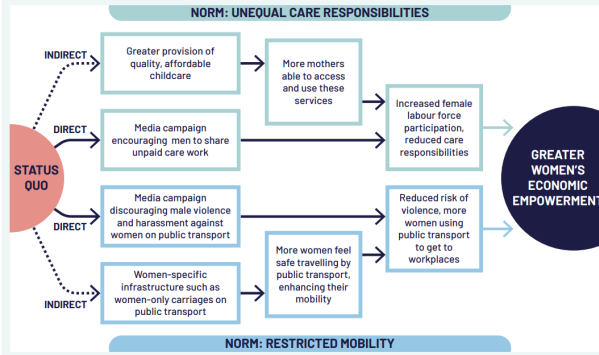


Figure 11: Gender norms in the context of other factors influencing women's rights to assets



Figure 12: Illustrative norms, beliefs and wider gender inequalities influencing women's access to land and housing



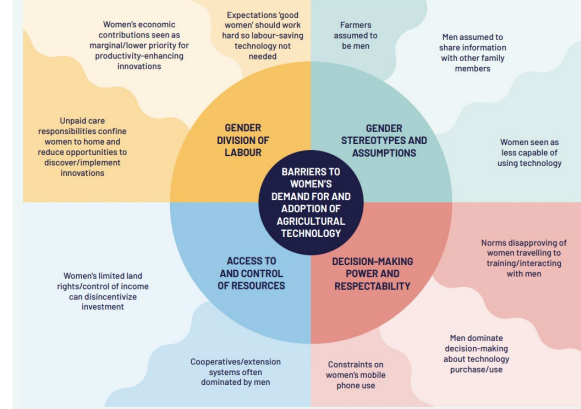
Source: Adapted from USAID (2021).

Figure 13: How financial inclusion interventions can contribute to women's economic empowerment

INTERVENTION (financial inclusion)	RESOURCES	ACCESS (opportunities expand)	USAGE	AGENCY	ACHIEVEMENTS
SUPPLY SIDE <ul style="list-style-type: none"> Financial sector legal/policy reform Financial sector data collection/use Financial infrastructure (branches) Financial products for women: mobile money, bank accounts, savings, capital, insurance Women bank agents 	<ul style="list-style-type: none"> Context change Household change/attitude shift Capabilities, knowledge/skills, self-confidence, independence 	<ul style="list-style-type: none"> Financial access change Behaviour/attitudes change, demand for financial products change 	OBJECTIVE WOMEN'S FINANCIAL INCLUSION MEASURES <ul style="list-style-type: none"> Payments Bank accounts Savings Business capital Loans Insurance 	<ul style="list-style-type: none"> Increased privacy Increased mobility Increased control over time Increased control over finances SUBJECTIVE WEE MEASURES <ul style="list-style-type: none"> Self-esteem Self-efficacy Goal setting 	OBJECTIVE CHANGES IN <ul style="list-style-type: none"> Income Profits Assets Financial health (reduced risk) SUBJECTIVE CHANGES IN <ul style="list-style-type: none"> Women's agency/economic empowerment POTENTIAL SPILLOVERS <ul style="list-style-type: none"> Community Intergenerational
INPUTS	DIRECT OUTCOMES	DIRECT OUTCOMES	INTERMEDIATE OUTCOMES	INTERMEDIATE OUTCOMES	FINAL OUTCOMES

Source: Morgan et al. (2023).

Figure 15: Norms that affect women's access to and use of agricultural technology



Source: Adapted from Badstue et al. (2020b).

Transforming Gender Norms For Women's Economic Rights And Empowerment (Rachel Marcus and Aatif Somji, ALiGN Platform and ODI)



Insightful Infographics

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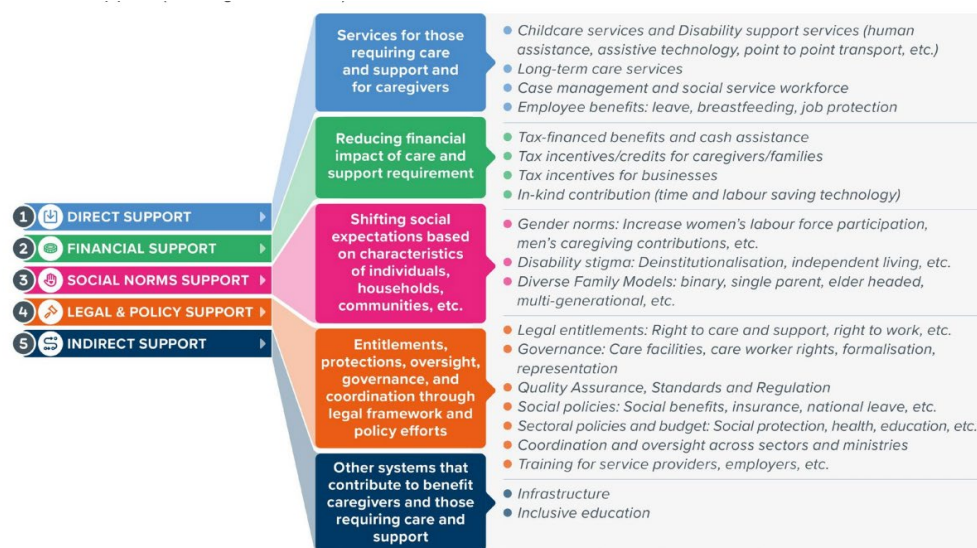
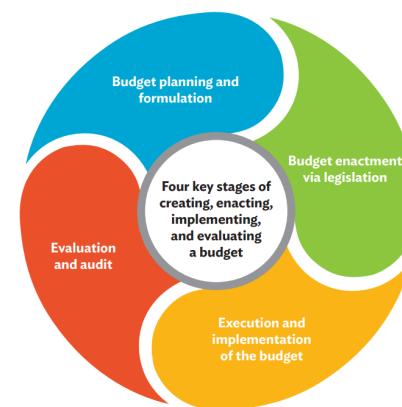


Figure 1: Building blocks of inclusive care and support systems. Source: Adapted from UNICEF, FCDO and STAAR technical workshop (2023)

Age Sensitive, Disability Inclusive, and Gender Responsive Care and Support Systems Evidence Note (Alexandra Barrantes, and Madeleine Cretney, STARR Facility, DAI)

Figure 7: Budget Entry Points



Source: Updated from UN Women. 2016. Gender Responsive Budgeting in the Asia-Pacific Region: A Status Report. New York: UN Women.

Budgeting for Gender Equality: A practical guide to gender budgeting (ADB)

Digital & Financial Inclusion



Quick Reads & Guidance

Digital & Financial Inclusion



Quick Reads

- [Beyond 9 to 5: How online gig work can create more jobs for women](#) (Namita Datta, Gayatri Murthy, Abigail Dalton and Nadia Iacob, World Bank)
- [Decoding Financial Inclusion Gaps Between Young Men and Women](#) (Natalia Pecorari, Rani Deshpande, and Antonique Koning, CGAP)
- [How Fintech Can Enable Financial Inclusion and Reduce Gender Gaps in India](#) (Kanuypriya Gupta and Anuj Chaudhary, ADB)
- [Supply-Side Gender Disaggregated Data for Advancing Financial Inclusion: Insights and areas for further research](#) (Tatiana Alonso and Diana Dezso, CGAP)

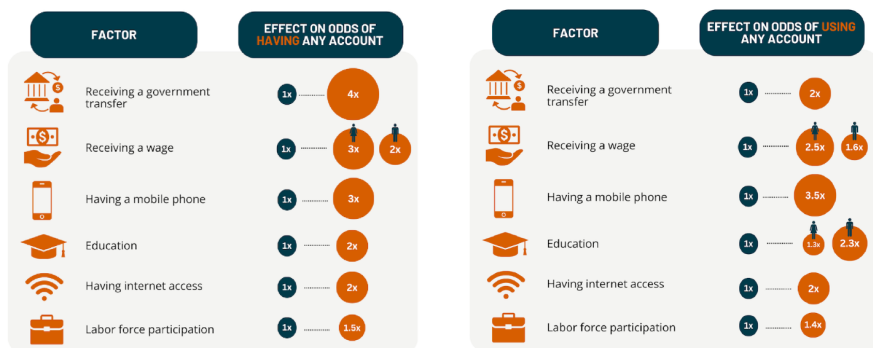
Guidance

- [Empowering Women, Building Sustainable Assets: Strengthening the depth of gender lens investing across asset classes](#) (Bocconi University, Phenix Capital Group, Politecnico di Milano and UN Women)
- [Promoting Gender Equality Through Performance-Based Financial Incentives: An analysis of IDB Invest's experience](#) (Marcos Paya, Kusi Hornberger, Daniela Casas, Alexander Dow, Alexander Raymond, Fabiola Salman, Rachna Saxena, Patricia Yañez-Pagans, Matthieu Pegon, Galia Rabchinsky Krawetz, Sofia Ahualli, Laura Juliana Giraldo Martinez, Jimena Serrano Pardo, Maria Alejandra Barrientos Chavez, Angeles Barral Verna, Dalberg, IDB Invest, Wi-Fi)
- [Towards Achieving Gender Equity in the Food Sector: What can investors do?](#) (Danielle Burt; Sharmeen Contractor and Kauwel Qazi, Oxfam)



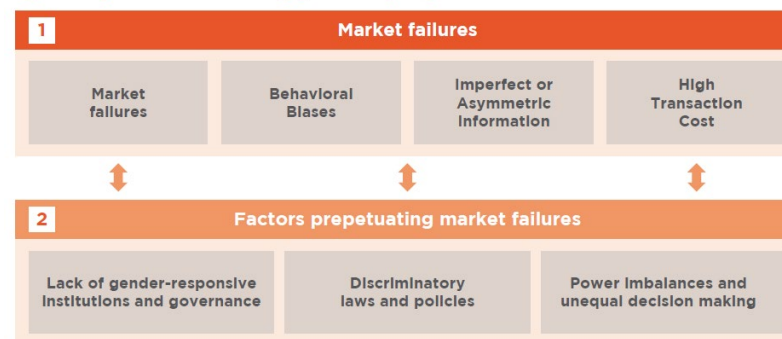
Insightful Infographics

Digital & Financial Inclusion



Decoding Financial Inclusion Gaps Between Young Men and Women (Natalia Pecorari, Rani Deshpande, and Antonique Koning, CGAP)

Figure 1: Key market failures driving gender inequality.



Source: Dalberg analysis

Promoting Gender Equality Through Performance-Based Financial Incentives: An analysis of IDB Invest's experience (Marcos Paya, Kusi Hornberger, Daniela Casas, Alexander Dow, Alexander Raymond, Fabiola Salman, Rachna Saxena, Patricia Yañez-Pagans, Matthieu Pegon, Galia Rabchinsky Krawetz, Sofia Ahualli, Laura Juliana Giraldo Martinez, Jimena Serrano Pardo, Maria Alejandra Barrientos Chavez, Angeles Barral Verna, Dalberg, IDB Invest, Wi-Fi)

Climate Resilience



Quickish Reads & Guidance

Climate Resilience

Quick reads

- [Empowering Women as Change Agents in the Green Economy](#) (Ellen Bomasang and Nalishebo Meebelo, Abt Global)
- [Exploring Opportunities for Women Entrepreneurs Driving Climate Solutions A Discussion Note](#) (IFC)
- [Facing Climate Events in Nigeria, Farmers Left With Scarce Options](#) (Wendy Chamberlin, Daryl Collins, Graham Wright, Peter Zetterli, CGAP)
- [Links Between Women's Land Tenure Security and Climate Action: An evidence brief](#) (Landesa)
- [Mainstreaming Gender Equality and Social Inclusion in Nature-Based Solutions for Climate Change Adaptation](#) (Calais Caswell Nicole Jang, International Institute for Sustainable Development)
- [Three Pathways to Inclusive Green Housing for Women in Asia and the Pacific](#) (Sabine Spohn, Alexandra Harris, Carola Menzel-Hausherr, ADB)
- [Three Ways Women Are Set To Power The Climate Revolution](#) (Climate Investment Funds)
- [Women Business Owners Present Green Growth Potential for Financial Institutions in Pakistan](#) (Women's Finance Exchange, ADB)

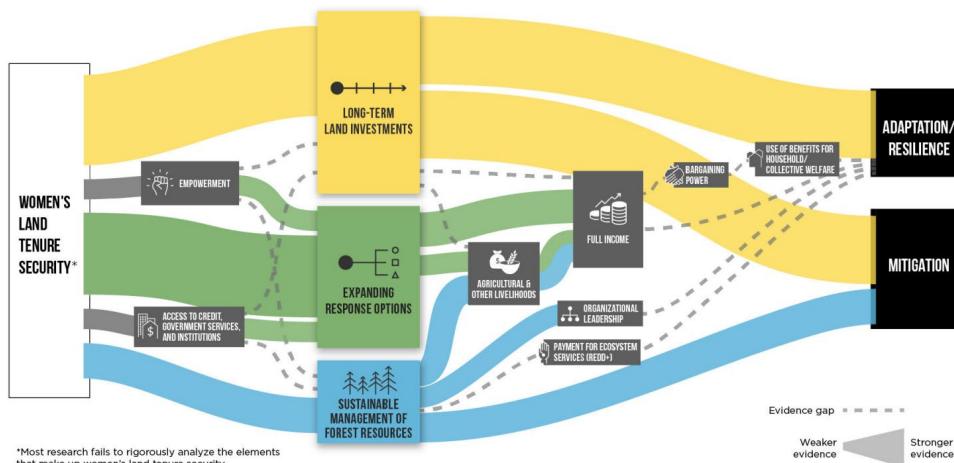
Guidance

- [An Evidence Synthesis Of Gender Norms In Agrifood Systems: Pathways towards improved women's economic resilience to climate change](#) (Anne M. Rietveld, Cathy Rozel Farnworth, Meghajit Shijagurumayum, Angela Meentzen, Rachel Voss, Rebecca Morahan, and Diana E. López, CGIAR)
- [Green Jobs for Youth in Africa's Waste Recycling Sector](#) (Rikke van der Veen and Joscha Betke, Challenge Fund for Youth Employment)
- [Toolkit For Value Chain Analysis And Market Development Integrating Climate Resilience And Gender Responsiveness](#) (Himanshu Dhingra, Vipul Nanda, Amit Bajaj, Amit Vatsyayan, Ernst and Young and UNDP).



Impacts of Women's Land Tenure Security on Climate Change Adaptation & Mitigation

Strength of the evidence along three pathways - long-term land investments, expanded response options, and sustainable management of forest resources.



*Most research fails to rigorously analyze the elements that make up women's land tenure security.

Figure 1

Links between Women's Land Tenure Security and Climate Action: An Evidence Brief (Landesa)

Box 3: Understanding the Universe of Women's Green Entrepreneurship

Women	Green	Entrepreneurship
<p>Ownership and/or Leadership:</p> <ul style="list-style-type: none"> • Women founder or co-founder • Women owner or co-owner (≥ 51%) • Women board members (critical mass of 30%) • Women C-suite members (Chief Executive Officer, Chief Operations Officer, Chief Financial Officer, etc.) • Women senior managers 	<p>Input-Based Approach: Lowering the environmental or climate footprint of their business in any sector or industry.</p> <p>Output-Based Approach: Technologies and business solutions that contribute to:</p> <ul style="list-style-type: none"> • Climate mitigation • Climate adaptation • Disaster management and resilience • Biodiversity • Conservation 	<ul style="list-style-type: none"> • By types of business support, for example, equity financing, debt financing, grants, and concessional financing. • By funding sources, such as venture capital, incubators and accelerators, angel investors, and impact investors. • By business maturity, including pre-seed, seed, series A-E funding, startup, early stage, growth stage/ active growth, organizational development, or business expansion. • By size, for examples, please see definitions by IEC, the SME Finance Forum, and ANDE.
<p>By climate innovation stage, such as commercially-viable solutions, nascent solutions, or unexplored solutions (adapted from ANDE),</p>		

Facing Climate Events in Nigeria, Farmers Left With Scarce Options (Wendy Chamberlin, Daryl Collins, Graham Wright, 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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