



The Donor Committee for Enterprise Development

Women's Enterprise Working Group Meeting
London, UK, 3 June 2013

10 July 2013

Participants (face to face):

Svetlana Bagaudinova, World Bank
Francisco Cos-Montiel, IDRC
Lucy Hayter, CBFW
Lindi Hlanze, DFID
Joni Simpson, ILO (chair)
Henriette Kolb, CBFW

Georgia Taylor, Social Development Direct
(part)
Ashley Aarons, DCED
Susan Joeekes, DCED
Jim Tanburn, DCED

Participants (via phone):

Helle Andersen, IFC
Kris Easter, USAID
Shawn Hayes, CIDA
Virginia-Rose Losada, ILO

Carmen Niethammer, IFC
Anastasia de Santos, USAID
Marie Sicut, UNCTAD
Diana Wu, WayFair Associates, consultant

Introduction

This meeting of the DCED Working group on Women's Entrepreneurship Development took place on June 3rd, 2013 in the Board Room of the Cherie Blair Foundation for Women, London, UK. The CBFW was thanked for offering its premises for the occasion. To open the meeting, participants first shared news of the latest developments in their own work related to the WG objectives. Thereafter, the main objectives were to discuss the Working Group work plan for 2013-2014 and the draft report "Measuring Change in Women's Economic Empowerment at the Household Level" submitted by Diana Wu, consultant.

Work plan 2013-2014

Joni Simpson, Chair of the WG, introduced the proposed work plan which had been circulated previously to members of the WG for comment. Some logistical suggestions had been received but the substance and priorities of the work plan had been agreed to by members.

The medium term goal of the WG is to produce a set of recommendations on ways of improving the gender sensitivity of PSD project results measurement practices, consistent with the DCED Standard. The WG has identified lack of understanding of the household level empowerment effects of PSD projects as the main gap in present knowledge and is using its resources to address this problem.

Jim Tanburn, speaking for the Results Measurement group of the DCED, explained that with the Standard, it is putting increasing emphasis on measurement processes in PSD projects (how to measure) and pulling back from endorsing specific indicators (what to measure). Therefore, if the WG chooses to continue its focus on household-level indicators, it would be better placed relating to the publishers of indicator sets and toolkits – which the WG's work could complement and inform.

Alternatively, the WG could focus on how to measure, for example through the use of results chains, which would potentially have a closer connection with the Standard.

The WED WG effort for the coming year will focus on two main activities: launching a follow up assignment to Diana Wu's draft report on measurement of women's economic empowerment, pilot testing her recommendations in the field; and spreading information as widely as possible within PSD specialists in the donor community - beyond those especially concerned with gender analysis - of the Group's efforts to assist DCED member agencies to improve project results measurement in general from the gender perspective. Participants agreed the need to bear in mind that this is the eventual audience for WED WG activities and to develop an advocacy line accordingly.

Most of the discussion concerned the practical aspects of implementing the 2013-2014 work plan. The next consultancy assignment, following up the current one, will be launched as before through the good offices of IFC, being the administrator of the DCED WED WG child trust fund. Carmen Niethammer, IFC responsible officer, was warmly thanked by the Group for her actions in this regard; her efforts had made the current assignment possible and would ensure the activation and good management of the next.

The main concern for the next assignment will be to identify suitable field projects for the piloting exercise. Selection criteria could refer to the type of project, regional location, stage of the project life cycle or the presence of a gender champion in the project team. The precise criteria will be specified in consultation with members in due course. A list of potential projects would be identified through a call to DCED members to be made once Diana Wu's report is finalized and TOR for the next assignment have been developed by the Chair of the WED WG with DCED Secretariat support. Several participants made preliminary offers of projects within their portfolios for consideration in due course.

Another issue was the representation of the group at the upcoming DCED Annual Meeting in the Netherlands, 3-4 July 2013. The chairperson, Joni Simpson, was not able to attend and it emerged that none of those present planned to attend either; agency representation at the Annual Meeting is limited, and some of those present came from agencies that were not full DCED members. Some nominees were suggested, participants agreed to talk about WED WG activities to colleagues who were slated to participate in the Annual Meeting, and the chair agreed to reach a determination as soon as possible.

Discussion of draft report by Diana Wu 'Measuring Change in Women's Economic Empowerment at the Household Level. A literature review'.

Diana Wu, WayFair Associates, had been contracted through a competitive process to prepare a report for the WED WG on the measurement of household-level factors (constraints and consequences) related to women's economic empowerment as they affect the implementation and outcomes of PSD projects. This issue had been identified through a survey of DCED members as the main gap in gender-related knowledge and measurement practice in PSD projects (in the DCED WED WG 2012 Scoping Study by Thao Nguyen). Several participants took the opportunity to confirm this finding, referring to the situation in their own project portfolios. The DCED WED WG interest in the topic is also being actively pursued by others, such as the UN Foundation (see list below). Moreover, the evaluation department of DFID has commissioned a review of measures of women's empowerment across a wide range of interventions, now being carried out by ODI and Social Development Direct, UK. It expressly excludes household effects and the DCED report provides a useful complement to it. Georgia Taylor, SDS, attended the WG meeting as the gender specialist on the ODI-SDS team. She explained the DFID assignment, expressed her gratitude for being brought into the loop by the DCED and said that she would refer to DCED efforts in her report.

Diana Wu joined the meeting by telephone and gave a power point presentation of her draft report. The text of her draft report had already been circulated. The draft report summarises the findings of the literature on gender-related theories of change ('pathways' to empowerment). It notes the kinds of changes that successful PSD interventions could bring about, comparing gender pathways to the results chains approach laid out in the DCED Standard. The report then describes the gender-related outcome measures currently employed in PSD projects. It concludes by recommending a number of measurement tools for assessing how household-level factors can affect women entrepreneurs' participation in PSD activities and demonstrating the impact that PSD interventions can have on women's economic empowerment.

Diana was warmly thanked for her work on a difficult topic and particularly for providing very illuminating material on practical methods and approaches for measurement. A long and lively discussion ensued, largely concerning the following points:

- Most of the projects for which DCED gender sensitive results measurement recommendations will be directed will not have women's economic empowerment as a primary objective. Nor will they have been designed to capture their impact in this respect.
- To address this problem, the report needs to address managers of PSD projects in which women entrepreneurs will be involved – including both projects that target women entrepreneurs and those that do not, but which may be expected to include women entrepreneurs among the beneficiaries and 1) demonstrate to them the value of measuring women's empowerment to project performance 2) persuade them that important aspects of women's economic empowerment are manifested at the household level and 3) show that it is feasible to assess and measure household effects.
- A realistic level of ambition is called for: two thirds of the sample of projects don't undertake comparative measurement of *any* aspect of their results (despite DCED members' good intentions).
- 'Household level effects' refers to 1) how intra-household relations may constrain women entrepreneur's agency and activities within PSD projects, 2) which household members benefit from PSD interventions (in respect of project outcomes) and 3) how women entrepreneurs' agency (scope for decision making), resources and options may be changed as a consequence of a project intervention.
- Women's empowerment issues need to be incorporated at the project design stage. The key element is to ensure that the right questions are asked about empowerment processes and possible outcomes.
- There is great heterogeneity in both empowerment constraints and empowerment outcomes; both are highly site-specific. Different combinations of constraints will be present in different settings and the pattern of potential and actual outcomes will differ from place to place accordingly.
- Time use surveys can provide information about a range of household level factors related to women's economic empowerment.
- It is important to get information about (measured) project results into policy circles, as part of the advocacy agenda.

Next steps

Work plan: the WG chair will make minor amendments to the work plan in the light of the discussion and ask the DCED Secretariat to include the revised amended version among the papers to be tabled at the Annual Meeting.

Draft Report: the WG chair will send Diana Wu consolidated comments in writing, to assist her in finalizing the report prior to the DCED Annual Meeting in July.

Follow up information from participants: during the meeting many participants mentioned initiatives germane to the discussion and offered to provide details in writing after the event. The information so provided is appended below.

Next WED WG meeting

The next WG meeting will take place in the fall and the date and location remains to be confirmed. UNCTAD and ILO are discussing a side-event on WED and ICTs with Sida in Stockholm, Sweden in October 2013 (date to be determined).

Appendix: supplementary information provided by meeting participants

1) Henriette Kolb, CBFW:

Baird, R., Bowles, L., and Lall, S., 2013, Bridging the “Pioneer Gap”: The Role of Accelerators in Launching High-Impact Enterprises, A report by the Aspen Network of Development Entrepreneurs and Village Capital, June

CBFW with Nokia and mobile network operators in Nigeria and Indonesia, forthcoming (expected May 2014): an evaluation of the role of Business Women services as a facilitator of social and economic development, including household impact information.

2) Joni Simpson, ILO

ILO, forthcoming: Unpacking the determinants of entrepreneurship development and economic empowerment for women: an impact evaluation of the ILO GET ahead project (ILO-WED). Gender and Enterprise Together (GET ahead) is a multi-component business management training package with a strong gender component. The evaluation will use a randomized control trial (RCT) methodology of different combinations of components (supplemented by qualitative information) in Kenya. It will be one of the first RTC experiments to look at the specific impact of business trainings and services on women.

ILO WED diagnostic National Assessments launched in Uganda, Kenya and Tanzania, based on an ILO methodology. These will be ready in late October and be disseminated to WG members.

3) Anastasia de Santos, USAID

World Bank/Gender & Development, with USAID support, has launched a set of indicators, most focussed on the firm or the entrepreneur, and including ones on “agency”:

<http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTGENDER/0,,contentMDK:23395030~pagePK:210058~piPK:210062~theSitePK:336868,00.html>

USAID, Anastasia de Santos, The Women’s Entrepreneurship Diagnostic, June 5, 2013

4) Lindi Hlanze, DFID:

UN Foundation, forthcoming study on women’s economic empowerment will be accessible at: <http://www.unfoundation.org/features/womens-economic-empowerment/>

UN Women, Evidence and Data for Gender Equality (EDGE) initiative, contact Papa Seck papa.seck@unwomen.org.

Making markets work for the poor (M4P) and women's economic empowerment paper includes a toolkit (part B): <http://www.m4phub.org/userfiles/file/12007XR%20Final%20Report.pdf>

DFID and GIZ, collaborative paper on women's financial inclusion https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/136610/promoting-womens-financial-inclusion-toolkit.pdf.

5) Marie Sicat, UNCTAD

United Nations Secretariat ESA/STAT/AC.79/5, Statistics Division 17 October 2000, English only
Gender issues in the measurement of paid and unpaid work, Expert Group Meeting on
Methods for Conducting Time- Use Surveys, 23-27 October 2000, New York
Country Report: INDIA, Conducting the Time Use Survey—Indian Experience

Miyoung An, 2008, The Political and Social Economy of Care: South Korea Research Report 2
UNRISD, September

ILO and UNCTAD, Record of meeting on Empowering Women Entrepreneurs through ICTs, 16 May
2013