

Measuring Women's Economic Empowerment: A Pilot Study for GIZ in MENA

Research conducted by Emilie Gettliffe and Erin Markel of MSA,
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Internationale Zusammenarbeit (GIZ), Sector Project Private
Sector Development on behalf of the Federal Ministry for
Economic Cooperation and Development (BMZ)

Today's Objectives

- Be introduced to a new tool for measuring women's economic empowerment for PSD programs
- Learn about key findings from the research
- Examine the research method and tool, and understand key lessons learned and recommendations for measurement

Introduction and Background

About **MARKETSHARE** (MSA) ASSOCIATES

- Consulting services for innovative economic development projects
- Three practice areas: market systems facilitation, economic empowerment, and results measurement
- Founded in 2009
- Based in Montreal in Canada and Denver in the US
- Serving donors and NGOs working on economic empowerment and market systems facilitation, including Aga Khan Foundation, Plan UK, GIZ, USAID, DFID, ILO, CARE, TechnoServe, and others

Introduction and Background

DCED Standard for Results Measurement

Measuring WEE in Private Sector Development

Measuring Women's Economic Empowerment in
Private Sector Development
Guidelines for Practitioners



By Erin Markel

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The Donor Committee for Enterprise Development

Research Objectives

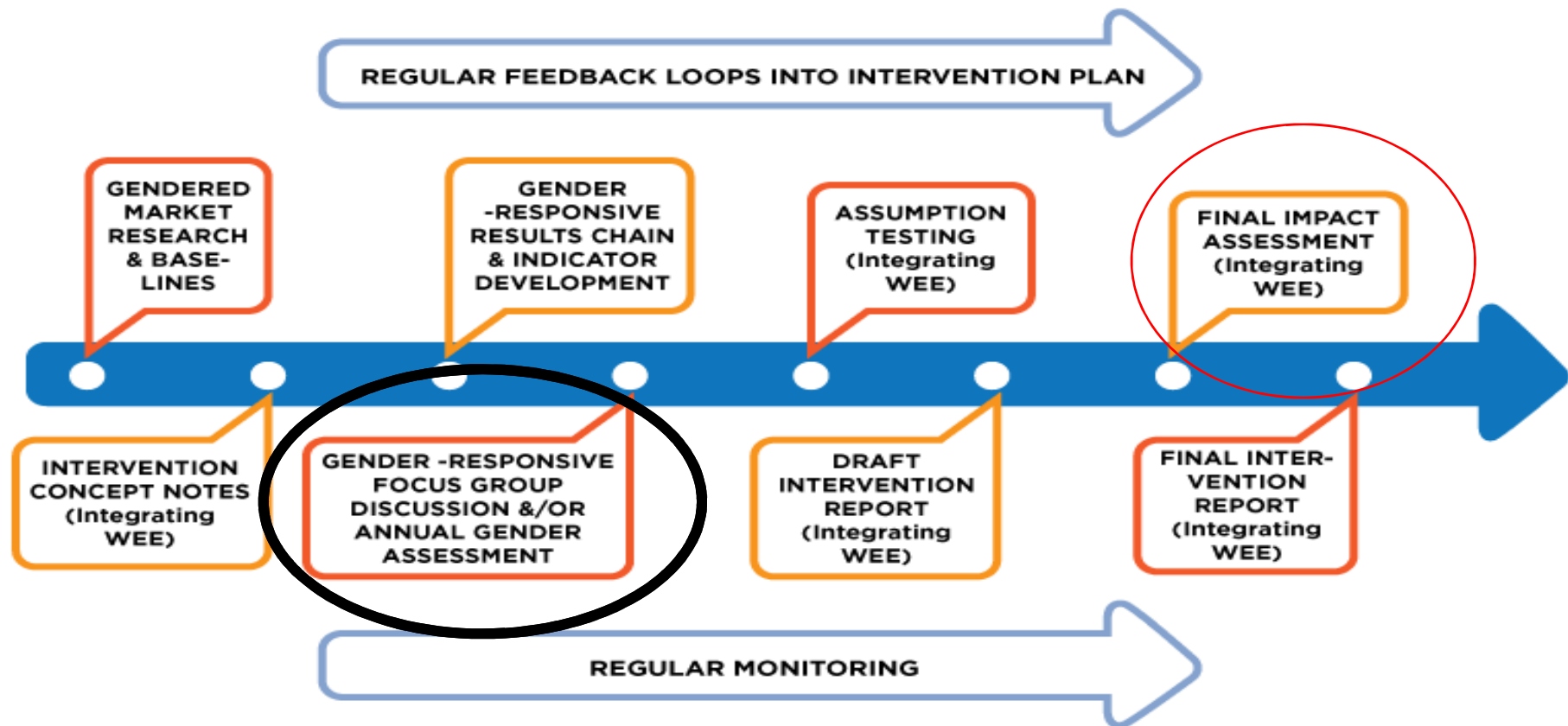
1. To pilot and refine a methodology and interview guide to gather qualitative household level information
2. To identify and understand (household level) changes for selected beneficiaries of GIZ programs
3. To highlight lessons learned, good practices and success stories based on the information collected.

Research Method

PROJECT NAME	Baladini Kitchen Incubator	EconoWin – NatureTex	EconoWin – Fig GSVC	EntreElles en région
COUNTRY	Egypt	Egypt	Morocco	Morocco
ECONOMIC ACTIVITY	Wage work/ micro-enterprise	Wage work	Cooperative	Entrepreneurs
INTERVENTION	Social business in a shared kitchen space that employs local women. Trainings on business skills, technical knowledge, hygiene	Workshops on communication, negotiation, technical skills, and leadership for factory workers. Activities include social events and sensitization	Support for women-owned cooperatives in improving technical capacity, product quality and marketing, as well as accessing new markets.	Capacity building and network development for women business owners. Classroom-based training and individualized coaching
BENEFICIARIES INTERVIEWED	3	6	5	4
STAFF INTERVIEWED	3	2	2	1

How does this fit within the DCED guidelines on WEE in PSD?

Rapid Empowerment Assessment

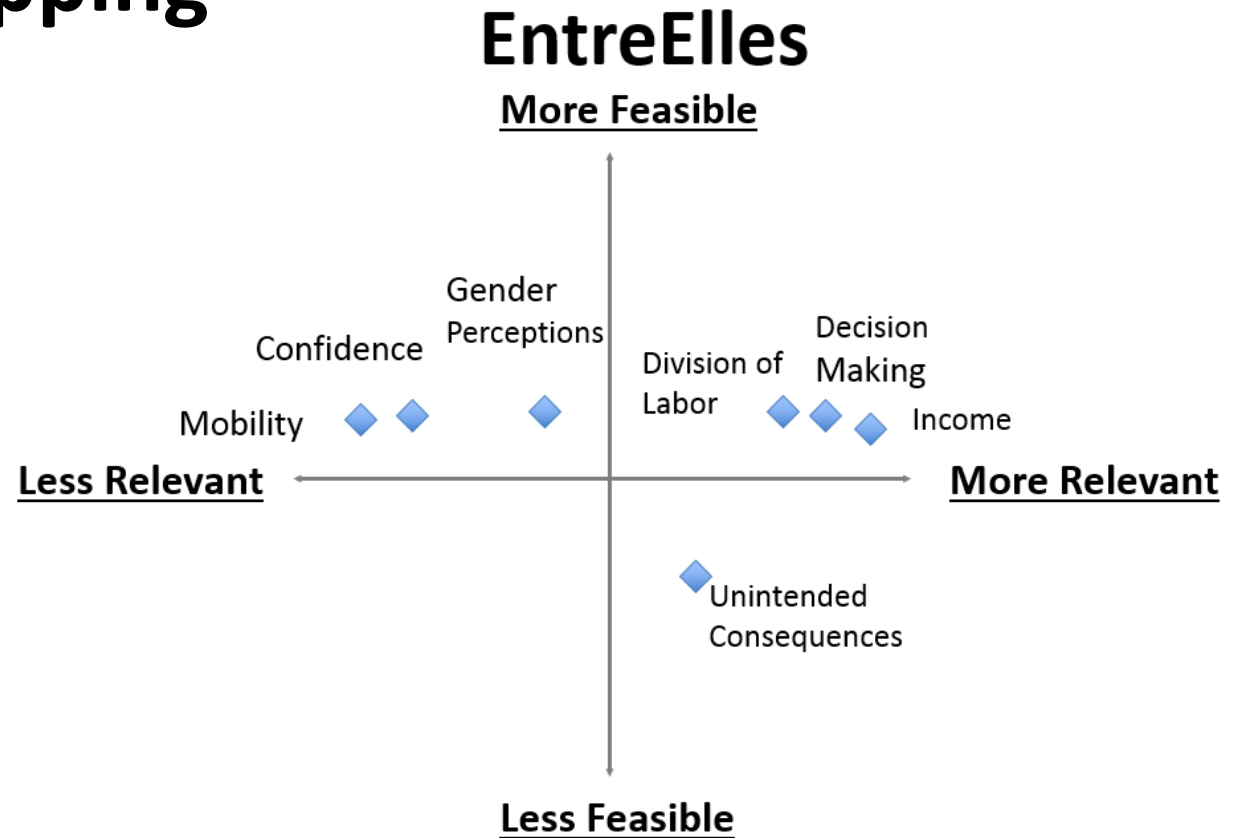


Research Objectives and Methods

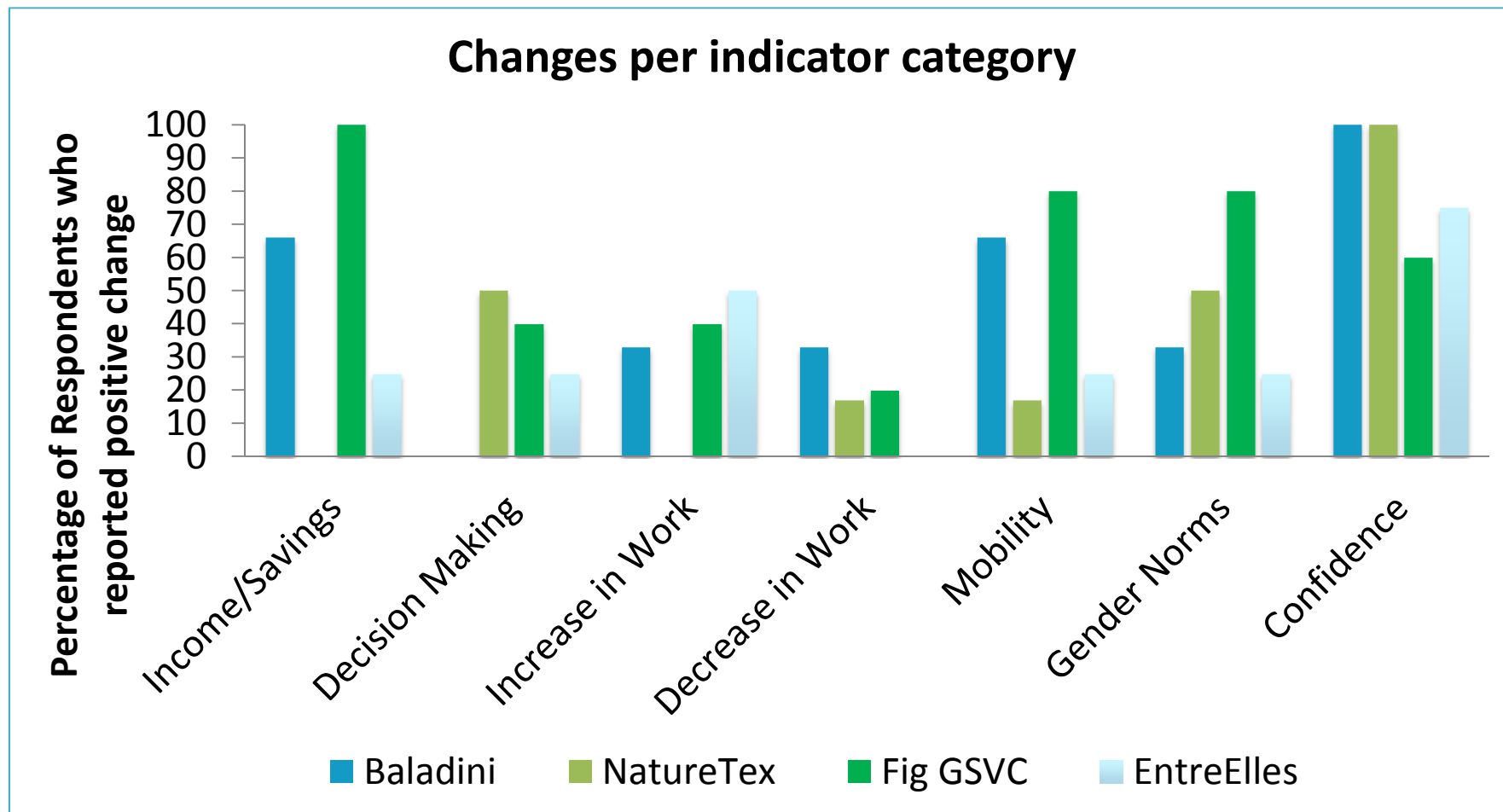
Indicator mapping example

Indicator categories:

- Income
- Decision making
- Division of labor
- Gender perceptions
- Mobility
- Confidence
- Unintended consequences



Key Findings



Key Findings – Points of Interest

- Complex relationship between access and agency related indicators
- The “confidence” category saw the greatest change across the four projects; the reasons for the increase included learning communication skills, learning new technical skills, taking on work-related responsibilities, meeting new people and having experiences outside the home

“Before joining the leadership team at NatureTex, I felt very weak. Then, once I started participating, my family talked about how my personality had become stronger. Before, they had been annoyed, because I was afraid of making decisions even about small things. Even my fiancé was happy with the change, because he didn’t like the fact that I was always silent and wouldn’t share my opinion. Our bond has since become stronger. I blossomed like a flower.”

-Paraphrased translation of interview with woman from NatureTex.

Key Findings – Points of Interest

- There are major trade-offs for women between income and stability. Decreased income is not a sign of disempowerment.
- Mobility emerged as the major limiting factor in women being able to work, with strong differences for married or unmarried women in each context
- Women described links between gender-based violence and increases of income
- Risk to violence or household tension greatly differed according to life stage, household dynamics and geographic context
- Importance of community trust in the people employing women – in “safe hands”
- When working outside the home leads to business success, over time family and community members become more accepting

Recommendations for Future Research

- Importance of qualitative research
- Mix of different household level indicators to assess WEE, 1 or 2 is not enough
- Indicator mapping with projects ahead of research
- Understand household dynamics to assess decision-making
- Identify positive versus negative changes, and where women experience tradeoffs

Recommendations for Future Research

- Understand and assess the nuances of increased income
- Use local definitions of empowerment and understand project influence on definition
- Do not assume that more or less paid or unpaid work > (dis) empowerment.
- Be smart about when to measure confidence
- Importance of understanding social norms; supports and sanctions

Find ways to make the interview process itself empowering!

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