



DCED Conference

March 2016

Market Development Facility

# Using WEE data to design innovative WEE business models

**Fruit and vegetable processing,  
Maqere, Fiji**

## Women's Economic Empowerment – vastly different contexts

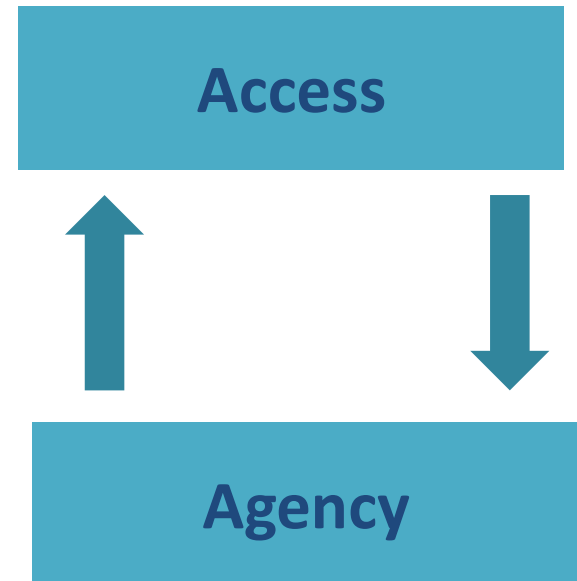


**Tourism, Balibo House Trust,  
Timor-Leste**

## Women's Economic Empowerment defined

“A woman is economically empowered when she has both the ability to succeed and advance economically...

...and the power to make and act on economic decisions.”



This contributes to gender equality.

## The Monday morning test



‘mainstream gender...’

‘build empowerment...’

‘design WEE focused interventions...’

At worst...

‘don’t forget about WEE’

**fractured, opportunistic partnerships**

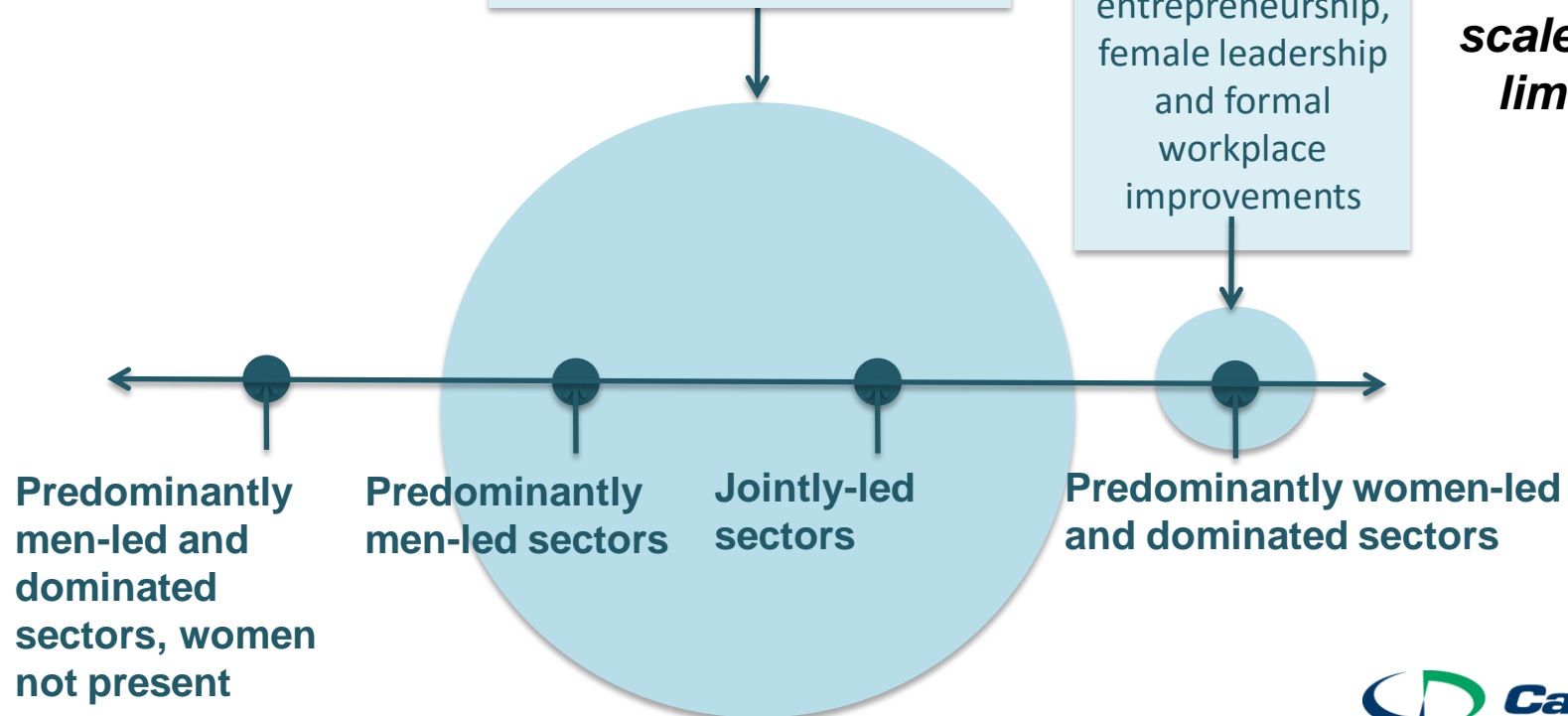
## Deepening strategy – where to work

*(Range of impact depth,  
potential to reach scale)*

Focus on 'mainstreaming'  
women's economic  
empowerment

Focus on female  
led  
entrepreneurship,  
female leadership  
and formal  
workplace  
improvements

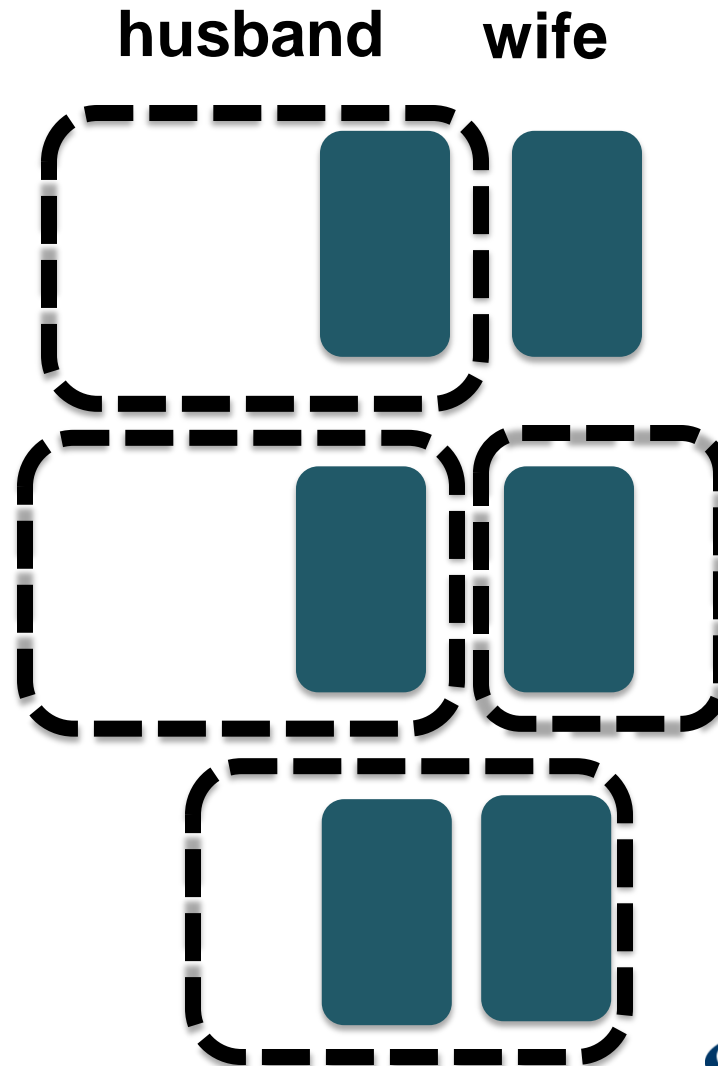
*(Deep impact  
and, but  
scale often  
limited)*

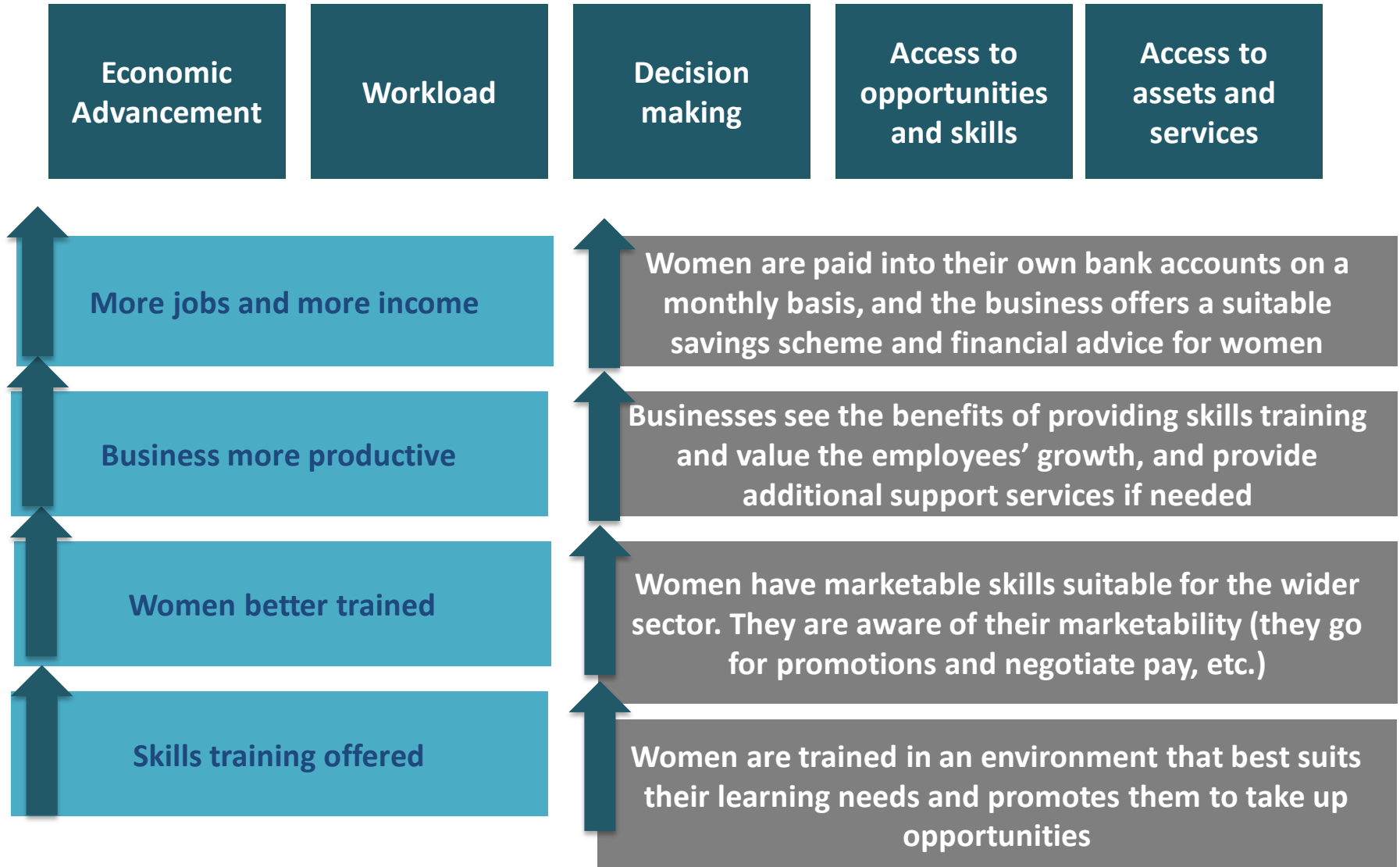


We sometimes assume...

So we often engage  
like this...

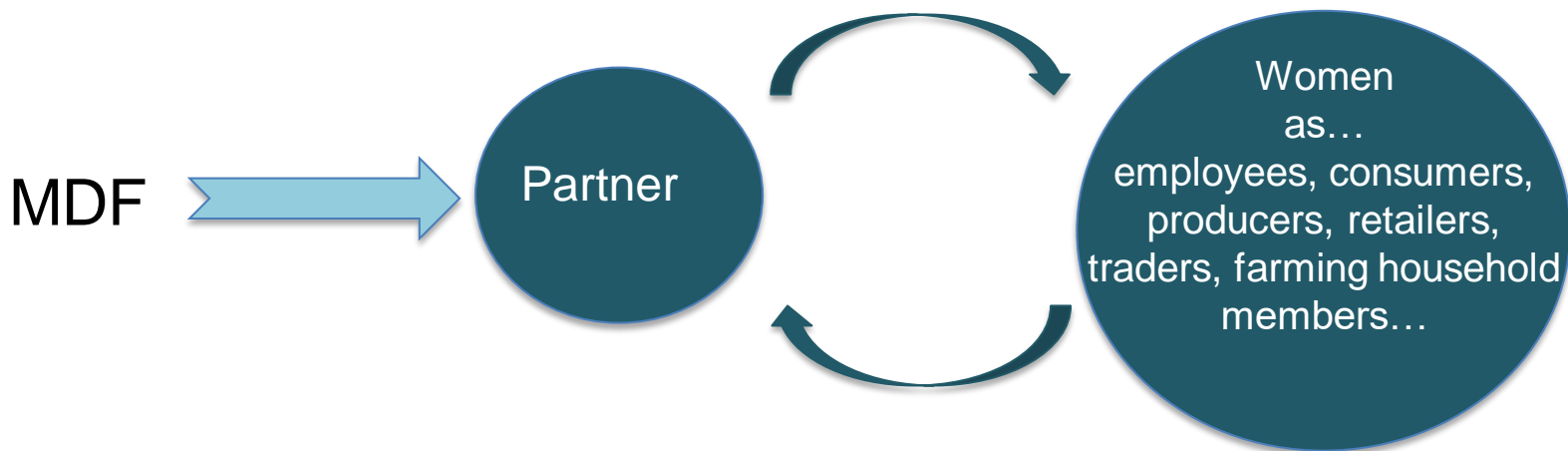
But often we need to  
better understand (and  
design like this)...







## WEE in the business models



How aware is the partner of the business incentives of engaging with women? How capable is the partner of making the most of this potential?

How do these women interact with the business? What specific requirements (payment, work hours, support services) do these specific women need?



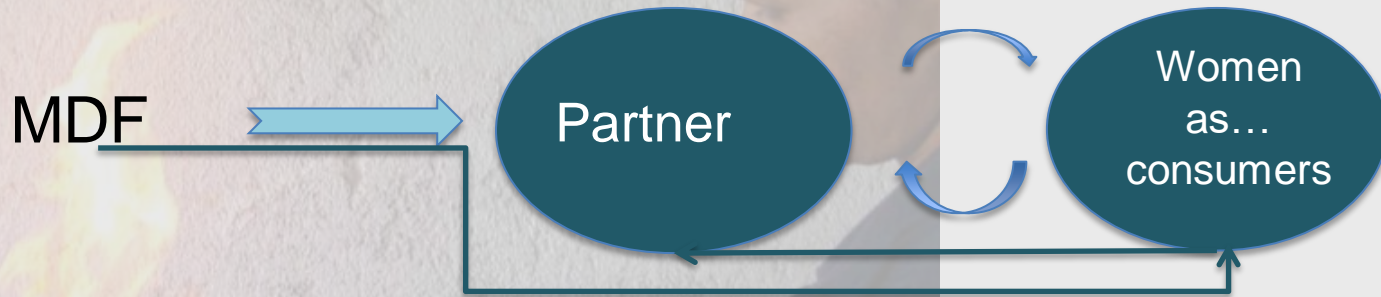
## Understanding the commercial benefits of support services for women Daycare, MarkOne Apparel, Fiji



- Partner recognises the need for daycare but does not understand it as a commercial model
- MDF demand survey and business model with women's constraints translated into commercial losses
- More and different types of businesses now interested in the model

## Understanding women as a customer base

Efficient cook stoves, Concrete Product Business, Timor-Leste



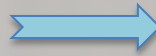
- Partner unaware of women's demand and satisfaction level of their product
- MDF validation of the product as a safer and faster cooking method, which then encourages the business the further upscale production
- MDF working to sensitise more businesses on the benefits of understanding women as consumers

## Understanding workloads and income priorities

Virgin Coconut Oil production, Essence of Fiji, Fiji



MDF



Partner



Women  
as...  
producers



- Partner facing poor sourcing performance from its women producers
  - MDF analysis of workloads being underestimated and income sources badly understood by business - identifies the need to diversify sourcing base
- MDF looking closely to help new entrepreneurs in Fiji build business models that can engage more effectively with producer communities

## Determining how to develop product quality from women producers

Tourism products, Rise Beyond the Reef, Fiji



- Partner (a new business) develops a strong network of women producers but wants to develop product quality
- (ongoing) MDF takes lessons from Things & Stories partnership in Timor-Leste to explain product supply practice – to be followed by further research of the women as producers



# Main takeaways

WEE data is commercially valuable and influential – in the success of current business models, in initial negotiations and long-term buy-in, in new model development

WEE data collection must be as strategic and periodic as all other results chain indicators

WEE data collection is not always as intangible or ‘difficult’ as we think – but does require rigorous analysis, creativity, and commitment

Women’s contribution to farm labour is well known to be undervalued – their contribution to farm management (decisions) is even less valued – we must understand this and take care not to design based on their ‘visible’ labour inputs alone

**Chili drying, National Foods, Pakistan**



The background image shows a woman wearing a white shawl operating a large, traditional wheel-based silage chopper in a field. The machine is processing green crops into silage. The scene is set outdoors with a dirt path and some vegetation visible. A semi-transparent teal banner is overlaid across the middle of the image, containing the text "THANK YOU".

**THANK YOU**

**Silage making, Pioneer, Pakistan**