



Gender and Markets Studies 2015-2018

Recommendations Summary

Main challenges identified in the GMi studies : Low level of education, weak entrepreneurial capacities of economic operators in food markets, Insufficient capacity-building initiatives, challenges linked to maternity and the care of very young children.

<p>1. IMPACTING POSITIVELY ON SOCIAL EMPOWERMENT</p>	<p>1.1 Promote gender awareness training</p>	<p>It has been a prerequisite underlined by almost all of the cases studies</p>
	<p>1.2 Establish institutional mechanism that foster women’s active group’s participation</p>	<p>The study conducted in Ghana focused on the necessity to advocate for institutional support systems to promote women’s group participation.</p> <p>The Cameroon case study suggested to advocate with government agencies for gender informed markets . See also study in Niger.</p>
	<p>1.3 Initiate the dialogue between men and women on re-defining gender relationships and promoting a “win-win” reconstruction of roles and attributes for women and men.</p>	<p>The study conducted in Cameroon recommended to bring awareness to economic operators and their spouses for better family planning.</p> <p>The study conducted in Chad suggested launching media communication campaigns to raise awareness and promote behavioral changes for men to support women in their commercial activities.</p>
	<p>1.4 Promote empowerment as a collective endeavor and sensitize husbands on the support role they could play towards their wives.</p>	<p>Almost all the case studies suggested advocating to relevant actors to establish daycare structures in existing markets.</p>
	<p>1.5 Address and reduce protection risks especially gender-based violence.</p>	<p>The Nigeria case study revealed significant protection risks, especially for young girls, through participation in street food businesses. There is therefore an opportunity for WFP to facilitate participatory processes involving local and national authorities to further identify threats and solutions with the input of girls and mothers.</p>

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**2. IMPACTING ON
CAPACITY AND SKILL
EMPOWERMENT**

<p>2.1 Incorporate literacy training for women smallholder farmers</p>	<p>The case of Mali shows that women receiving and understanding information on product demand in distant markets are more able to make rational investment decisions, including decisions on the use of their own labor</p>
<p>2.2 Reinforce entrepreneurial capacities of women engaged in trade, including their skills in commercialization, negotiation and business plan elaboration</p>	<p>The case studies conducted in Mali and Niger lead to the production and dissemination of a practical guide for female entrepreneurs.</p> <p>The study conducted in Cameroon stressed the need to reinforce association and local NGOs capacities in terms to promote entrepreneurship.</p>
<p>2.3 Advocate for more investments in the education and training of women in partnership with governments</p>	<p>Illiteracy constitutes a real hindrance to any effort of economic and social empowerment . Women experience enormous administrative difficulties in the management of their organizations, limiting their agency.</p>
<p>2.4 Support and stimulates gender informed assistance services in agriculture</p>	<p>In Burkina Faso, women were involved in the development of innovative products (including financial services and new technologies) and services tailored to their needs through participatory approaches.</p>
<p>2.5 Advise on tools for conservation, transformation and marketing of products</p>	<p>The case study conducted in Mali suggests to promote “consultation spaces” to foster information sharing.</p>
<p>2.6 Consider new CBT intervention approaches to encourage professional training of youth/women to improve their employability</p>	<p>See study conducted in Mali. More efforts are required to include the youth in WFP programmes to increase their capacities and employability. The Mali study suggested to improve their capacity to organize themselves in organized associations , as the women do.</p>

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3. IMPACTING ON WOMEN'S ECONOMIC EMPOWERMENT	<p>3.1 Develop gradually a mapping of all communities needs which allows an efficient use of resources</p>	<p>The study conducted in Senegal stressed the need to identify and prioritize existing needs (access to land versus technical assistance and capacity building).</p>
	<p>3.2 Promote access to credit and adapted financial services</p>	<p>The case study in Mali revealed that access to credit was limited by the existing lack of guarantee, the geographical distance from financial services, the slow processing of credit application and, reimbursement modalities .</p>
	<p>3.3 Capitalize on women processors experience/expertise in managing trade activities for programmes such as Cash</p>	<p>As stated in the Senegal case study, the WFP country office is moving from food distribution to food vouchers: women processors may be potential actresses in this transition. This could promote local women's entrepreneurship and foster leadership.</p>
	<p>3.4 Structure women into cooperatives of actors</p>	<p>In Cameroon, cooperatives can be contracted by WFP. WFP could use the opportunity to include support to small scale women wholesalers to reinforce their status in the industry.</p>
	<p>3.5 Support actors in the provision of capital, inputs and infrastructure</p>	<p>In Ivory Coast, covers, roofs, and umbrellas were often mentioned as essential improvements to ensure that women continue to sell during the rainy season and during the hottest periods.</p>
	<p>3.6 Strengthen advocacy efforts with technical and financial partners</p>	<p>Consultation and the development of synergistic actions and cross-actor exchanges provide sensitization opportunities and foster efforts to take into account the gender dimension of specific tools to support women and the youth in the agricultural sector.</p>



Resources :

Resource center of the Gender and Markets Initiative : <https://resources.vam.wfp.org/node/106>

Our Case studies and Factsheets : <https://resources.vam.wfp.org/node/103>

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