SAVING LIVES CHANGING LIVES



## **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.

	1. IMPACTING POSITIVELY ON SOCIAL EMPOWERMENT	1.1 Promote gender awareness training	It has been a prerequisite underlined by almost all of the cases studies
		1.2 Establish institutional mecha- nism that foster women's active group's participation	The study conducted in Ghana focused on the necessity to advocate for institutional support systems to promote women's group participation. The Cameroon case study suggested to advocate with government agencies for gender informed markets . See also study in Niger.
		1.3 Initiate the dialogue between men and women on re-defining gender relationships and pro- moting a "win-win" reconstruc- tion of roles and attributes for women and men.	The study conducted in Cameroon recom- mended to bring awareness to economic oper- ators and their spouses for better family plan- ning. 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.
		1.4 Promote empowerment as a collective endeavor and sensitize husbands on the support role they could play towards their wives.	Almost all the case studies suggested advo- cating to relevant actors to establish daycare structures in existing markets.
		1.5 Address and reduce protec- tion risks especially gender-based violence.	The Nigeria case study revealed significant protection risks, especially for young girls, through participation in street food business- es. There is therefore an opportunity for WFP to facilitate participatory processes involving local and national authorities to further identi- fy threats and solutions with the input of girls and mothers.



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	2.1 Incorporate literacy training for women smallholder farmers	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
	2.2 Reinforce entrepreneurial ca- pacities of women engaged in trade, including their skills in com- mercialization, negotiation and business plan elaboration	The case studies conducted in Mali and Niger lead to the production and dissemination of a practical guide for female entrepreneurs.
		The study conducted in Cameroon stressed the need to reinforce association and local NGOs capacities in terms to promote entre- preneurship.
	2.3 Advocate for more investments in the education and training of women in partnership with govern- ments	Illiteracy constitutes a real hindrance to any effort of economic and social empowerment . Women experience enormous administrative difficulties in the management of their organi- zations, limiting their agency.
2. IMPACTING ON		
CAPACITY AND SKILL EMPOWERMENT	2.4 Support and stimulates gender informed assistance services in agriculture	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.
	2.5 Advise on tools for conserva- tion, transformation and marketing of products	The case study conducted in Mali suggests to promote "consultation spaces" to foster information sharing.
	2.6 Consider new CBT intervention approaches to encourage profes- sional training of youth/women to improve their employability	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 them- selves in organized associations , as the wom- en do.

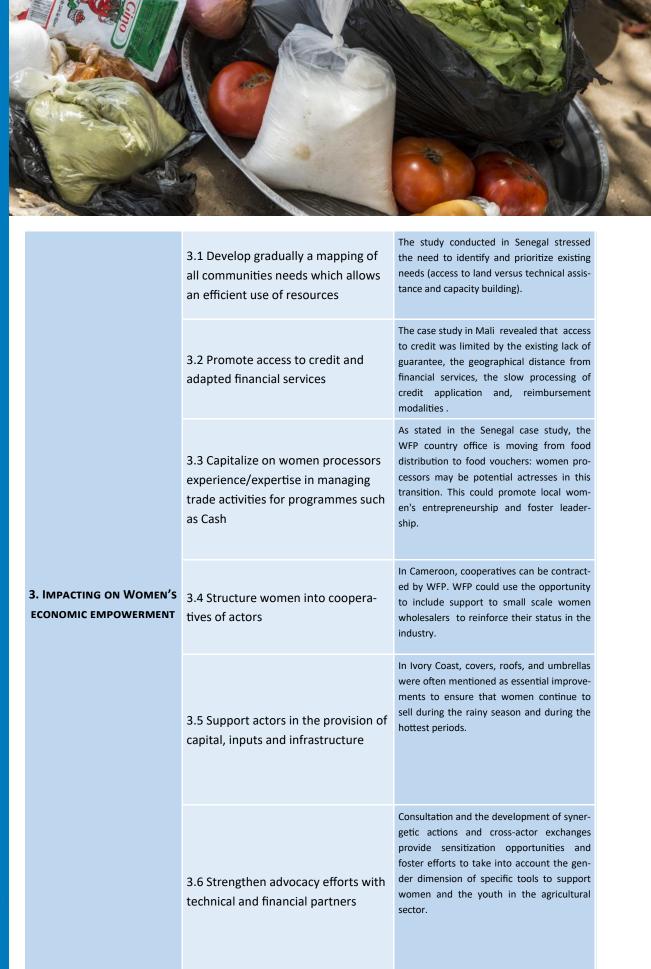
The case of Mali shows that women receiving



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## **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 Contact : rbd\_rb\_vam@wfp.org