

WOMEN'S
EMPowerMENT
MAINSTREAMING
AND
NETWORKING
FOR
GENDER JUSTICE
IN
ECONOMIC DEVELOPMENT



WEMAN is a long term global process spearheaded by Oxfam Novib as part of its Gender Justice and Economic Justice programmes.



Join Us

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WEMAN GOALS

Empowerment and improvements in livelihoods which are significant and sustainable for women, and their families and communities, particularly from low income and vulnerable groups.

Objectives by December 2010;

- At least 35,000 low income women and men in Africa, Asia, Latin America and Eastern Europe have developed individual life action plans.
- At least 20,000 of these plans have been at least partially implemented, increasing incomes and empowerment.
- These plans have increased women's leadership and voice in decision-making.

Gender justice mainstreamed in economic development interventions and institutions including: financial services, livelihood/market/value chain development and economic policy and decision-making.

Objectives by December 2010;

- At least **60 participating organisations** have developed and implemented sustainable action plans for incorporation and further promotion of WEMAN Good Practices.
- At least a further **600 key organisations** and individuals have endorsed and are actively promoting these Good Practices.
- This contributes to an **equitable enabling environment** for women's empowerment and livelihood improvement.

WEMAN VISION

A world where women and men are able to realise their full potential as economic, social and political actors, free from all gender discrimination, for empowerment of themselves, their families, their communities and global humankind.

Why WEMAN?

- Gender inequality and women's lack of empowerment are key causes of poverty worldwide and serious constraints on future wealth creation.
- The gender gap across all human and economic development statistics remains unacceptably high in most countries.
- Women are progressively excluded in the increasing commercialisation of the financial sector.
- Even in many Fair Trade organizations and farmers groups women are seriously underrepresented, generally forming the unrecognised household and casual labour force which is not covered by any protection.
- Local, national and international economic policy and planning continue to treat women as a special case, rather than an equal half of the population with economic rights which need to be respected and promoted.

It does not have to be like this! It can be changed.

Strategy 1: Community-led Gender Action Learning

Underpinning the community-led focus of WEMAN is an innovative, integrated and cohesive methodology for Gender Action Learning (GALS). This is used for:

- **Individual life and livelihood planning:** women and men, including those who cannot read and write, use simple diagram tools in individual diaries to develop their own visions for change in gender relations and improved livelihoods, plan how they can move towards these goals, and gain more control over their lives.
- **Collective action and gender advocacy for change:** individual visions and strategies are shared, bringing women and men together, to develop collective strategies for change and community-led advocacy.
- **Institutional awareness-raising and changing power relationships:** using the same tools at institutional level for staff reflection and learning, increases respect for the views and interests of poor women and men, challenges established attitudes and behaviours and gives poor women a voice in institutional decision-making.



Men in Pakistan want better relations with their wives, their girls to go to school, have computers and be able to take their wives to the cinema and enjoy themselves openly.



Men in Uganda want to plan their livelihoods with their wives and stop alcoholism, adultery and violence.

We never realised these women were so intelligent!
MFI staff in Pakistan at a GALS capacity-building.

We were never able to communicate with tribal women before. Sometimes they barely greeted us. Now they are really smiling and telling us.
Staff from a local NGO in India.



Strategy 2: Innovation in Gender Justice Good Practices

Financial services

WEMAN works towards an inclusive financial sector where gender justice is mainstreamed in all institutions from banks through to community managed funds. This involves developing the following:

- Protocol for Good Practice
- Models of innovation
- Gender indicators for Social Performance Management
- GALS-based sustainable methodology for financial literacy and participatory market research
- Gender audit for organisational mainstreaming
- Gender guidelines for consumer protection
- Training materials and capacity building with financial institutions

Economic policy and planning

WEMAN challenges the underlying roots of women's exclusion and develops women's economic leadership at local/regional/national and international levels. This includes:

- GALS-based methodology for mainstreaming gender in local economic development planning
- Methodologies for gender budgeting at local and national levels
- Capacity-building to promote these at national and international levels.

Market and value chain development

WEMAN is developing community-led frameworks, guidelines and models for gender justice in market and value chain development. This includes:

- Value chain finance, linked to the WEMAN financial services initiatives
- GALS-based capacity building and business development services
- Mainstreaming gender justice and labour rights in Corporate Social Responsibility and ethical certification.
- Training materials and capacity-building with market and value chain development organisations.



Women in Peru want to be free from 'monsters' and nightmares of violence in the home and community - and also control their own violence to their children and partners.



Women in Uganda want to use a plough and ride morobikes to increase their earnings.



Strategy 3: Global learning network and advocacy movement

Linking these two strategies is a global learning network and advocacy movement on gender justice in economic development to ensure capacity for on-going innovation. This brings together:

- women and men in civil society organizations, local community activist networks, women's organisations and NGOs
- specialist service providers like banks and MFIs, training and consultancy organisations/firms engaged in livelihood and enterprise development services and value chain development
- gender and livelihoods experts and researchers in communities and academic institutions
- policy-makers and government at local, regional and national levels
- private sector stakeholders with a proven ethical commitment
- international development agencies and policy-making bodies.

The network is supported by:

- multimedia and multilingual resources and e-learning Knowledge base on the WEMAN website.
- Internet discussion groups to continually develop and disseminate these resources and innovations.

Women in Sudan want to read and write and use computers

