



Women in Peru want to be free from the 'monster' of violence in the home and community so that they can live happily with their families and run their businesses.



Women in Uganda want to ride morobikes to increase their earnings.



Women in Sudan want to read and write and use computers

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

WOMEN'S

EMPOWERMENT

MAINSTREAMING

AND

NETWORKING

FOR

GENDER JUSTICE

IN

ECONOMIC DEVELOPMENT





## **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.*



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The WEMAN logo has been designed from women's drawings - the symbol in the middle is a vision of ideal relations between women and men from Pakistan. The middle box by an old lady in Sudan symbolises the constraints of household and community which need to be broken in order to achieve the 'sun vision' of happiness and wealth from Uganda.

## Women's Empowerment Mainstreaming and Networking (WEMAN) for Gender Justice in Economic Development

is a long-term global process  
started in 2007  
spearheaded by Oxfam Novib as part of its  
Gender Justice and Economic Justice programmes.





## 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.**

There are many potential ‘win- win’ strategies at household, community, local, enterprise, national and international levels which can address multiple goals of gender justice, poverty reduction and economic growth. Poor and disadvantaged women (and men) have a wealth of very constructive ideas for change. What they lack is a respected voice to make these ideas heard and listened to.



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



## 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 **50,000 low income and vulnerable women and men** in Africa, Asia, Latin America and Eastern Europe have developed their own 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** at all levels.

***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 Protocol and Guidelines.
- At least a further **600 key organisations** and individuals have endorsed and are actively promoting these guidelines.
- This contributes to an **equitable enabling environment** for women's empowerment and livelihood improvement.



## Strategy 1: Community-led Gender Action Learning

Underpinning the community-led focus of WEMAN is development, capacity-building and implementation of an innovative methodology: Gender Action Learning System (GALS). Based on inclusive and participatory principles and simple mapping and diagram tools, this is used for:

- **Individual life and livelihood planning:** women and men, including those who cannot read and write, keep individual diaries to develop their own visions for change in gender relations and improved livelihoods, to plan how they can move towards these goals, and gain more control over their lives.
- **Institutional awareness-raising and changing power relationships:** communicating these aspirations and strategies, and 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.
- **Collective action and gender advocacy for change:** the individual visions and strategies are shared to develop collective strategies, bringing women and men together, linked into participatory decision-making in governments and development agencies to better target and focus resources for empowerment and wealth creation.



***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 is working towards an inclusive financial sector where gender justice is mainstreamed in all institutions from banks through to community managed funds work together to promote gender justice. WEMAN is developing the following:

- Protocol for Good Practice Guidelines and models
- 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**

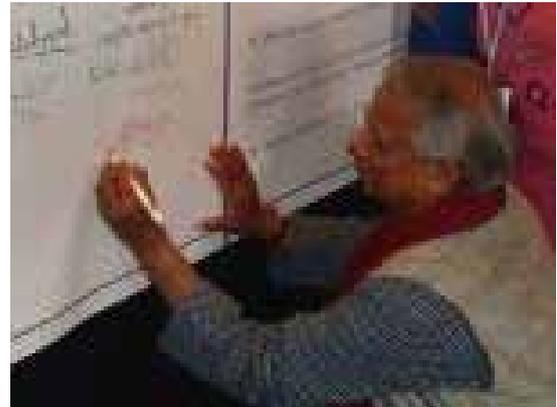
WEMAN challenges the underlying roots of women's exclusion and develops women's economic leadership at local/regional/national and international levels. This includes:

- 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 mainstreaming in market and value chain analysis, capacity-building and development to identify explicit strategies for women's empowerment as part of 'win-win' strategies. 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.



Over 400 participants at Asia Pacific MicroCredit Summit sign the draft WEMAN Gender Justice Protocol for micro-finance.





## 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:

- ◆ a comprehensive multimedia resources and e-learning Knowledge Base in English, French, Spanish, Urdu, Arabic and Portuguese and eventually other local languages.
- ◆ learning resources for those who cannot read and write
- ◆ Internet discussion groups to continually develop and disseminate these resources and innovations.





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