

WOMEN'S ECONOMIC LEADERSHIP IN AGRICULTURAL MARKETS

Talking to the private sector on
women and gender equality

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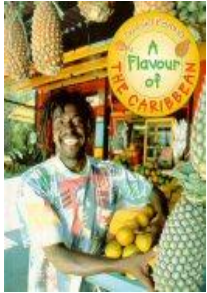
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How to engage with the Private Sector

- (Trading)
- Enterprise Dvt.
- Campaigns (G/PS)
- Advocacy (+Research)
- Philanthropy
- Facilitation
- Joint Project
- Partnership



Chile / Colombia Centroamérica



Types of Private Sector actors

- Market Information
 - Technology provider
 - Inputs Supplier
 - Buyer - Market
 - Business Development Services
 - Finance or Investor
 - Researcher...
-
- ... and the PO

TIPS on WORKING with businesses

Your advice - Think 1 minute - Share

- Understand their 'drivers' (philanthropy, commercial,...)
- RESEARCH background / interests
- Set clear objectives/meet commitments
- Keep them informed of progress
- Acknowledge their contribution
- Be ready for continuous change of people
- Avoid jargon
- Respect 'business culture' & time
- Be well prepared, have clear agenda
- Establish/take responsibility for continuous communication

The Purpose of the conversation with a company official? Is it...

Evidence gathering?

Building a relationship?

Set questions

Numbers, steps, products

More focus on our own interests

Less concern about 'next time'

Open questions

Exploring issues... less facts

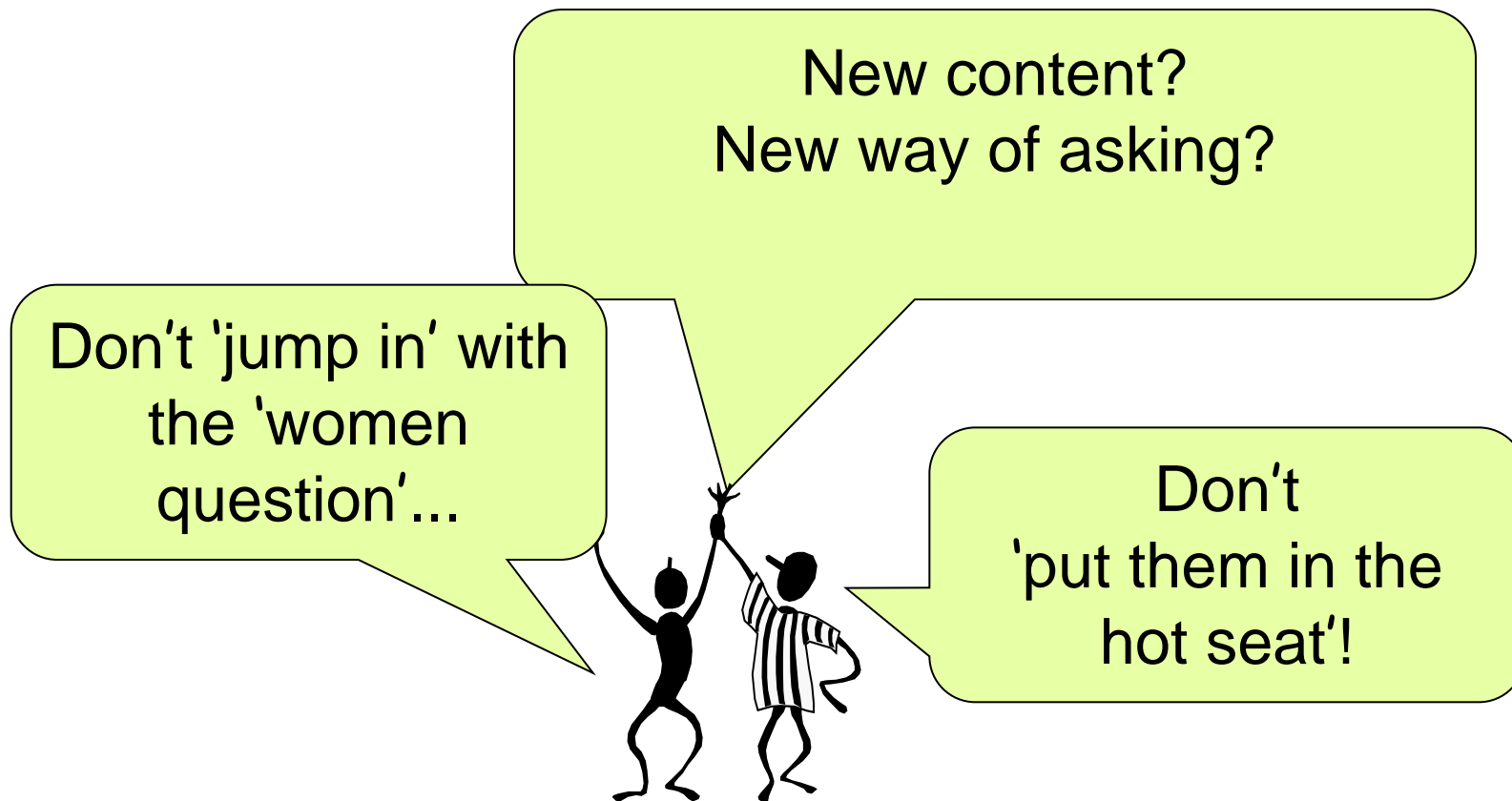
Priorities, motivations of their business

Leave some for next time

Common problems in talks on 'women' and gender equality...

- **Responses may be...**
 - **Be superficial or general**
 - Telling us what they think **we want to hear**
 - **Anecdotes** that 'tick the gender-equality box'
 - **'Not me'** – other actors should answer, others have responsibility for women's involvement
 - The **question isn't understood** or considered disconnected from business model

A Different Approach on talks about 'women'?...



‘Developing a Relationship’ approach may get us better evidence...

- **Do’s:**

- **Understand the business operation**

- **Understand their priorities and concerns...**

profits, and quality or scale, assured supply, environment or sustainability
etc

- **Ask questions on ‘women’ in the context of their priorities**

- **Locate ‘changes for women’ in the logic of
addressing a business, markets problem together...**

- Even in an hour’s meeting...

Arguments based on a) Women's Rights & b) Efficiency

- Rationale for for making changes that will benefit and promote women in the market
- Women's rights & gender justice – “it's right”, “it's fair”
- Efficiency –
 - ✓ gender roles are economically INefficient!
 - ✓ Argue on their terms
 - ✓ A compelling, business case: women's current and potential contribution to improved market functioning, quality etc

'Business case' in talks with municipality?

Your advice – WHY INVEST in WOMEN PRODUCERS?

– Think 1 minute - Share

- World Bank studies found that giving women farmers in Kenya the same inputs and education as men could increase yields by more than 20 percent.
- In Zambia, if women had the same overall degree of capital investment in agricultural inputs, including land, as their men counterparts, output in Zambia could increase by up to 15 percent.
- Additionally, a survey across 20 countries found that women's engagement in community organizations led to higher levels of collaboration, solidarity, and conflict resolution.
- Some evidence has demonstrated women's agricultural organizations can outperform men's organizations.



A few more Tips...

**It's a process of change:
Propose ONE change at a time**

**...What will be successful to start
with?... Success builds trust and
energy for change**



Tips...talking with mixed POs

**Develop a series of QUESTIONS ...
help (male) officials come up with their
own answers**

**...Informal settings allow (male)
leaders to explore new ideas**



Role Play in 3s

- **One NGO,**
 - *one (business) official,*
 - *one observer*
- *Based on: programme / business / gov't official you know*
- **Observers** *comment; what works best on content and ways of asking questions?*

Roleplay in 3s – NGO Questioner

- Questions to **understand the business operation**, market requirements and opportunities
- Questions about **women and gender equality**:
 - make it clear that **your question is linked** to their interests
- **Approach: What business opportunities or efficiencies is the company missing by not recognizing ...**
 - **women's current role and contribution to production and value chain**
 - **the barriers women face to engage in markets**
 - **How new practices/policies potentially facilitate women's engagement (and improve business)**

What might WE need to do?

- Talks may clarify to us that **WE don't know how to make the 'business case' for new policies & practices** to promote women's econ leadership
- **What evidence are WE missing & need to gather** to make the 'efficiency argument'?
- **Who** do we need to have in the room to **demonstrate that current (PS, govt) policies** are inefficient or missing potential growth opportunities

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