GENDER & PRIVATE SECTOR ENGAGEMENT IN CHALLENGING ENVIRONMENTS

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• MEDA’s inclusive and transformative private sector expertise
• Evidence-based project design, research and learning (internally and with the broader industry)
• Myanmar case study: promoting inclusive change through strengthening private sector partnerships
Inclusive & Transformative Private Sector Expertise

- Implementing inclusive private sector approaches since 1953
- MEDA’s gender inclusion and transformation work began in 1960s pioneering the microfinance movement
- Seminal women’s market systems projects (Pakistan and Afghanistan) in early 2000s
- Engage with private sector across sectors and ecosystems
Start and Finish with Research, Analysis and Learning

- Research and analysis to inform private sector models of engagement
- Pilot testing, monitoring, adapting approaches and solutions
- Capture learning, share internally and share with industry
# Tracking and Promoting Systems Transformation

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<td>Incentivizing Change</td>
<td>Incentivize inclusive business practices and policies</td>
<td>Emerging awareness of businesses and target women around socio-cultural norms and economic benefits of inclusion</td>
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<td>Adoption Phase</td>
<td>With successful outcomes, partners realize their vested interest in gender inclusion</td>
<td>Increasing awareness among all stakeholders of the economic benefits of social change.</td>
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<td>Shifting Systems</td>
<td>A broader base of systems actors change behavior based on observed benefit of gender inclusion</td>
<td>More women gain access to economic opportunities and realize changes in agency such as decision-making, household status, time management.</td>
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<td>Transformation across Spheres</td>
<td>Widespread societal and business acceptance of changing norms and roles with recognition of the socio-economic benefits of inclusive change.</td>
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Promoting inclusive change through strengthening private sector partnerships
MARKET LINKAGES

Connecting market-ready producers to private sector actors; women sales agents to distributors

GENDER & KNOWLEDGE TRANSFER

Inclusive private sector extension services, product marketing approaches, and sectoral development (ADVANCE Myanmar)

CHALLENGE GRANTS

Support inclusive business growth such as more effective supply chains and distribution models to reach target markets
DEVELOPMENT IMPACT + BUSINESS GROWTH

As companies experience successful outcomes, partners realize their vested interest in gender inclusion.