

Entry for GIZ Gender Competition 2022

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on

The practical capacity development journey for agripreneurs 'Gender makes Business Sense'.



Gender makes Business Sense (GmBS) is a practical capacity development journey for agripreneurs that enhances their understanding of business plus an integrated gender dimension to thrive with a new mindset. The GmBS journey shows how a collaborative approach between women, men, public and private sectors, and the community can systematically redress the gender imbalances in all agribusiness value chain segments. GmBS is about Gender Transformative Change, tackling power relations at the root causes systematically, by demanding behavioural change at various levels and stages, not only from agripreneurs but also from policy actors in national ministries and GmBS facilitators in the field.



The Power of three (P³) experiential learning trajectory facilitates Gender Transformative Change in Business amongst agripreneurs through the following tools:

- A game board with cashflow, profit & loss worksheets, game money, interest rate cards
- A Gender puzzle
- A Business Canvas puzzle
- Mindshift cards

1. Promoting gender equality (40% of marks)

Which objectives and results has your initiative achieved? Describe the context, the organisational unit, the sector or the situation in your country or region. Tell us which approaches have proven effective, which results have already been generated and which specific impacts you expect in the short, medium and long term.

Africa is the only region in the world where more women than men become entrepreneurs. Most entrepreneurs face challenges, including access to capital and markets. But women entrepreneurs often face additional constraints. Social norms and access to networks, among other things, prevent women from growing their businesses. As a result, most women-owned businesses stay stuck at micro-level. Why should we care? Because if women are empowered, business in Africa will grow. If business grows, then there will be more jobs. If there are more jobs, there is more economic development and less poverty. That's why it is important to address gender constraints in entrepreneurship and apply a gender lens to analyse and address these hurdles. That's what we call a gender-transformative approach.

So next to capacity development, market information and access to capital, business training should also include a gender-transformative component to increase business opportunities, profits and growth especially for Africa's female entrepreneurs. The Gender makes Business Sense training is doing exactly that. Business with a new mindset for women and men! Watch the teaser videos for GmBS [here](#)!

The Agricultural Technical Vocational Education and Training for Women with the African Union (ATVET4W, OE 1700) project together with Employment for Development (E4D, OE 1700) developed Gender makes Business Sense (GmBS). GmBS is based on human-centred design and anchored in a holistic process that explores business development skills and mindset, culture, and belief systems regarding gender. As such, it brings about sustainable change in gender relations that is irreversible.

ATVET4W is the only GG2 project in agriculture and TVET within German Development Cooperation. As such, the project not only aims to increase women's access to skills development offers, but also to benefit and empower women (RBE principle). The development of the GmBS builds on five years of experience in implementing gender-transformative approaches in six partner countries: Benin, Burkina Faso, Ghana, Kenya, Malawi and Togo. GmBS is the first entrepreneurship training within German Development Cooperation and possibly beyond that includes a dedicated focus on addressing and dismantling gender-based constraints for entrepreneurs.

Due to the COVID pandemic, full roll-out of GmBS was delayed by almost one year. However, so far 240 facilitators and 17 master trainers from 7 countries have been trained in GmBS. They have trained 751 students since October 2021. First testimonials of facilitators and agripreneurs from Kenya on the short-term impact of GmBS can be watched [here](#). By May 2022, the results of the tracer studies will show the degree of empowerment and impact on income and employment of the training. Cooperation with other projects such as 'Agribusiness Facility', 'Employment for Rural Youth', 'Green Innovation Centre' will push the numbers of GmBS trainings into the thousands in the next year. Long-term expected impacts of GmBS are manifold: increased self-agency in women, more equal gender relations in households and agribusinesses, change in social norms that empower women which eventually results in system change in regard to gender equality and empowerment of women and girls in the agribusiness sphere and beyond.

2. Gender as a quality feature of our work (20% of marks)

Our gender-differentiated approach and unfailing commitment to equal opportunities for everyone, regardless of their gender, sexual orientation or gender identity, are among the values GIZ upholds as an actor, partner and service provider for sustainable development. Is or has your work in the field of gender been particularly acknowledged by your clients, partners and commissioning parties? How is that reflected or shown?

Since 2017, ATVET4W has solidified its position as a pioneering project in gender-transformative approaches within German Development Cooperation. As such, the project has played a crucial role in advocating for the concepts of “Reach-Benefit-Empower” and the so-called “Quadrants of Change” and has set up the first [Working Group](#) of a Sector Network within GIZ with Gender-Transformative Approaches (GTA) being a main focus. Our approaches in the partner countries have attracted the attention of the Royal Norwegian Embassy in Malawi and since 2019, the project is co-financed with 2.7 Mio EUR to upscale GmBS to 2000 agripreneurs in Malawi, amongst other activities. The Green Innovation Centres are partnering with the project through a service contract of 1.2 Mio EUR to upscale GmBS in Kenya, Malawi, Benin and Burkina Faso, and E4D has co-financed upscaling of GmBS in Ghana and Kenya. The project itself has entered a service contract with the Agribusiness Facility (ABF) to develop GmBS into a product of the ABF portfolio once ATVET4W is ending in October 2021.

Our main implementing partner, the African Union Development Agency AUDA-NEPAD, has clearly stated in the recent visit of the BMZ AU division that they fully own GmBS and will find ways with ABF (which is based at AUDA-NEPAD) to further implement GmBS on the continent. Upon request by AUDA-NEPAD, the project is developing a self-paced e-learning course based on instructional design to be included in the e-academy of the AU initiative ‘100.000 MSME’ which will be available to all entrepreneurs on the African continent.

The commissioning party BMZ has recommended that as part of an exit strategy for the project, the lessons-learned and impactful interventions shall be shared with and taken over by other bilateral and regional projects which ATVET4W will continue to do so as per the above. E4D South Africa will continue with the roll-out of the GmBS: practical application of the Power of 3 (P³) within South Africa and possibly Kenya and Ghana under the E4D projects.

3. Gender and result-based monitoring (20% of marks)

Are the contributions to enhancing gender equality and reducing gender-based discrimination and disadvantages documented in the project? Are the results in the area of gender equality an integral part of the monitoring and evaluation system and systematically recorded and/or reflected in an evaluation report? Are the mechanisms for measuring results clearly documented?

The project uses a baseline and follow-up survey to measure empowerment, income and employment. The survey is based on the indicators of the ‘Women Empowerment in Agriculture Index’ (WEAI) developed by the International Food Policy and Research Institute (IFPRI) and applied together with IFPRI in a pilot by the project in Benin and Malawi. It covers questions on ‘Role in Household Decision-Making around Livelihood Activities’; ‘Access to productive capital and financial

services'; 'Time allocation'; Group membership', 'Freedom of Movement'; and 'Autonomy in Decision-Making'. The first follow-up surveys to measure the change in empowerment, income and employment will be done in April 2022. The project has trained enumerators in 6 countries to collect digitally the data for the baseline surveys.

4. Cooperation (20% of marks)

Gender equality cannot be achieved by individuals alone. It is a joint task – how did you go about it? Who did you cooperate with: colleagues, partners, donors, civil society representatives, etc.? What united you in all your efforts to enhance gender equality (shared or same goals, strategies, international or other obligations and requirements, etc.)? What were the major challenges you encountered individually or together? What were the three key success factors?

The three success factors to develop and implement a product like GmBS are:

1. Gender is Boss Business: Deep involvement of programme manager in strategic and practical implementation of gender-transformative approaches which included:
 - a. empowering all staff to shape gender-transformative change based on their respective context, opportunities and partnerships
 - b. facilitating gender conflict resolution within the team and with partners as change can create resistance
 - c. positioning the team members as unique changemakers within their respective GIZ settings in the 6 partner countries to strengthen their confidence, to disseminate the learnings from the project and eventually to increase their employability as one of the few knowledge bearers on gender-transformative approaches in practice within GIZ.
2. Coaching for Gender-Transformative Leadership for all staff members (total of 21 national and international staff based in 6 countries) to increase self-awareness on gender, to create commitment for action and to gain the competence to apply theoretical gender frameworks and principles in practice keeping in mind that change starts with me!
3. Strategic partnering and involvement of
 - a. national ministries, TVET institutions, women associations to ensure at national level ownership, commitment and sustainability of gender-transformative change through GmBS
 - b. projects such as E4D to develop GmBS, ABF to upscale GmBS and other projects such as Green Innovation Centres working on agribusiness and skills development to use GmBS in their project interventions to make a meaningful contribution to gender equality and women's empowerment
 - c. the main partner organisation AUDA-NEPAD to own and disseminate the digital and self-paced GmBS e-learning as part of the '100.000 MSMEs for 1 million jobs' initiative to reach at large scale entrepreneurs across Africa for a meaningful impact on gender awareness and equality in business.

