

Women's Entrepreneurship Development

Gender Aware Policy Making

Saskia Vossenbergh for INCLUDE

October 2015

About me

- Expert for Gender Resource Facility, MFA NL
- PhD Researcher at Institute of Social Studies, Center for Frugal Innovation in Africa
- Entrepreneur – Consultancy on Gender and Inclusive Economic Development
- External Research Fellow at Maastricht School of Management

saskiavossenberg@gmail.com



Policy questions asked

(during INCLUDE meeting in Nairobi, may 2015)

- **How can technology be used to improve access to information for women entrepreneurs?**
- What options do women entrepreneurs have that not only improve their incomes but also their access to time and other resources and improve the ability to combine and perform their domestic, reproductive, agricultural and productive tasks more efficiently?
- **How can we involve husbands to support women in business?**
- How can female politicians collaborate with women business leaders and influence policy-making that is favorable for women entrepreneurship?
- To what extent will reforming investment regulations and domestic/local revenue generation system enable women entrepreneurs to improve the status of their businesses?
- **What capacities enable women entrepreneurs to upscale from micro to small to medium enterprises?**
- How did the Affirmative Action policy introduced by Uganda Government in 1990 affect patterns of women's employment and entrepreneurship?
- **What are gender-sensitive policies and how do these support women's entrepreneurship?**
- **How can we help women access economic resources needed for starting and running a viable business?**

Content of presentation

Women's Entrepreneurship Development

- ❑ Q &A for Ugandan policy makers and practitioners:
what works where?
 - Technologies in Women's Entrepreneurship Development (WED)
 - The role of husbands to support women in business
 - Capacities and resources needed to build viable businesses

- ❑ A gender lens: from individualistic to contextualized policy making for WED

- ❑ Resources and readings

Q&A: How is technology used in Women's Entrepreneurship Development?

□ New initiatives

- Data base– Inclusive Innovations targeted at women in Africa
- Various public and private actors, alone or in partnership
- Using variety of technologies & methodologies (solar energy; ICTs- mobile tech, software, applications; 3Dprinting + training)
- Create access to resources and improve capacity, productivity
- Techno-optimistic narratives women's economic empowerment



ICT applications for women entrepreneurs to network internationally

Business start-up with solar fish dryer, micro finance and training

The Case of Solar Fish Drying



85 women benefited in total in 6 solar fish dryers built in Lake Chilwa Basin



3D printing labour-saving tools for productivity of women smallholders

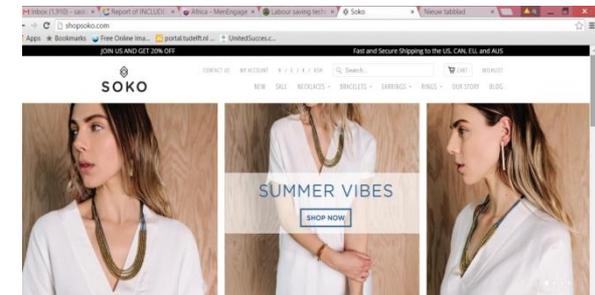


Participatory design

User-led innovation

Prototyping

Business start-up with mobile money, solar products and online business coaching



Mobile value chain to enable international market access and sales

What works where?

Existing and forthcoming research

- **Implications not so clear-cut, inconclusive**
 - Individual benefits vs. social trade-offs?
 - Normative factors
- **Forthcoming: Inclusive Innovation and WED in Kenya and Malawi (Uganda)**
 - The role of husbands
 - The use of different technologies
 - Different types of women entrepreneurs
- How do women entrepreneurs evaluate these new initiatives?
- What economic and non-economic resources do women entrepreneurs (expect to) gain? How do they invest these resources?
- What changes in women's lives and businesses?
- How does it change their position at home, in the market?

Resources

- Bakesha, S., Nakafeero, A., & Okello, D. (2009). ICTs as agents of change: a case of grass-roots women entrepreneurs in Uganda. In Buskens and Webb (2009).
- Doss, C. R., & Morris, M. L. (2001). How does gender affect the adoption of agricultural innovations? The case of improved maize technology in Ghana. *Agricultural Economics*, 25(1), 27-39.
- Dolan, C. (2012). The new face of development: The 'bottom of the pyramid' entrepreneurs. *Anthropology Today*, 28(4), 3-7.
- Komunte, M., A.S. Rwashana, and J. Nabukenya (2012), "Comparative Analysis of Mobile Phone Usage among Women Entrepreneurs in Uganda and Kenya", *African Journal of Computing & ICTs*, Vol.5, No 5, September.
- Buskens, I., & Webb, A. (Eds.). (2014). *Women and ICT in Africa and the Middle East: Changing selves, changing societies*. London: Zed Books.
- Vossenbergh (*forthcoming*) *Inclusive Innovations in Africa: Changing Women's Entrepreneurship?* Institute of Social Studies
- [Cherie Blair Foundation \(key player\)](#)
- [ILO / UNCTAD initiatives and publications](#)

Q&A: How to engage men in supporting women in business?

- The experience of CARE Rwanda
 - Women VSL groups: combine standard VSL activities with deliberate and structural engagement of husbands in all aspects of trajectory
 - Documented the methodology (manual)
 - Evaluated the results (article): reduction in conflict and domestic violence, increase of income, more sharing of domestic and business work; changing family dynamics
 - Community resistance and perseverance
- Pathways of change
 - Trainers offered a role model of an alternative way to be, which in turn carried economic benefits;
 - Training sessions which encouraged the active participation not only of men or women as individuals, but of couples;

What works where?

Researching Business and Family

- ❑ The role of husbands/family in women's entrepreneurship in Africa is under researched: practical and emotional support
- ❑ Gender norms and beliefs: what is proper and legitimate behavior?
- ❑ Business and family are closely interconnected but often disconnected 'units of analysis'
- ❑ Women business owners are more likely to experience work-family conflict (stress) than men
- ❑ Women are more likely to use coping strategies that (intentionally or unintentionally) constrain rather than enhance the growth of their firms

Linking with men & masculinities

- www.menengage.org
 - Network (chapters in Ethiopia, Kenya, Mozambique, Rwanda, DRC, Burundi, etc.)
- Rwanda Men's Resource Center
- www.Men-Care.org
- [Stories from men engaged in supporting women and gender equality](#)



**YOU ARE WISE BEYOND YOUR YEARS.
YOU ARE MY FATHER.**

You may feel like you don't know what to do. You might feel like you're not ready for this. But you made the choice to stay and help raise your child. You are a man.

Even though you're young, you will always be looked up to by your children and they'll always be counting on you. You have the chance to play a positive role in the life of your child, no matter how old you are.

**For more on fatherhood and responsibility, go to:
www.Men-Care.org**



Resources

- Slegh, H. et. al. (2013) I can do women's work: reflections on engaging men as allies in women's economic empowerment in Rwanda. *Gender & Development* , Vol. 21, Iss. 1.
- Njeru, E. H., & Njoka, J. M. (2001). Women entrepreneurs in Nairobi: The socio-cultural factors influencing their investment patterns. *Negotiating social space: East African micro enterprises*, 141-56.
- Nyanzi, B., Nyanzi, S., Wolff, B., & Whitworth, J. (2005). Money, men and markets: Economic and sexual empowerment of market women in southwestern Uganda. *Culture, Health & Sexuality*, 7(1), 13-26.
- Nikina, A., Shelton, L. M., & Le Loarne, S. (2013). Does He Have Her Back? A Look at How Husbands Support Women Entrepreneurs. *Entrepreneurial Practice Review*, 2(4).
- Jennings, J. E., Breikreuz, R. S., & James, A. E. (2013). When family members are also business owners: Is entrepreneurship good for families?. *Family Relations*, 62(3), 472-489.
- [Promundo training manual for engaging men as allies in women's economic empowerment](#) (based on CARE Rwanda experience)
- [ILO \(2013\) working paper with list of manuals, tools and guidelines on how to engage men and masculinities in women's work](#)

Q&A: More questions!

Capacities and resources needed to build viable businesses

- **To what extent will reforming investment regulations and domestic/local revenue generation system enable women entrepreneurs to improve the status of their businesses?**
- **What are gender-sensitive policies and how do these support women's entrepreneurship?**
- **How can we help women access economic resources needed for starting and running a viable business?**

Q&A: What didn't work?

Women's Entrepreneurship Development (WED)

- [Assessment study ILO \(2014\)](#)
- **Stand-alone policy efforts** (training; financing) rarely lead to positive changes in female entrepreneurs' business performance.
- WED most effective in stimulating the creation of women's **new microenterprises** rather than in supporting the growth of women's existing businesses.
- Critique: fixing the 'underperformance of the female entrepreneur' with **individualistic measures** – *context unaffected*

Contextualize entrepreneurial behaviour

The gender aware framework: 5 Ms -

Brush, C. G., De Bruin, A., & Welter, F. (2009)

Building a viable business requires more than:

Money - Markets - Management

- Inclusion of
 - **“Motherhood”** : care responsibilities, unpaid work and family context
 - **“Macro-meso”** : Institutional environment
 - Gender norms: *Beliefs, values, media representations and role expectations about men/masculinity and women/femininity behaviour, routines, scripts and modes of action (socialisation)*
 - Regulatory and policy frameworks and development strategies – private sector development programmes, inheritance laws, land and property ownership, tax regimes, regulations on trade encouragement of business and innovation activities, family policy and service provision

Doing more, doing different

Gender Aware WED policy making

Individual	Contextualized
<p>Policy problem defined as deficits in individual women's capacities and business performance.</p> <p>Sees women entrepreneurs as a homogeneous and identifiable group</p> <p>Does not account for entrepreneurs unpaid care work responsibilities</p>	<p>Policy problem defined as gender inequalities in context of entrepreneurs', including gender norms and discrimination in access to resources needed to start or run a viable business.</p> <p>Sees women entrepreneurs as differently situated in different localities with different experiences and desires.</p> <p>Takes into account entrepreneurs care and family responsibilities</p>
<p>Single or stand-alone solutions focused at overcoming barriers related to business finance, management or market access</p> <p>Skills training, micro-financing, self-empowerment</p>	<p>Multiple policy solutions and measures implemented simultaneously to fix constraints in the context of the entrepreneur.</p> <p>Skills training, micro-financing, self-empowerment</p> <p>Reform of taxing schemes, regulations on trade encouragement ; Reform of property and inheritance rights; Outreach and inclusion of women entrepreneurs in private sector development, business and innovation activities; Family policies, provision of affordable and quality child-care; Social marketing, role modeling, media campaigning; etc.</p>
<p>Single target groups: women</p>	<p>Multiple target groups: households, husbands, community, members, legal frameworks, policy makers, businesses, financing institutions, policy implementers, differently situated women entrepreneurs</p>

Thank you!

Hope to meet you in the future,
please be in touch!

saskiavossenberg@gmail.com