



WEMAN aims to contribute to food and income security, sustainable livelihoods and gender equality in Sub-Saharan Africa and Asia. Oxfam works with local civil society, authorities and businesses as well as UN agencies and other donors to support them put gender frameworks into practice in their programs. WEMAN enables women and men in marginalised rural communities to articulate and follow through their ambitions to address gender inequality and other root causes of poverty. Controlling their own development process, rural communities become more resilient to socio-economic shocks.

WEMAN is a long-term programme linked to Oxfam's larger Economic Justice and Gender Justice programmes. The starting point is empowerment of the poorest women and

men (potentially) involved in value chains, financial services and local economic development. Over 100,000 women and men and more than 70 organisations have been directly involved in WEMAN in countries such as Uganda, Rwanda, Nigeria, Sudan, Peru, Colombia, Pakistan and Bangladesh.

WEMAN changes lives: women now have the right to own agricultural land and livestock; there is more equal decision making about income and expenditures in families; less domestic violence and alcohol abuse and more savings and assets. This enables households to better cope with socio-economic shocks. A more equal sharing of work and income underpins productivity and quality of products. Value chain collaboration, investments and bulk marketing have led higher incomes.



STRATEGY 3

NETWORKING; GLOBAL LEARNING NETWORK AND ADVOCACY MOVEMENT

All actors involved in WEMAN participate in a forum to document and exchange experiences, learn from each other to strengthen activities and come together for regional and global advocacy. This aims to create evidence of effectiveness of community-led approaches in economic development, and influence policy, programme design and implementation.

This brings together:

- Women and men in producer organisations, local communities, activist networks, women's organisations and NGOs;
- CSOs, financial or business service providers, extension agencies;
- Gender and livelihoods experts and researchers in communities and academic institutions;
- Policy-makers and authorities at local, regional and national levels
- Private sector stakeholders with ethical commitments
- International development agencies and policy-making bodies.

WEMAN STANDS FOR WOMEN'S EMPOWERMENT MAINSTREAMING AND NETWORKING FOR GENDER JUSTICE IN ECONOMIC DEVELOPMENT. IT IS A GLOBAL PROGRAMME OF OXFAM NOVIB.

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WOMEN'S EMPOWERMENT MAINSTREAMING AND NETWORKING

FOR GENDER JUSTICE IN ECONOMIC DEVELOPMENT

WEMAN

OXFAM



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.

WHY WEMAN?

Most agricultural extension and value chain development projects focus on technologies and crops rather than on people in complex livelihood systems. Failure to analyse and address the poverty and gender constraints affect vulnerable households themselves, but also the flow of quality goods and profits further in the chain.

In agricultural supply chains the significant contribution and knowledge of women in production and processing is often invisible and largely unrewarded. Changing this could not only lead to more equal gender relations, but also to increased productivity and quality of products. Women and men with equal rights to own property provides more security for the household and makes investments in enterprises more efficient.

Gender norms and peer pressure constrain men's ability to save money and contribute to the household. This holds back families and communities. A joint vision and gender equality typically means healthier children and more productive, faster-growing local economies.

Women demonstrated their reliability and loyalty as microfinance clients. Still, they are progressively excluded in the commercialising financial sector, and often used by men as channels to credit. Investment in the empowerment of women can reduce risk and increase profits for financial service providers.

Women have a right to equal treatment guaranteed by national plans and international agreements such as the Convention on the Elimination of Discrimination Against Women (CEDAW), but still there is a huge gender gap across all human and economic development statistics.

STRATEGY 1

WOMEN'S EMPOWERMENT; COMMUNITY-LED GENDER ACTION LEARNING

WEMAN enables vulnerable women and men to identify their visions for the future, what obstacles stand in the way of achieving them, and how they can overcome those obstacles. By using the Gender Action Learning System (GALS) they come to see themselves not as victims of forces beyond their control but as the joint authors of their own destinies. It includes:



Individual life and livelihood planning women and men, including those who cannot read and write, keep diaries to develop their visions for change in gender relations and improved livelihoods, to plan how they can move towards their goals, and gain more control over their lives.



Collective action and gender advocacy for change individual plans are brought together for a common purpose. With more control of their own development process, communities collectively negotiate for better wages or prices for their products, develop win-win strategies with powerful actors, build assets and position themselves as attractive partners for buyers and investment funds.



Institutional awareness-raising and changing power relationships social change movements are catalysed by poor people who have themselves undergone a change process. With collective agenda's they negotiate better terms and conditions for trading, decent work and more relevant services. Attitudes in public and private institutions are challenged, giving poor women a respected voice in decision making.

STRATEGY 2

MAINSTREAMING GENDER; FOR BETTER OUTREACH AND IMPACT

At organisational levels, gender and participatory principles and tools are integrated into projects, services or other operations to make their outreach more inclusive and effective. This includes influencing civil society organisations (CSOs), financial or non-financial service providers, local authorities and businesses that are involved in:

MARKET AND VALUE CHAIN DEVELOPMENT

WEMAN develops frameworks, guidelines and models for community-led and gender equitable market and value chain development. This includes:

- Changing power relations between value chain actors for gender equitable win-win value chain upgrading and pro-poor development;
- Organisational strengthening of producer groups to attract and manage equitable investments;
- Developing business cases and capacities of businesses to manage supply chains equitably;

- Integrating gender, labour rights and participation in value chain finance, business development services, certification and agricultural extension.

FINANCIAL SERVICES

WEMAN works towards an inclusive financial sector where gender is mainstreamed in all institutions from banks to community managed funds. This involves:

- Protocols for good practice;
- Innovation and capacity development for financial service providers to integrate client-led methodologies for design and delivery of services, market research and financial literacy;
- Gender indicators for Social Performance Management.

ECONOMIC POLICY AND PLANNING

WEMAN challenges the root causes of women's exclusion and develops leadership for women's economic rights at local, national and international levels. This includes: