



► ILO Guide to Gender Inclusive Financial and Business Development Services

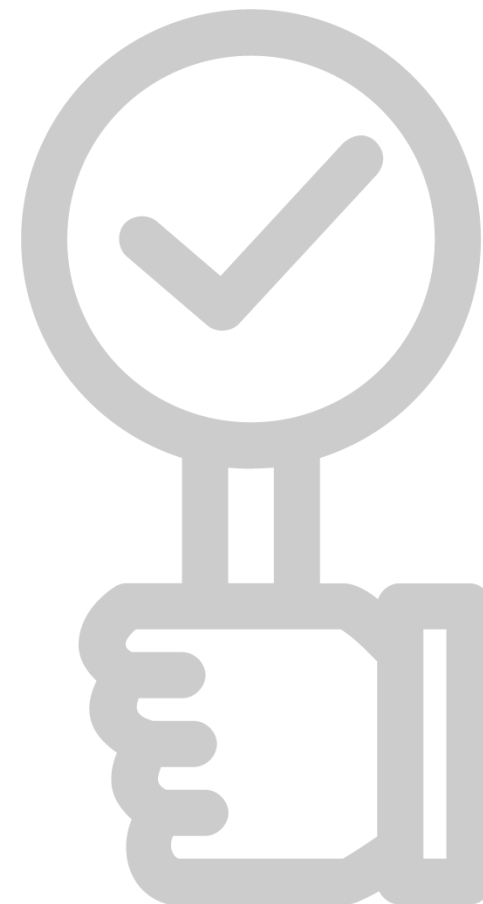
Date: Tuesday / 8/ March / 2022

Advancing social justice, promoting decent work

► Conversation starter

“When offering business support services to companies, we don’t need to do anything differently for women and men.”

[Vote “you agree” with a digital raised hand]



Gender Neutral is Not Enough

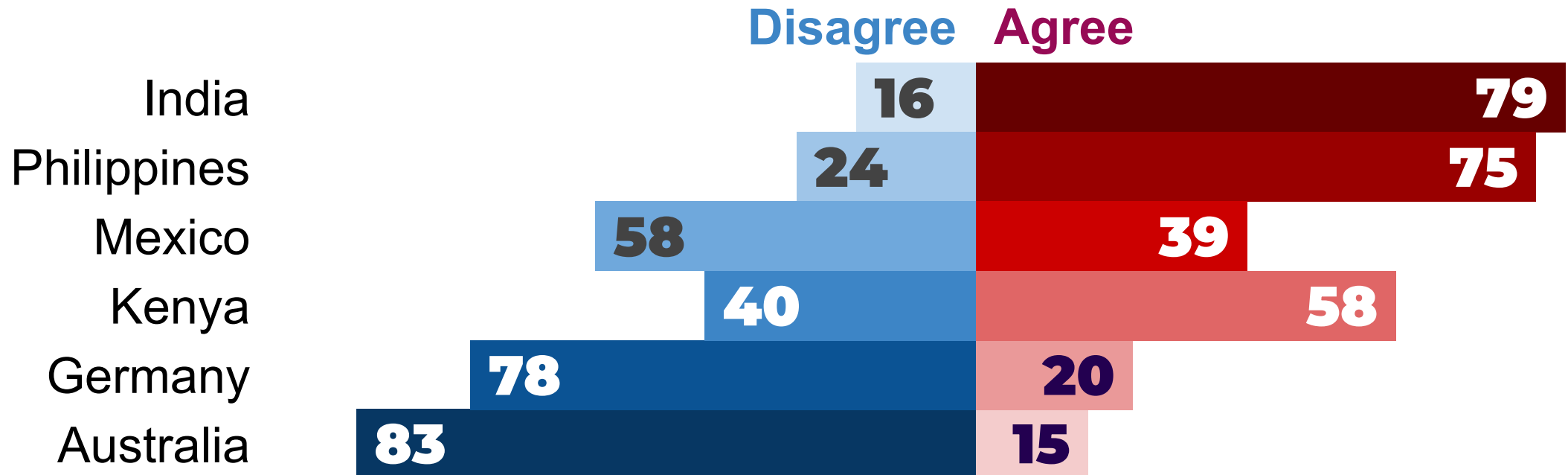
Providing a “one size fits all” solution **results in unequal outcomes that do not meet everyone’s needs.**



- ▶ **Solutions need to take into account the unique challenges of the people who are usually excluded in order to create a truly inclusive, proportional and fair result.**

► Conscious gender bias is alive and well

% who think that, when jobs are scarce, men should have more right to a job than women



Source: Pew Research Center (2019). Global Attitudes Survey Q 62

▶ Adjusting business development services

Business case:

improve the performance of your clients,
as well as their financial performance

Impact case:

make sure that women and men can
both participate in those services AND
get the most benefit out of them



When More Women Work, Economies Grow

- ▶ Labor force participation for women 25-54 is 63% compared to 94% for men. Pay gap is 23% (meaning \$0.77 for every \$1.00 men earn)
- ▶ Women-owned businesses employ 7.7 million people (9% increase over the past 15 years), larger than McDonald's, IBM and Walmart combined
- ▶ If unpaid / care work were monetized, it would account for between 10-39% of global GDP. Most of this work is done by women.
- ▶ There is evidence of strong links between women's economic empowerment and foundational health outcomes for women and their families, including beneficial effects on nutrition, family planning, maternal mortality, and child mortality.

▶ **21%**

Companies in the top quartile for gender diversity on executive teams are 21% more likely to outperform the average

▶ **\$28 tn**

Estimated value added to the global economy by closing gender gaps by 2025 (more than the combined GDPs of US and China in 2014)

▶ **85%**

Amount of global spending controlled by women (roughly \$20 trillion)

▶ Limitations in Our Approach to Gender Inclusion

- ▶ Need low-resource intensive steps
- ▶ Preparation that will set up organizations for future inclusion work and programs
- ▶ Build inclusive processes that help to highlight other gender gaps and opportunities for improvement

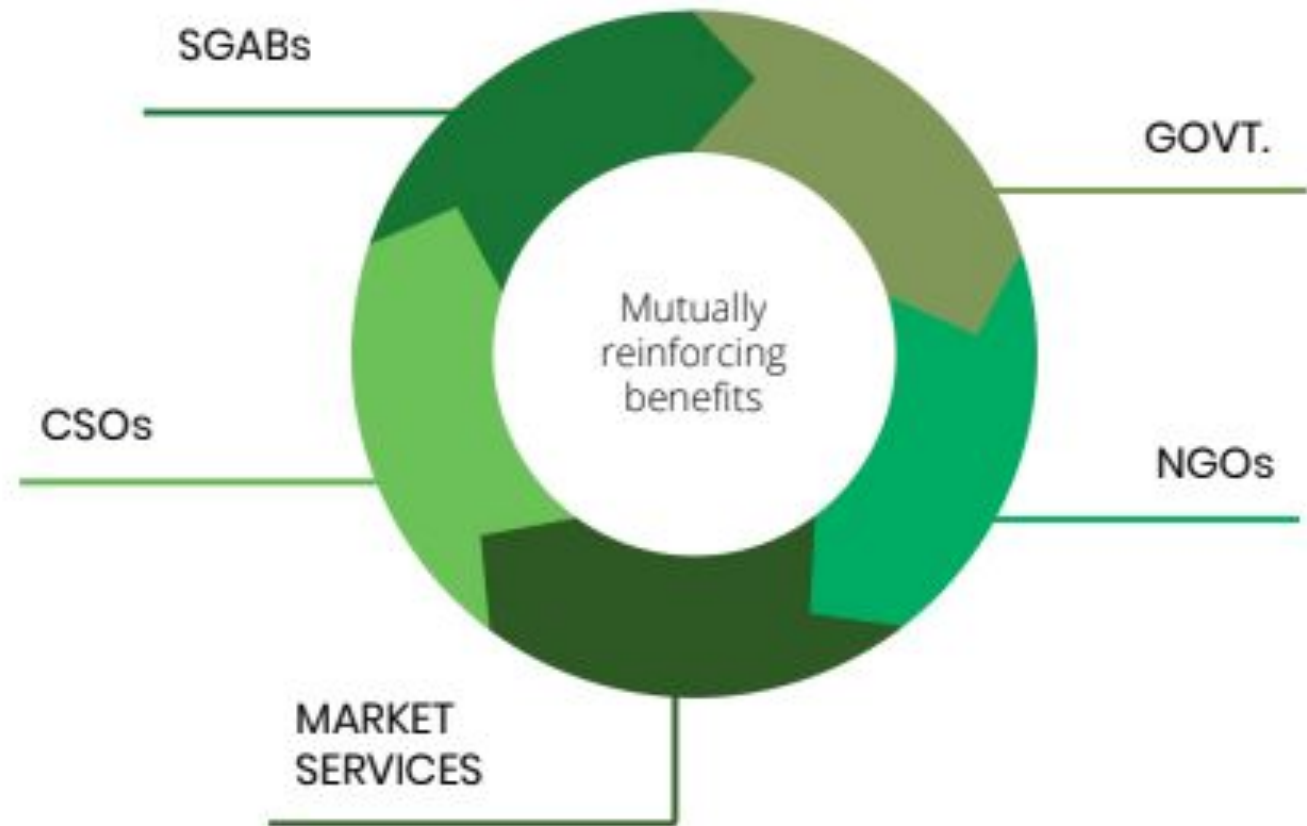
Innovation Through Diversity

Companies with more diverse leadership teams perform financially better and are more likely to have superior value creation



► Mutually Reinforcing Benefits of Gender Inclusive Services

**Mutually reinforcing benefits for
different actors or gender-inclusive**



► How Do We Ground Our Approach to Inclusion?

Data + Empathy

What are we already doing?

Data needs to be collected by organizations about

1. who your target clients are,
2. who your actual clients are,
3. and where is there disproportionate impact that seems to follow gender?

Who is not in the room?

Empathy comes from understanding the specific challenges (from qualitative data) that women (and other marginalized groups) face keeping them from participating fully in the economic and social ambits

► The Guide So what is in the Gender Inclusive Services Provision publication?



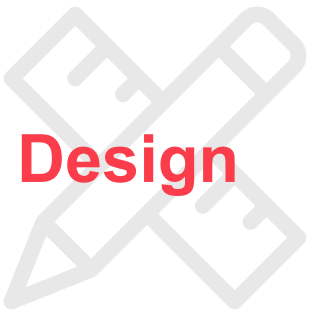
What it is

- Based on our role as practitioners and advisors
- Seeks to encourage organisations to take first steps on the journey to gender inclusion
- Uses checklists and prompts to help you start now

What it isn't

- Mindset change / empathy exercises
- Exhaustive examination of the topics
- Strategies meant to “fix” everything

▶ A summary checklist / tip sheet



- ☐ Include women in design
- ☐ Assess the needs of participants
- ☐ Use appropriate language, images and examples
- ☐ Plan the gender composition of the groups to be trained
- ☐ Be intentional about the gender of the facilitator, based on the context, or consider co-facilitators
- ☐ Incorporate activities that make participants feel comfortable
- ☐ Consider participants' education levels
- ☐ Include women role models as guest facilitators / trainers

▶ A summary checklist / tip sheet



- Consider participants' time and mobility constraints, particularly when conducting out-of-office or after hours capacity building
 - Identify potential constraints faced by mothers, fathers and those responsible for the care of family members
 - Accommodate for people with disabilities
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► A summary checklist / tip sheet



- ☐ Use gender inclusive language
 - ☐ Create a gender inclusive learning environment
 - ☐ Encourage the development of self-confidence and leadership skills for women and men
 - ☐ Ensure equal participation from everyone, through different types of activities and exercises
 - ☐ Request feedback
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► Other Resources in the Guide!

- Gender Inclusive Communications
- Sex-Disaggregated Metrics and Indicators
- Gender Inclusive Design and Delivery of Products and Services
- Gender Inclusive Workplace Practices (Recruitment and Workplace Culture)
- Impact Measurement

Key Takeaways

- ▶ Collect Data to Identify Gender Gaps
- ▶ “Not About Us Without Us”: Involve Women and People with Diverse Experiences to Understand Needs Better
- ▶ Think About The Challenges of Your Audience Before You Speak or Act
- ▶ Approach Problems With Curiosity Rather Than Assumptions
- ▶ Remember Gender Inclusion is a Process, Not a Destination

