
Gender Analysis: Project Case Study

Part I

Project title: Increasing Market Employability

Type of project: Sectoral/transversal project

Submitted by: Swisscontact

Contact: Alessandra Pellegrini Calderón
alessandra.pellegrini@swisscontact.org

Overall goal and key objectives

- Market development leading to improved access to decent employment or self-employment and higher income opportunities for women and men including youth.
- SMEs operating in competitive and well-organized economic sectors (Tourism & Hospitality, Green Economy and Creative Industries), where public policies better match private sector needs, provide increased sustainable gainful employment for young women and men.
- Key objectives are:
 - Enterprises in Tourism and Hospitality and Green Economy (targeted sectors)¹, grow by expanding the existing market, and accessing new market opportunities
 - Access to improved services (skills support functions, financial services) is enhanced for enterprises in the targeted sectors
 - The policy and regulatory framework is more conducive for private sector growth in targeted sectors
- The IME project applies an Inclusive Markets Approach (MSD, M4P)

Location

- Macedonia
- Whole country for the sectors Green Economy and Creative Industries and specific tourism destinations (Ohrid, Krushevo and Mavrovo)

Context

- High unemployment rate (29%), especially youth unemployment (53%)
- Persistence of poverty (30% below poverty line)
- Modest economic growth, most people have only little benefitted from transition to market economy > not inclusive growth, especially for women, youth and rural areas
- Small internal market, lack of diversification, outdated public infrastructure, limited access to finance and limited availability of agricultural and industrial land
- Low competitiveness of private sector, weak governance and weak compliance of private sector with EU standards
- Low quality of education and disconnection to private sector
- Low participation of women in the economy, gender pay gap, lack of child care services; in spite of legal framework compliant with international and European standards for gender equality
- Low quality of infrastructure, power health and education services in rural areas.
- Government program 2011-2015 set economic growth and employment as priorities; adoption of national strategic documents that would foster this: Industrial Policy 2009-2020, Innovation Strategy 2012-2020, Programme for Investment Promotion, 2011-2014, National Strategy for Development of Tourism 2009-2013, National Strategy for Rural Tourism 2012-2017.

¹ IME worked in Creative industries sector from April 2014-until December 2017. As per January 2018 CI sector is not a focus market system. The results from the work of IME in the Creative Industries sector from 1st April 2015 until 31st December 2017 as well as ex-post results from this sector are accounted for under all outcomes.

Target area

- Sectors: Tourism and Hospitality, Green Economy, Creative Industries (Software and IT Services and Design),
- Transversal Topics: Gender and Youth and Skills development

Environment

- Macedonia is landlocked; major transportation corridor from Western and Central Europe to Aegean Sea and Southern Europe to Western Europe:
 - agricultural land: 44.3%
 - arable land 16.4%; permanent crops 1.4%; permanent pasture 26.5%
 - forest: 39.8%
 - other: 15.9% (2011 est.)
- moderate road infrastructure regarding mobility access
- high seismic or earthquake risk
- 98% drinking water access and 97% sanitation facility access
- risk of climate change effect increasing in recent years and affecting agriculture

Social and cultural considerations

- High migration rate from rural to urban areas
- Multi-ethnic and multi religious environment (Macedonian 64.2%, Albanian 25.2%, Turkish 3.9%, Romani 2.7%, Serb 1.8%, other 2.2%)
- candidate for accession to the European Union and NATO since 2005, and has undergone comprehensive reforms as part of this process
- Macedonian economy is dominated by micro and small enterprises, comprising 98% of the total number of active entities in the country.
- need for local businesses to work on better skills matching and investment in higher-productivity activities
- low labour force participation (57% in 2014, 46% for women)
- lack of mobility of workers between sectors; skills mismatching
- slow reforms of the training and education system
- unresponsive innovation activity by firms
- low labour productivity
- High brain drain as one of the biggest challenges for the economic growth
- The gender gap index puts Macedonia in 73rd place from a total of 142 countries in 2016.

Implementation strategy

Staffing	Partners	Secondary actors
14 persons	2 local NGOs as subcontractors	Public and private institutions, such as enterprises, chambers of commerce and other associations, business development organizations and service providers such as consultants

Part II

What are the key Gender (social inclusion) questions addressed (expected and unplanned)

Key questions aimed at:

- Identify the critical gender issues and bottlenecks in the sub-sector's situational analysis
- Identify measures and strategies to address gender issues

A Checklist was created and included:

- Mapping out women's and men's roles and contributions to the subsector
- Mapping out women's and men's obstacles to economic empowerment (time, access to productive assets and inputs; e.g. land, credit, technology and information, social capital)
- Mapping out women's and men's obstacles to social and political empowerment (domestic violence, participation in decision making)

Questions for approaching the gender doughnut included:

- Where are women?
- How can we understand the market system from the perspective of women's situation?
- What (services, assets, etc.) is accessible to women?



Good practices

- Include Gender in the analysis from the beginning, creating a pool of Gender Focal Points that are coordinated by one project staff
- Coach researchers and make them aware of what questions need to be asked
- Gender Focal Points accompanying researchers to at least one key stakeholder per group/sector
- Gender Focal Points making inputs to report > guaranteed that interventions were prioritised respectively
- Developing methodologies to integrate gender in inclusive markets projects: developing the "Gender Doughnut"

Challenges/ lessons learnt

- Market sector research is often reluctant to gather information on gender impact > "business is business" mentality
- Difficulty to find people that have expertise in gender and the respective sectors (tourism, hospitality, green economy, IT, creative industry)
- Convince private sector/business world that gender equality and women's inclusion is not just an ethic, but also an economic issue > women as "untapped resource"

Recommendations

- start working on developing the business case for the businesses to understand the value of including women as an untapped resource
- Include gender experts to work with local teams in all stages of the research as well as project implementation
- Develop easy to use guidelines, examples of questions and research topics for researchers to use and coach them in the application process