

Women's participation in systemic market development: achievements and perspectives

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Gobierno de Reconciliación
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Overview



1. **Pymerural Program**
2. **How does Pymerural address economic empowerment of women?**
3. **Expected and unexpected results of the project in terms of women economic empowerment**
4. **Lessons learned and key challenges in promoting WEE**

Pymerural: The Project



Goal: E+I * women and men * rural areas * Honduras and Nicaragua

Objective: SME sustainability in agro value chains & rural tourism

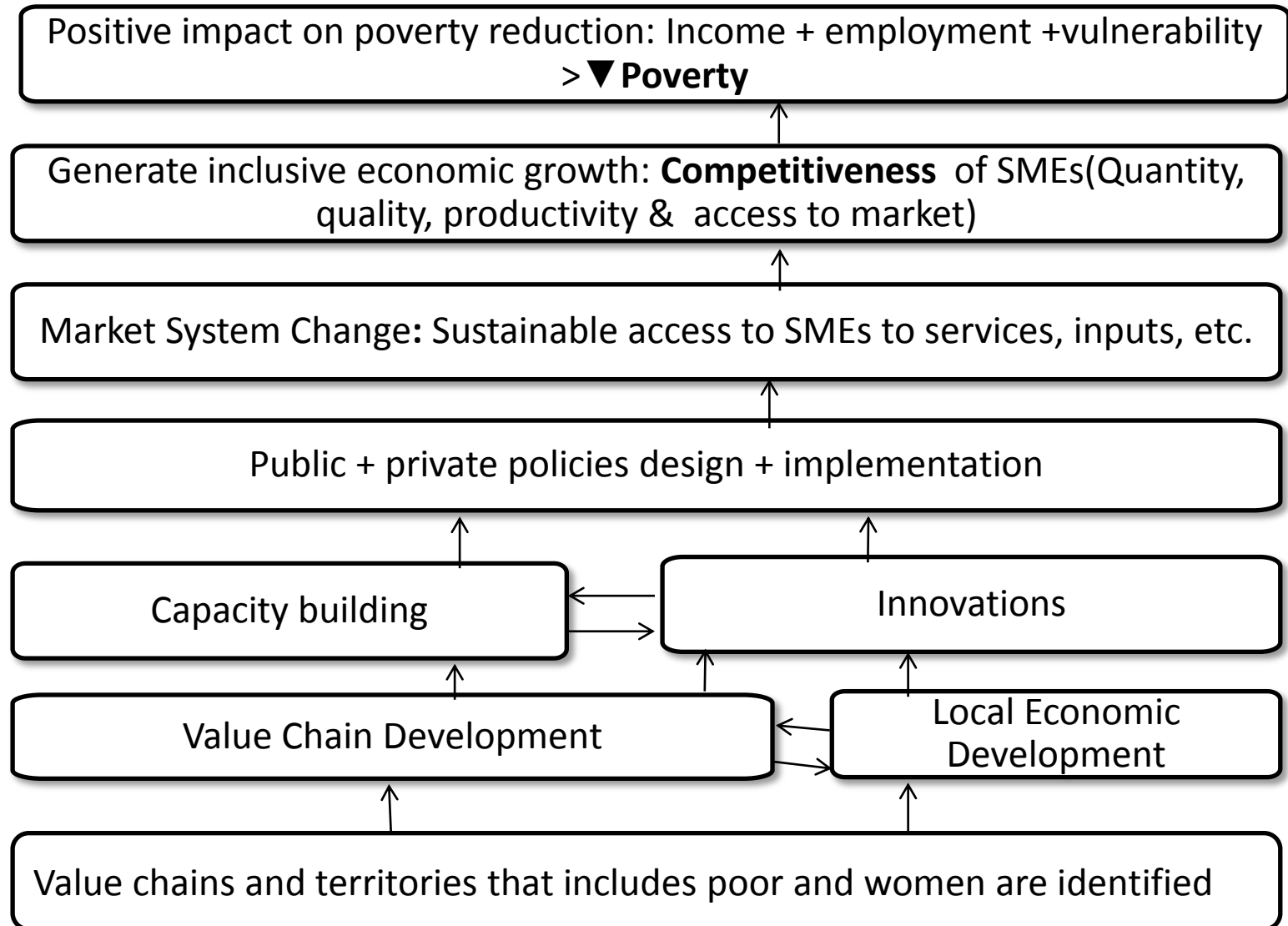
Co-facilitator: Public and NGOs at local and national level

Target group: Rural SMEs

CHF: 13 Mio + 1.44 (Additional credit) + 1.5 Mio (IADB) + 0.8 Mio (EC) Total=16.74

Duration: 09.2008 -12.2012

Pymerural Program Impact Logic



Pymerural: Sectors & territories 2009-2011

| Value chains/subsectors | SMEs | | | | | |
|-----------------------------|------------|------------|--------------|------------|---------------|------------|
| | Honduras | Nicaragua | 2009 | | 2011 | |
| | | | 2009 | % women | 2011 | % women |
| Local Economic Development* | Local | Local | 436 | 78% | 1,191 | 53% |
| Milk-Dairy | Nationwide | | 1,072 | 13% | 4,485 | 14% |
| Horticulture | Nationwide | Local | 3,000 | 20% | 3,390 | 20% |
| Beekeeping | Nationwide | Nationwide | 480 | 21% | 3,591 | 21% |
| Cocoa | Nationwide | | 956 | 19% | 1,300 | 20% |
| Rural Tourism | Local | Local | | | 209 | 31% |
| Total | | | 5,944 | 23% | 14,172 | 21% |

*Local Economic Development :
Rosquillas, Tamale, Tortillas, Bakery,
Maize, Coffee, Brown Sugar, Clothing,
Furniture, Bricks and Bamboo

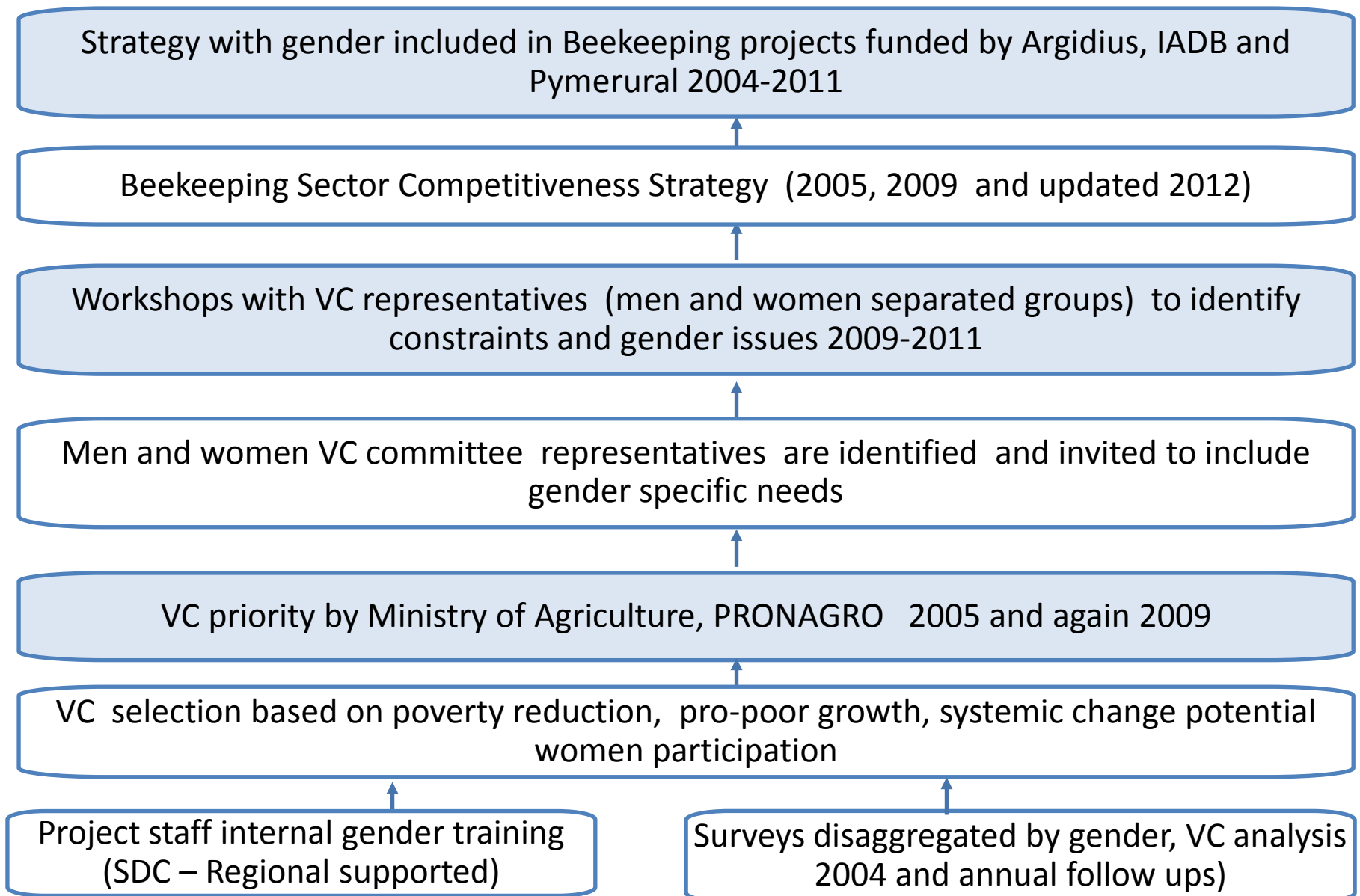




Beekeepers

| Characteristics 2011 | M | F |
|------------------------------------|-----|-----|
| Average age | 44 | 48 |
| Years of school | 3 | 2 |
| Literacy (%) | 87 | 81 |
| Average number of beehives | 20 | 15 |
| Access to water | 78% | 74% |
| Single, widow or separated mothers | - | 27% |

WEE in Beekeeping Value Chain in Honduras: Strategy planning process



WEE in Beekeeping Value Chain in Honduras: Interventions

Three intervention areas were prioritized in the beekeeping strategy:

- Leadership workshops for women
- Gender training for husbands
- Multimedia video testimonials, radio) for awareness to women issues
- Scholarships for women leaders

Women Leadership

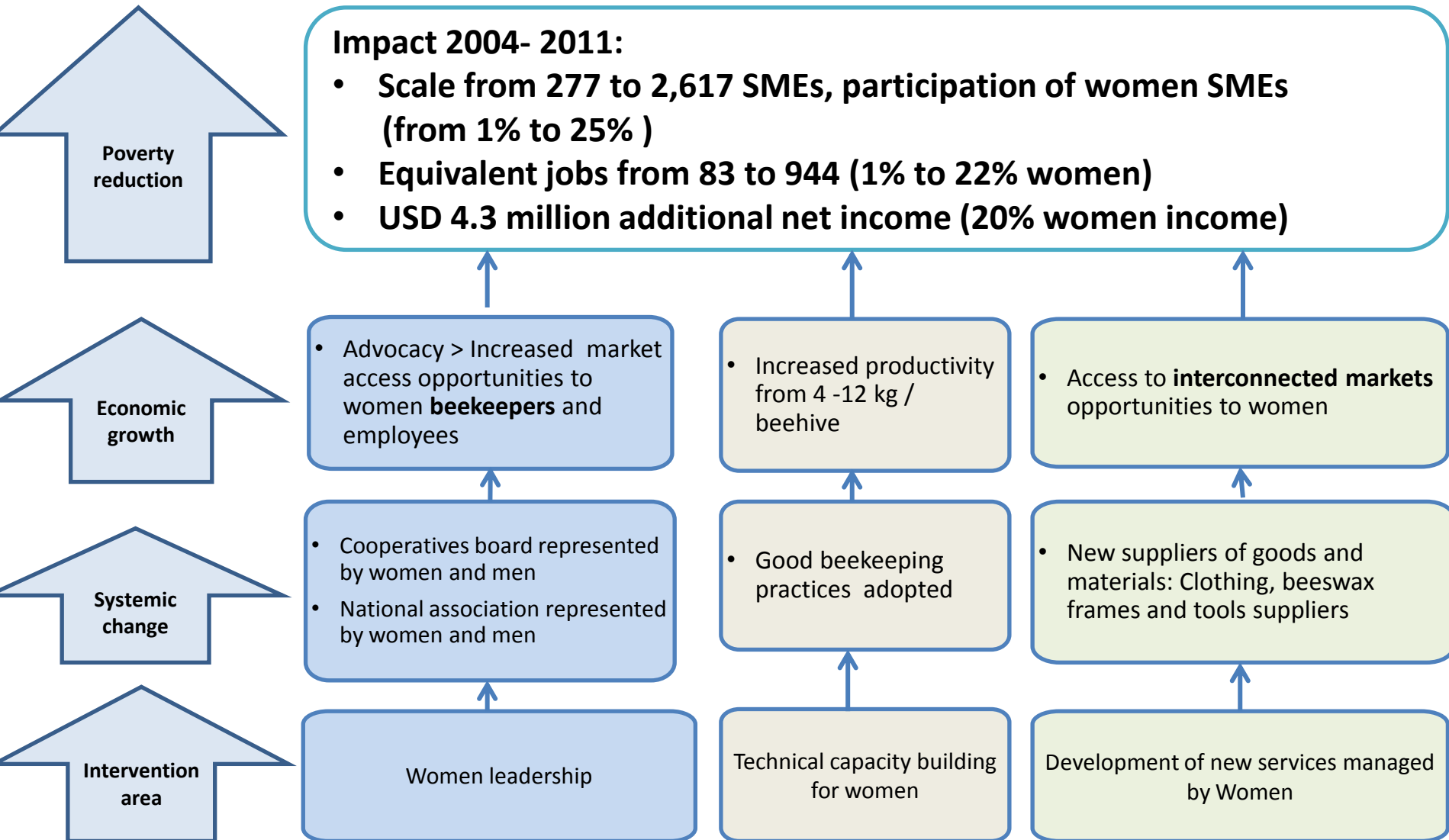
Technical assistance to
beekeepers women
oriented
methodologies

Technical capacity
building for women

Development of new
services: suppliers
goods and materials
Clothing: overalls and
veils; beeswax sheet,
frames and tools

Development of new
services managed by
Women

Pymerural Program WEE results in Beekeeping in Honduras



Beeswax



Tools



Summary of Pymerural Program WEE results in VCs (beekeeping, cocoa, vegetables, rosquillas, traditional food prod and clothing)

- Economic advancement
 - Increased income, jobs, wages
 - Reduced vulnerability of women-led SMEs
- Access to opportunities new business
 - Post-harvest, packaging, processing, etc.
 - Interconnected markets
 - Trade fairs
- Access to services
 - Credit, Input and equipment suppliers
- Decision-making authority
 - Advocacy -board association and cooperatives representation
 - Main source of income in household

Pymerural Program: Lessons learned and key challenges in WEE

- Women are overloaded - get up early and stay up late, awareness to modify male behavior is possible with activities that put in evidence the inequality of workloads;
- Single mothers are more vulnerable to inequality - have to do the work of men;
- When intervening in interconnected markets, opportunities for women are created (processing, beeswax, veils & clothing);
- Interconnected market development is challenging, but it is possible with differentiated partial incentives to stimulate purchase of equipment and required infrastructure.

Pymerural Program: Lessons learned and key challenges in WEE

- Participation of women in organizational boards is a first positive step, but board decisions still influenced by male interests;
- It is possible to address gender equity in programs with M4P, however you need to build capacity and awareness in human resources, staff, project / co-facilitators in order to value the importance and nature WEE;
- Co-facilitators and local business organizations are a suitable platforms for sustainable promotion of gender equality.

Thank you!

