

IFC GEM Gender and Growth Assessment Approach

Introduction

The recently launched IFC Gender Entrepreneurship Markets (GEM) initiative is addressing gender issues that affect private sector development and economic growth. GEM has developed a Gender and Growth Assessment (GGA) Approach as a tool to assist governments to mainstream gender issues in their private sector development strategies. The goal of the GGA is to help improve the business enabling environment for women, resulting in greater numbers of more successful female entrepreneurs, job creation, and increased economic growth.

Approach

The GEM GGA Approach provides guidelines for conducting analysis of the linkages between gender issues and private sector development, and for taking reforms forward through a 4-step process of diagnostics, solution design and implementation, advocacy and awareness of gender issues.

Step 1: Conduct diagnostics to improve analysis of gender and growth linkages

- Undertake a Gender and Growth Assessment, to present an in-depth analysis of the linkages between gender and legal and administrative barriers to investment.
- Assess the extent to which these issues impede female entrepreneurship.
- Develop recommendations for reform, in the light of on-going reform processes. Recommendations may relate to legislative reform, administrative streamlining, or training.

Step 2: Undertake solution design and implementation

- Work with government and private sector stakeholders to develop a realistic, costed and prioritized action plan for taking the recommendations forward. Identify with government the appropriate institutional home for the reforms and processes for linking with government's private sector reform agenda.
- If possible, incorporate the Action Plan into on-going reform processes.
- Identify and implement a set of pilot actions and initiatives to take forward priority reforms.
- Support the development of a monitoring and evaluation framework to assess progress and impact of the Action Plan activities.

Step 3: Conduct advocacy on the nexus between gender and private sector development

- Provide support to strengthen the public-private dialogue. This is essential for driving forward the reform process, and ensuring accountability for government's implementation.
- Work with key women's business associations, trade unions, women lawyers, and policy advocacy groups to build local capacity, advance gender-sensitive reforms, and increase the ability of women to benefit from private sector development. Engage the private sector in the policy process as well as relevant government officials and policy makers.

Step 4: Increase awareness of gender issues

- Undertake communication activities to raise general awareness of the issues, aimed both at policymakers and the general public. Activities could include production and dissemination of publications or short videos.

Contact

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