



Strengthening Women's Participation in Public-Private Dialogue Prototype Approach

Objective

The IFC Gender-Entrepreneurship-Markets (GEM) initiative works to address gender issues that affect private sector development and economic growth. This note is part of the Gender and Growth Assessment (GGA) Approach developed by GEM, which can assist governments in mainstreaming gender issues into their private sector development strategies. The GGA Approach provides a 4-step process of diagnostics, solution design, advocacy and awareness of gender issues, and implementation.

Public-private dialogue is increasingly regarded as an essential component for effective private sector policy reform processes. Yet women are underrepresented in this process, and there is much uncertainty the best way to engage them in constructive policy dialogue with the government. The note outlines some strategies and approaches for strengthening women's participation in public-private dialogue. The note is designed to strengthen women's participation in the process, and is to be used after the completion of the diagnostics and solution design steps of the GGA approach. The goal is to increase the women's capacity and equip them with needed skills to participate and move the needed reforms forward.

Approach

Consider the socio-cultural context

- Understand the socio-cultural context (reasons for women's lack of participation or capacity) for which the activity is planned.
- Adopt training format and materials given the cultural context (e.g. are women outspoken or shy? Should there be a male facilitator or a female, foreigner or native?).
- Ensure appropriate timing, location, and transportation when organizing capacity building activities (e.g., are women less likely to attend during dinner time, is location accessible, childcare and transportation available?).
- Consult a sample of participants in advance to test workshop assumptions (their expectations).

Develop appropriate tools

- Develop or modify existing material to suit the local context. Try to distribute in advance to participants.
- Train trainers and staff in the use of gender analysis.

Conduct training and capacity building activities

- Organize workshops to address identified needs and equip women with needed skills.

1. Best Practice

- a. Take a non-prescriptive approach. Clarify that the process is facilitative.
- b. The workshops can start with presentations on tools and best practice (organizing public-private dialogue, stakeholder analysis, communication and

outreach) and end with an interactive discussion on how to apply the best practice to move the reforms forward.

- c. Include interactive exercises applied to the local context.

2. Facilitation

- d. Facilitate discussion to help the participants agree on common objectives and means to tackle the identified constraints. Build ownership among the participants in solving the problem.

3. Action Plan

- e. Conduct stakeholder analysis, in which participants identify potential risks and coalitions.
 - f. Using stakeholder analysis and discussions, help participants identify a list of priority actions, goals, indicators of success, and a timeline for achieving these.
 - g. Participants should agree on a basic structure to facilitate next steps, including individual participants' roles (who will handle and oversee organizational arrangements, identify persons responsible for liaising with government counterparts, etc.).
- Facilitate follow-up action and next steps (e.g., mailing out invitations to meetings, helping organize membership, lobbying appropriate sources for support).
 - Organize news conferences, public launches of a possible new initiative (if agreed upon), generate media attention to raise awareness and interest about the issues.

Measure Impact

- Distribute an evaluation form to gather feedback and for record keeping.
- Collect output, outcome indicators in the short to medium term, and impact indicators for the long term to demonstrate effectiveness and success achieved.
 - Output indicators include: number of women attended training, training materials, toolkits produced.
 - Outcome indicators include: follow-up actions to the capacity building activities (new initiatives, reform efforts, gender-discriminatory laws and regulations changed, etc.).
 - Impact indicators include: longer-term institutional/organizational change that results in increased women's participation or takes women's needs into account.

Issues to Consider

- Sustainability – what form of support might be needed to ensure sustainability?
- Interest of participants to carry forward reforms?
- Role of the World Bank Group?
- How to mainstream gender dimensions of reform into existing fora?

Contact

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