



Applying the Gender Lens in EELA

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SACREEE EELA Webinar

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Overview

- Opportunities in EELA
- Gender imbalances and biases
- The business case for gender
- Gender mainstreaming at PFAN

PFAN Working with Entrepreneurs

- Working with various local Financial Advisors who understand country context and dynamics
 - Business Model improvements
 - Refining the Capital Structure
 - Financial Modelling
- Linking into local, regional and international FIs in supporting the financing needs of Project Developers
- Contextualizing global trends for local content
- enhance Project Developers capacity to access financing
- Helping to develop gender balanced teams
- Providing female entrepreneurs with strategies to deal with investors biases
- Some Examples EELA
 - SHS – Vitalite (solar pumping, TVs, Radios}
 - Cooling in Agriculture (dairy, fish, flowers)
 - Solar Milling, other PUEs

Investor Biases



- Women entrepreneurs get asked “prevention” oriented questions (concerned with safety, responsibility, security, and vigilance)
- Male entrepreneurs get asked “promotion” oriented questions (focusing on hopes, achievements, advancement, and ideals)
- No difference whether investor is male or female
- Entrepreneurs who managed to **switch focus by responding to prevention questions with promotion answers went on to raise 14 times more funding**



Our coaches prepare project developers to respond to these investor biases !

The “business case for gender”



Better financial performance

A gender-diverse workplace can lead to higher profits. The higher average quarterly net profit would be

19%



New perspectives and more innovation

A most-equal workplace culture can increase a company’s innovation mindset

six-fold



Macroeconomic impact

If gender parity in employment were achieved, in some countries GDP could increase by

34%

The rise of gender-lens investing

Definition:

“Incorporating a gender analysis into financial analysis in order to get to better outcomes”

Two broad categories:

1. Investing with a specific focus on women;
 2. Mainstreaming gender in investment decisions.
- Gender lens investing is a rapidly growing movement
 - A growing body of research clearly links gender diversity in leadership and the workforce to **financial returns, lower risk, and sustainable growth**

Gender lens dimension	Score	Analysis
Women in ownership	High	<ul style="list-style-type: none"> » Ownership: TEAGYNA is 100% owned and managed by female founder. » Vision: The founder has a clear vision as a trailblazer and role model, showing how African women entrepreneurs can build successful, high growth and impactful businesses. » Intentionality: Through prioritizing women for staff positions and procuring tea from suppliers that employ a high proportion of women labourers, the entrepreneur has demonstrated her intention to engage and empower women throughout the business model.
Gender diverse management teams	High	<ul style="list-style-type: none"> » Leadership: The company is solely led by the female founder with access to a gender diverse network of experts. » Potential for transformation: As business scales, entrepreneur could bring on a male senior manager to improve gender balance.
Women employees	High	<ul style="list-style-type: none"> » Employee representation: 70% of staff are women. » Quality of employment: Preferential recruitment of women, particularly single mothers. Flexible working hours, no double shifts permitted and transport provided for low-income staff.
Women suppliers	High	<ul style="list-style-type: none"> » Supplier representation: The majority of smallholder farmers and labourers who work on tea plantations are women. » Quality of supplier engagement: Premium price is paid to aggregators and tea plantations for high quality tea. » Potential for scale: Linkages to and volumes procured from smallholder farmers will grow significantly as the business expands. Further data is required on number of women and men suppliers, supplier payment terms to women and men labourers and smallholders, whether supplier labour practices are equitable, etc.
Women customers	High	<ul style="list-style-type: none"> » Customer representation: 50% of customers are women. » Essential product or service: The company is not offering an essential product that solves a specific need for women. However, it is designed and marketed by women. » Potential for transformation: With access to capital to launch the franchise model, TEAGYNA will target women entrepreneurs as franchisees, facilitating job creation in the value chain.

Why is this relevant?

Two main reasons:

1. Increasing pool of financing only accessible to gender balanced companies
2. Pursuing gender balance more and more turning into business best practise
 - **Enhanced customer centricity**
Diverse workforce is better able to understand customer needs, when the workforce reflects the diversity that can be found in the customer base, they are able to improve the quality of the offerings
 - **Stronger businesses**
Attracting a diverse and inclusive workforce will stimulate creativity, innovation and a wider range of opinions
 - **More effective marketing**
 - **Improved performance**



Higher chance of reaching financial closure

Gender Mainstreaming at PFAN



PFAN recognizes not only its responsibility but also the **opportunity to contribute** towards the overarching goal of gender equality and the empowerment of women within **both its internal operations and market facing activities.**

Improved data collection

In the application form we ask the following questions:

- Gender split of ownership (shares in %)
- Gender split of board (in numbers)
- Gender split of executive management (in numbers)
- Gender split of current employees (in numbers)



Improved data collection (cont.)

- Number of people who would benefit from the project's proposed product or service
 - Directly (male / female split)
 - Indirectly (male / female split)
- Number of jobs created once a project obtains required financing
 - Number of female employees / number of male employees
 - Number of female commission-based agents/number of male commission-based agents
- Targeted number of jobs created (female/male split)
- Gender responsiveness of project with dropdown options including explanations
 - 0 (No expected contribution to gender equality)
 - 1 (Limited expected contribution to gender equality)
 - 2a (significant expected contribution to gender equality)
 - 2b (gender equality / women's empowerment is main focus)
- Text box to explain project benefits to women

Thank you!

Questions?

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