

# GENDER EQUITY GRANTS

Social and business impacts

In 2016-17, Root Capital and Value for Women joined forces to pilot tailored strategies for gender inclusion in investments in small and medium enterprises (SMEs) in Kenya. Gender Equity Grants (GEG) were created to support businesses in implementing gender inclusion strategies that advance women's participation, skills and/or leadership, and they add to the growing evidence that investing in women is not only fair but makes good business sense.

## CASE STUDY

A small enterprise in Kenya that processes macadamia nuts used part of its GEG to set up a workplace savings and credit cooperative (SACCO) for employees. SACCO expand members' financial skills and confidence through training on business planning and loan management, and facilitates savings and loans that people cannot otherwise access.



## THE STORY OF THE NUT PRODUCTION SUPERVISOR

- With an education and a promising first job, 22-year-old Filomena is an excellent Supervisor at the factory.
- However back home, her 10 siblings are struggling to manage the family cereal business. This gives her a lot of stress.



- Saving at work through the SACCO, Filomena participates in trainings on financial literacy and business planning.
- She decides to take a loan to boost the family business, increasing the stock of cereals and hiring a professional manager to relieve her brother of some workload.

- Soon, Filomena's investments are benefiting whole family! Her siblings are able to work less and afford school fees while helping her gradually repay the loan.



- Her savings and repayment record impresses and inspires others at work! As a result, Filomena is seen as a leader at the Nut Processing Company and at home, increasing her confidence and earning her respect from colleagues and relatives alike.
- The nut processing factory becomes known locally as a positive, supportive place for women and men to work.

*"Before coming to this company, I was just idle at home. But since working here and joining the SACCO, I've become a contributing member in our household. Now I'm even confident I can run the business. This company is truly helping women to succeed."*

**CONCLUSION: Gender inclusion strategies are good for women, men, communities, families, and businesses!**