



WHY SHOULD YOU APPLY FOR GENDER LENS ADVISORY SERVICES FROM VALUE FOR WOMEN?

Value for Women (VfW) is a specialized advisory firm helping organizations advance gender inclusion. VfW's role is to support gender-smart technical assistance to SGBs, investors and intermediaries. This initiative is supported by the Aspen Network of Development Entrepreneurs (ANDE).

Project Purpose

Value for Women, is looking to identify and collaborate with SGBs, investors, and capacity developers (CDs) in incorporating gender practices into their work across **Central America, Mexico (CAM) and South Africa.**

Key Purposes of the project:

- 1** Support entrepreneurial intermediaries and investors with technical assistance (TA), such as training and advisory services, to improve their service for women-led and gender inclusive businesses;
- 2** Build best-practices and methodologies for applying a gender lens to investors and entrepreneurial intermediaries, and to share these lessons learned with the regional ecosystem; and
- 3** Support SGBs in the adoption of gender strategies, action plans and tools to impact business and social outcomes.

Through this call for TA, VfW is looking to support at least **12 organizations** proportionally distributed across CAM and South Africa will receive **Free Premium Gender Lens TA**.

Premium Gender Lens TA

TA Activities

Access to VfW's unique Gender Lens Playbook Platform (same as Standard Gender Lens TA) with additional offerings:

- Gender diagnostics to identify gaps and opportunities (through interviews and validation sessions)
- Gender Roadmap planning (recommendation for gender interventions)
- Monitoring and Learnings

Expected Outcomes

- Same as Standard Gender Lens TA with additional:
- Support and advisory services for implementing gender smart interventions for gender and business outcomes
 - Monitoring and Learnings for sector recognition in gender interventions

Premium TA: What will the project and support look like?

Diagnostic and design

1

Partner Selection

Engage potential TA recipients and share criteria for selection of organizations

2

Self Assessment

Utilizing VfW's Playbook Platform, undergo self-assessment survey and receive a diagnostic report, supported by a webinar led-by VfW

3

Gender Diagnostic

Additional diagnostic assessment through interviews and validation sessions to identify gaps and opportunities for gender intervention

4

Design workshop

Design workshop with training that covers gender concepts, and a design session to co-create high impact strategies for advancing gender and business

5

Gender Roadmap

Recs. for gender intervention based off design workshop and identified opportunities through diagnostic

6

Measurement and Learnings

Measure outcomes; identify and share learnings on what works and what might be scalable throughout your business.

Premium TA: How VfW and your organization will collaborate

Your organization leads and VfW supports on...

Carrying out data collection and market research

Creating and implementing new policies and practices

Seeking VfW's support in the form of guidance and troubleshooting during implementation

We work together on...

Developing strategies and action plan

Identifying metrics and ongoing measurement

Analyzing program effectiveness & learnings

VfW leads and your organization supports on...

Designing the methodology to embed a gender lens

Advising on prioritization of policies and practices, and revision thereof

Assisting in implementation and supporting troubleshooting

Disseminating the lesson learned

In addition to geographical location, we will use the following eligibility criteria to make our selection

Investors	Capacity Developers
Internal commitment to gender equality	Internal commitment to gender equality
Good knowledge partner (i.e., willingness to share learnings with VfW, ANDE, and ecosystem)	Good knowledge partner (i.e., willingness to share learnings with VfW, ANDE, and ecosystem)
Have financial and/or human resources to work on the TA program	Have financial and/or human resources to work on the TA program
Are currently working or are planning to increase the current number of women-led or women-owned business and or gender forward businesses to support	Are currently working or are planning to increase the current number of women-led or women-owned business and or gender forward businesses to support
At least 5 investments in active portfolio	At a minimum of 10 beneficiary SGBs currently being supported
For CAM: Preference for investors with agribusinesses in their portfolio For South Africa: Preference for investors with a portfolio that provides support to the township economy	For CAM: Preference for specific programs to support rural businesses For South Africa: Preference for programmes with a focus on the township economy

Central America and Mexico:

Applications open: **26 October 2020**

Applications close: **16 November 2020**

To apply, please reach out to

Daniela Moctezuma (Gender and Business Specialist): dmoctezuma@v4w.org

South Africa:

Applications open: **3 November 2020**

Applications close: **30 November 2020**

To apply, please reach out to

Renée Hunter (Portfolio Lead): rhunter@v4w.org

Thank You

We look forward to working on this project with you

If you have any questions, comments or require further information please do not hesitate to reach out and direct any inquiries to:

CAM: Daniela Moctezuma (Gender and Business Specialist), dmoctezuma@v4w.org

South Africa: Renée Hunter (Portfolio Lead), rhunter@v4w.org