WHY YOU SHOULD 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 intermediaries and investors. This initiative is supported by the Advancing Women’s Empowerment Fund (AWEF), an activity under the White House-led Women’s Global Development and Prosperity (W-GDP) initiative among the Aspen Network of Development Entrepreneurs (ANDE), the Visa Foundation, and USAID.
Value for Women, is looking to identify and collaborate with intermediary organizations and/or investors in Indonesia, the Philippines, Vietnam or Myanmar to bring forward gender inclusion in the entrepreneurship sector.

Key Purposes of the project:

1. Support entrepreneurial intermediaries and investors with technical assistance (TA) such as training and advisory service to improve their service for women-led and gender inclusive businesses

2. Build best-practices and methodologies in how to apply a gender lens to investors and intermediaries, and to share these lessons learned with the regional ecosystem
**What will the project and support look like?**

### Diagnostic and design

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<th>Step</th>
<th>Description</th>
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<tr>
<td>1</td>
<td>Partner Selection</td>
<td>Engage potential TA recipients and share criteria for selection of organizations</td>
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<td>2</td>
<td>Gender Lens Diagnostic</td>
<td>Identify challenges and opportunities for gender inclusion strategies. VfW to propose strategies for intervention based off findings</td>
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<td>3</td>
<td>Design workshop</td>
<td>Design workshop with training that covers gender concepts, and a design session to co-create high impact strategies for advancing gender and business</td>
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### Implementation and validation

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<td>4</td>
<td>Finalized Action Plan</td>
<td>Strategies selected, full work plans developed and iterated for technical assistance intervention</td>
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<td>5</td>
<td>Implement</td>
<td>Selected strategies are implemented based off of gender smart solutions and co-designed action plan, including identification of KPIs and metrics to collect</td>
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<td>6</td>
<td>Measure impacts</td>
<td>Metrics are continuously measured, and your organization can learn what works and what might be scalable throughout your business</td>
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### Sharing

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<td>7</td>
<td>Analysis, Recs and Disseminations</td>
<td>Interventions concluded, final impact data consolidated; Deck shared outlining main results and showcasing org. commitment to gender inclusion</td>
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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...

- Designing the methodology to embed a gender lens
- Identifying metrics and ongoing measurement
- Analyzing program effectiveness & learnings

VfW leads and your organization supports on...

- Developing strategies and action plan
- Advising on prioritization of policies and practices, and revision thereof
- Assisting in implementation and supporting troubleshooting
- Disseminating the lesson learned
How to participate

If your organization actively provides support to entrepreneurs as an investor, accelerator, incubator or other entrepreneurial intermediary, then you are eligible to apply. Organizations must have a keen interest to develop gender inclusive programs and/or investments. Previous experience working with a gender lens is encouraged, but not necessary to apply.

Specifically, we welcome entrepreneurial intermediaries and investors that:

● Have a senior management committed to promoting gender equality;
● Actively invest in or provide business development services to small and growing businesses (SGBs) in Indonesia, Philippines, Myanmar or Vietnam;
● Have team members that can dedicate a at least 5-10 hours a week (combined) to work on the gender lens initiative over 3 -4 month period; AND
● Are willing to share lessons learned and results from the TA program with Value for Women and the Aspen Network of Development Entrepreneurs.
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:

Value for Women:
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Queentries Regar (Gender and Business Expert), qregar@v4w.org