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

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<tr>
<th>TA Activities</th>
<th>Expected Outcomes</th>
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<tr>
<td>Access to VfW’s unique Gender Lens Playbook Platform (same as Standard Gender Lens TA) with additional offerings:</td>
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<tr>
<td>● Gender diagnostics to identify gaps and opportunities (through interviews and validation sessions)</td>
<td>● Support and advisory services for implementing gender smart interventions for gender and business outcomes</td>
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<td>● Gender Roadmap planning (recommendation for gender interventions</td>
<td>● Monitoring and Learnings for sector recognition in gender interventions</td>
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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

Implementation and validation

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

**VfW leads and your organization supports on...**

- Developing strategies and action plan
- Identifying metrics and ongoing measurement
- Analyzing program effectiveness & learnings
- 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

**We work together on...**
In addition to geographical location, we will use the following eligibility criteria to make our selection:

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<th>Investors</th>
<th>Capacity Developers</th>
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<td>Internal commitment to gender equality</td>
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<tr>
<td>Good knowledge partner (i.e., willingness to share learnings with VfW, ANDE, and ecosystem)</td>
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<td>Have financial and/or human resources to work on the TA program</td>
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<td>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</td>
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<tr>
<td>At least 5 investments in active portfolio</td>
<td>At a minimum of 10 beneficiary SGBs currently being supported</td>
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<td><strong>For CAM:</strong> Preference for investors with agribusinesses in their portfolio</td>
<td><strong>For CAM:</strong> Preference for specific programs to support rural businesses</td>
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<td><strong>For South Africa:</strong> Preference for investors with a portfolio that provides support to the township economy</td>
<td><strong>For South Africa:</strong> Preference for programmes with a focus on the township economy</td>
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Next Steps

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
Next Steps

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