

INFLUENCING GENDER NORMS STRATEGY

THE BUSINESS CASE FOR INFLUENCING GENDER NORMS

- Strengthening women's economic empowerment, through workplace gender equality and increasing impact investments for women's small and medium enterprises (SMEs), benefits individual women, their families and companies, as well as contributes to increased economic growth.
- Societal attitudes and beliefs towards women's role in the family, in workplaces and the economy have been identified as critical obstacles to make progress on gender equality.
- Transforming these adverse gender norms and attitudes is a game changer for accelerating progress on women's economic empowerment.

Our Goal and Objectives

The **goal** of this strategy is to increase women's economic empowerment in Indonesia, the Philippines, and Vietnam by positively shifting gender norms related to workplace gender equality within formal sector workplaces and amongst urban millennials.

Objectives

- A sound research and evidence knowledge base is established on gender norms relevant to workplace gender equality and how they are operating in the region to inform IW and partner initiatives to shift gender norms.
- Business Coalitions and other IW partners are resourced with practical toolkits, technical assistance and training resources to help them shift gender norms within their organisations and industries.
- A diverse network of local voices and influencers undertake impactful campaigns to positively shift gender norms among urban millennials and within formal sector workplaces.

Outcome: By 2023 there will be an increased public awareness of the ways in which gender norms are limiting women's economic opportunities and a greater volume of well-informed conversations influencing positive shifts in media and social media.

Our Approach

- The approach to positively shifting gender norms involves deepening our understanding of gender norms; creating local interventions through partnerships; and testing, learning and adapting.
- The Strategy applies an interconnected approach across the three objective areas to positively shift common gender norms among common target audiences.

Target gender norms:

- Women's primary role perceived as carer for children and family members, home maker.
- Men's perceived role as primary income earner/ provider for the family.
- Perceptions that certain job types are specific to women and others to men, leading to occupational segregation.
- Perceptions of women as better in supportive roles and men as better leaders.

Target audiences:

- Urban millennials
- Formal sector workplaces (i.e. Business Coalitions, impact investing partners, WSMEs, advertisers and marketers etc.)

How will we measure our achievements?

A Theory of Change underpins the approach taken in the Strategy.

A range of quantitative and qualitative methodologies will be used to measure achievements against the Theory of Change.