The Women’s Economic Empowerment Business Case: CARE PNG’s Experience

Gloria Nema
Pacific Women Shaping Pacific Development’s Annual Learning & Reflection Workshop, Port Moresby
29th April 2019
Brief Overview

- CARE PNG’s Coffee Industry Support Project (CISP) was designed to improve the social and economic well-being of women coffee farmers in PNG.

- To achieve this goal, CARE PNG has partnered with key coffee industry stakeholders.

- The project has seen positive results, however there were concerns that these results could not be sustained in the absence of a business case.
Why a Business Case?

- Based on the project’s theory of change, CISP believes that interventions that take into consideration the social aspects of coffee farming will have a greater overall positive impact on quality and productivity.

- So, in an effort to prove our theory of change and more importantly, convince our coffee industry partners that investing in women is valuable for business, we conducted a business case.
How did CISP do it?

- Household surveys done (2016 & 2018) with randomly selected households from the same four sites
- Tool used for data collection was Questionnaires;
  - a) Female (WEE Metric)
  - b) Head of household (Joint/Couple)
- Majority of the survey respondents were women (approx. 70%)
- Data analysis was done by an external consultant (R statistical programming package)
What are the overall results?

- Overall, access to training for a woman increased the probability that she understands and adopts at least two improved practices is 12%

- These trainings are associated with an increase in overall productivity of 6%

  - Average parchment productivity increases 33% among women who received training

  - The average cherry productivity increases 26% among women who received training

  - The average green productivity increases 51% among women who received training
What about WEE?

- The core of the business case is the Women’s Economic Empowerment (WEE) Index which has been designed specifically for CISP to measure impact.

- The WEE Index tracks 35 individual indicators which have been measured at the start of the project, at the midway point and then at the end. This data was grouped across five different domains and then was finally combined into a single value so that the overall change can be easily seen.

- The 5 domains are: Income, Resources, Relations, Decision Making, and Workloads.
- Income from own coffee
  - Income from another source
  - Control over expenditure
  - Decision making over use of coffee income
  - Decision making over use of income from alternative sources

Who owns:
- Spade
- Buckets
- Mobile phone
- Coffee bag
& who controls each of these assets?

Do you decide alone / together / your husband decides?
- Buying clothes for yourself
- Spending money you have earned
- Selling major hh assets
- Use of savings
- Expenses for children’s education
- What work you do?
- Use of tools
- Planning for coffee production

- VAW - Attitude regarding women refusing to have sex
- Important hh decisions should only be made by husband

Who is the main worker / an equal worker / provides some support?
- Clear land for coffee
- Plant coffee
- Coffee Nursery
- Coffee Weeding
- Fertilising / mulching
- Coffee picking
- Wet milling
- Coffee drying
- Selling coffee
- Food gardens
- Alternative commercial crops
- Selling fresh produce
- Coffee record-keeping
- Domestic chores
...WEE results

- The overall WEE is rising regularly for women involved in the project. Between 2016 and 2018 there is a significant increase of ten points – from 0.29 to 0.39 respectively.

- The income domain of the WEE is the only area in which women involved in the project are not seeing positive progress.
The household decision making domain has also seen an increase over the course of the project.

The workload domain, a key aspect of CISP to using economic empowerment of women to increase productivity and quality in the coffee value chain has seen steady increase.
Households in which women have higher levels of economic empowerment reported higher levels of productivity.

A 0.1 point increase in economic empowerment was related to a 7% increase in household productivity.

CARE’s WEE Business Case has shown that when we view training, practice adoption, and productivity with an economic empowerment lens, we do see evidence that in PNG, a woman is economically empowered when systems and structures support her ability to succeed and advance economically, and when she has the power to make and act on economic decisions.