



Improving the investment climate through gender sensitive reforms in times of COVID-19

Thursday 17 September 2020, 4:00 – 6:00 pm CEST

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Agenda

17 September 2020, 4:00 – 6:00 pm CEST		
1.	Introduction and presentation of the ICR Facility	Diego Borrero, ICR Facility
2.	Improving the investment climate through gender sensitive reforms in times of COVID-19	Susana Martinez-Restrepo, Ph.D Senior International Expert Gender and Development Lebrechtta Nana Oye Hesse-Bayne Executive Director Shidaa Sustainable Development Solutions LTD.
3.	Q+A / discussion	All
4.	Remote Assistance Application Process (1-on-1-clinics) and closing words	Diego Borrero, ICR Facility

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Investment Climate Reform (ICR) Facility

Funding	EU, OACPS under the 11th EDF, together with BMZ and the British Council
Objective	Support the countries and regional institutions in Africa, Caribbean and Pacific countries in their public-private dialogue process to create a more conducive and sustainable investment climate.

Technical assistance with up to 90 days for interventions:

- **Business Environment Reform** 
- **Business Environment for Sustainability** 
- **Public-Private Dialogue (PPD)** 

Requests must:

- aim at improving the business and investment climate in an ACP country
- be part of a wider strategy, reform process, or PPD mechanism
- involve a PPD component 
- handed in by governmental organisations, business associations, development financial institutions (DFIs), and EU delegations in ACP countries

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Improving the investment climate through gender sensitive reforms in times of COVID-19

Susana Martinez-Restrepo, Ph.D.

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The costs of gender gaps due to COVID-19

- Women's jobs are **1.8 times** more vulnerable to this crisis than men's jobs
- Women make up **39 percent** of global employment
- But account for **54 percent** of overall job losses.

- Global GDP growth could be **\$1 trillion** lower in 2030 if women are not considered as central to the recovery
- **\$13 trillion** would be added if action is taken now to advance gender equality

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Topics to address

1. Gender gaps are increasing as a result of COVID-19
2. Disruption and creative destruction
3. Building back better with gender equality

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1. The gender gaps are increasing as a result of COVID-19

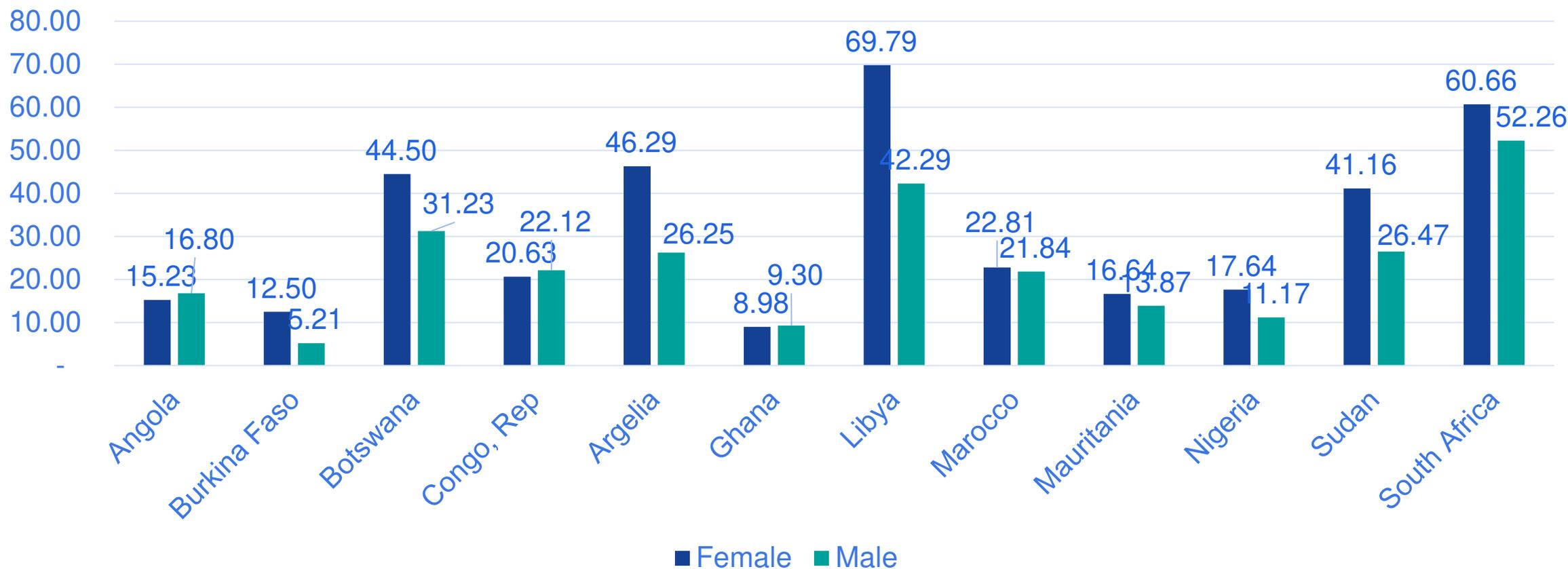
1. The gender gaps that are increasing as a result of COVID-19

1. Women are at the forefront of the response
2. In majority of countries women are employed in the sectors most affected by the crisis
3. Women are the most-impacted by unpaid care work
4. Women are over-represented in small business ownership
5. Women in the informal economy and single-parent families are especially vulnerable
6. Gender Based Violence (GVB) increasing as a result of the crisis



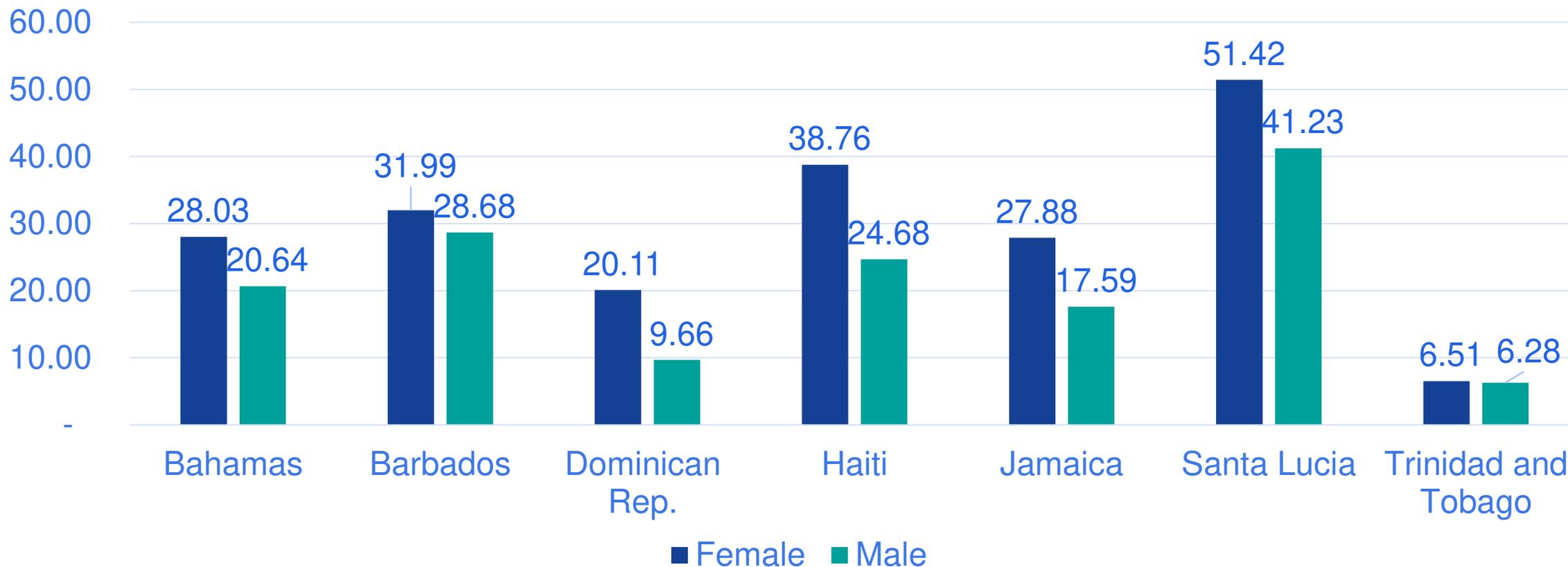
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Gender gaps in unemployment (Selected countries in Africa)



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Gender gaps in unemployment (Selected Caribbean countries)



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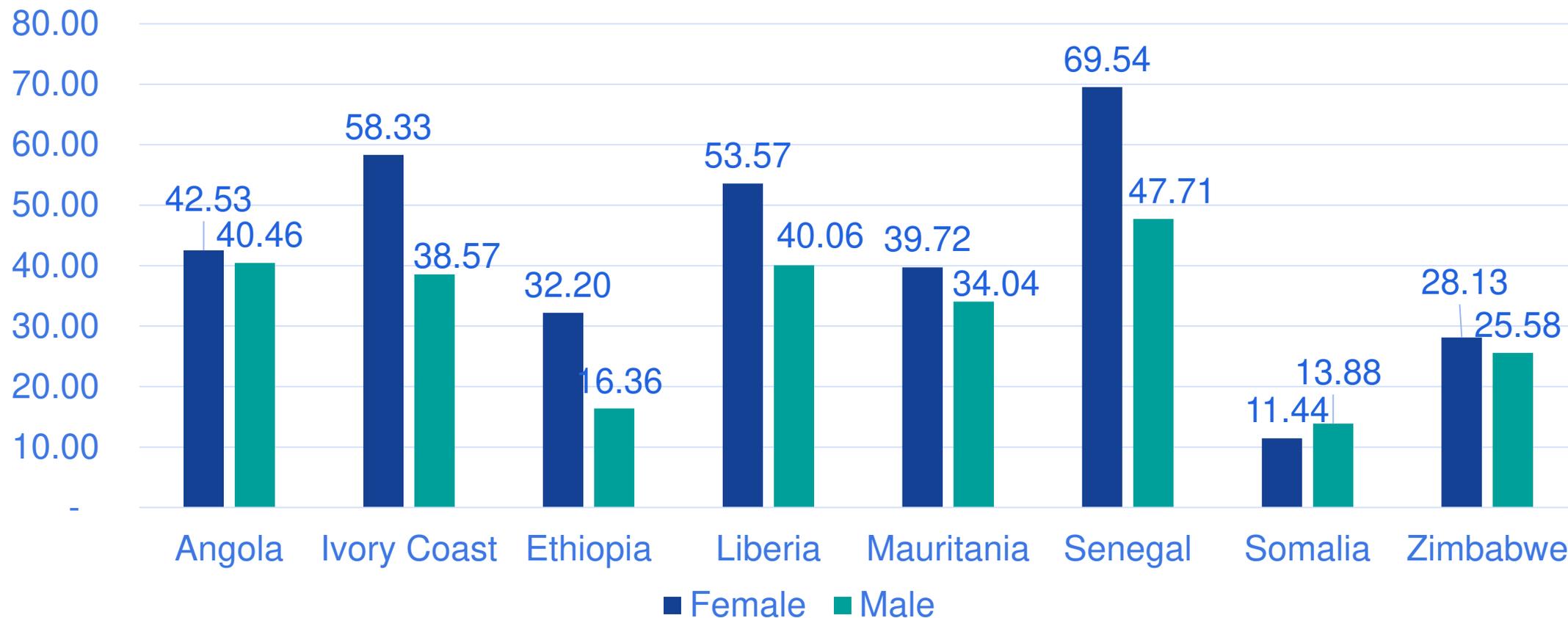
Service sectors most affected by the crisis in most countries are feminised

- Tourism
- Beauty salons
- Restaurants
- Domestic workers
- Sports and events



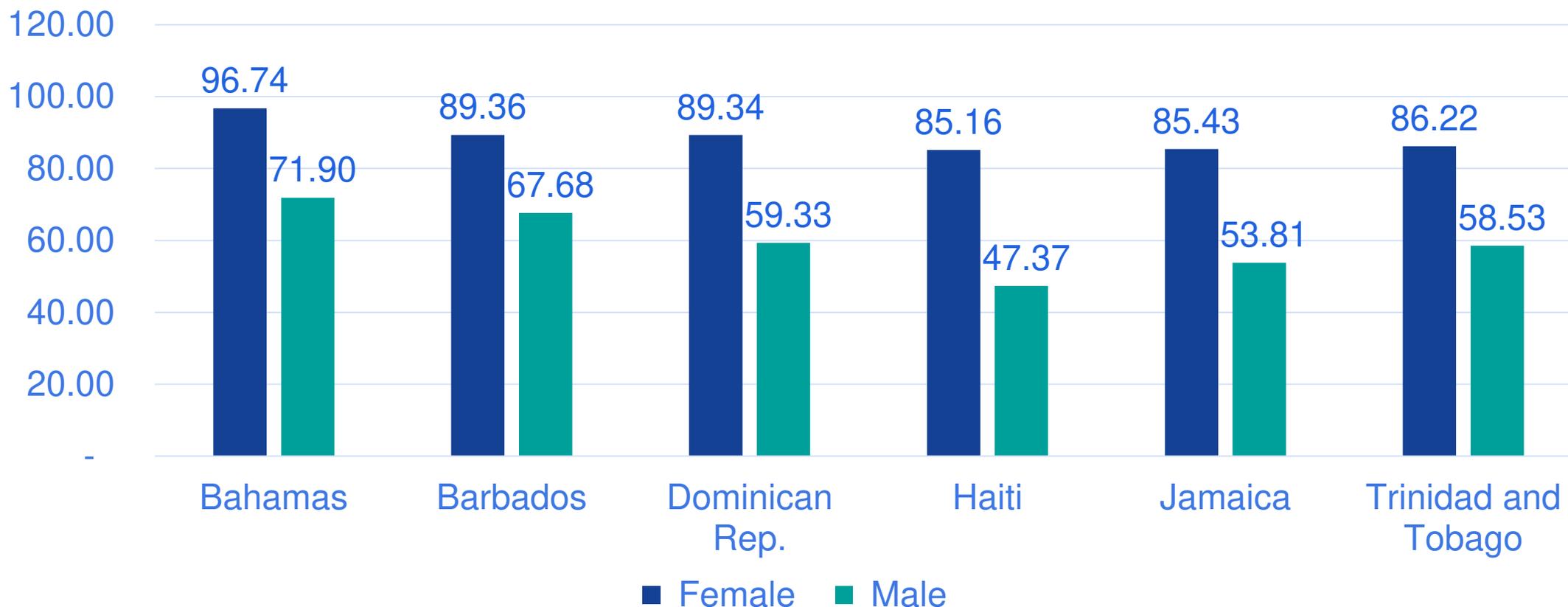
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Employment in the service sector (Selected African countries)



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Employment in the service sector (Selected Caribbean countries)

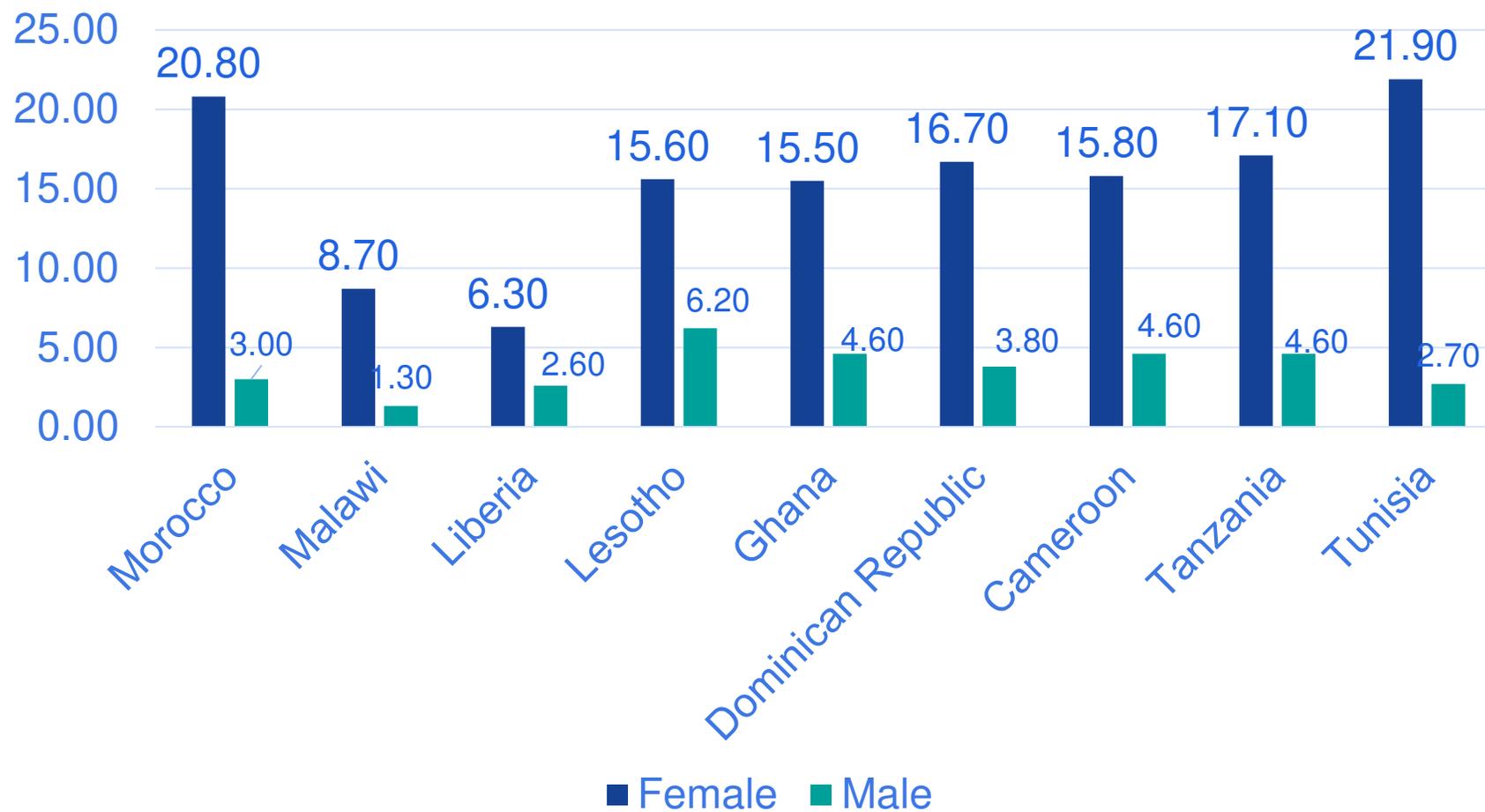


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Women are the most affected by unpaid care work

- Care of sick people
- Care of the elder
- School closures

Which increases unemployment and productivity.



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2. The disruption and the creative destruction

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Understanding the crisis to address key reforms

- In order to improve the investment climate through gender sensitive reforms in times of COVID-19 we need to address policy reforms having these three perspectives in mind
- **42 percent** of recent layoffs will result in permanent job loss in the United States (Barrero et al, 2020)
- Indeed, African and Caribbean economies are different. The problem with job creation and destruction is more complex in developing economies where more than half of the jobs are in the informal economy



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1. The economic crisis affects purchasing power and therefore consumption

The solution therefore could come from government transfers, public temporary work, mining initiatives, construction.

- Increased construction activity tends to be central to relief programs. However, public work in infrastructure, construction, transportation, tends to be mostly masculine.

Loans and grants can help businesses to survive

- The problem is that women are less likely to benefit from loans due to the size of their business, and social norms

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Gender inclusive solutions

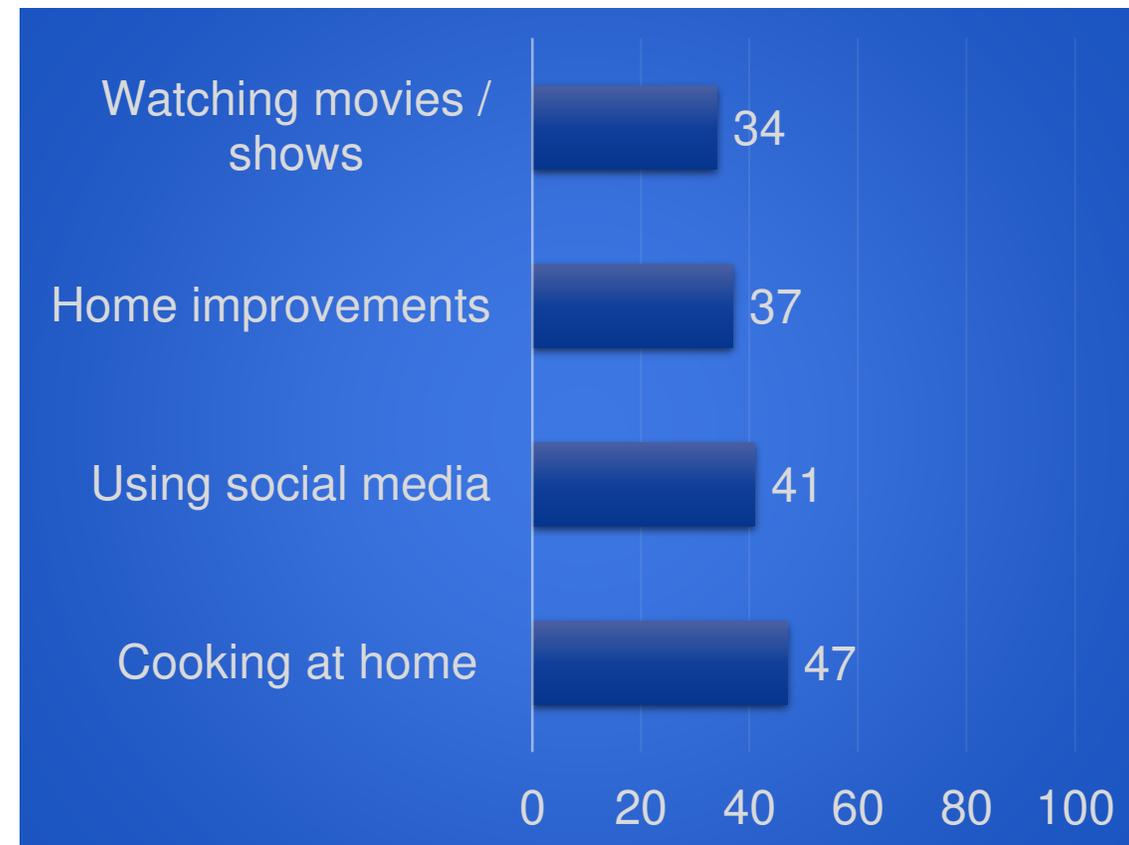
- Include women in jobs in traditionally masculine industries and positions being developed to reactivate the economies
- Create the necessary conditions to include them (safety, schedules, gear)
- Provide lines of credit and grants specially designed for women-owned-businesses

2. The crisis is changing preferences and behaviors

Given the current economic crisis, **72%** of individuals in **South Africa** are delaying purchases planned before the crisis

- In **Nigeria**, **92%** of consumers have tried a new shopping behavior
- We have observed a **30-65%** growth in consumers that purchase online
- **49%** of Nigerians are paying more attention to hygienic packaging

Consumption changes in South Africa due to COVID-19



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3. The crisis is accelerating automation

- The WEF suggested that **3 out of 4 jobs would be lost** in the next 10 years due to automation would be female jobs
- In the formal sector women are more likely to be in positions and sectors easily displaced by **Artificial Intelligence**
- The crisis has accelerated our relationship with technology, and what was expected to happen in 10 years is happening now
- There are new high-quality jobs, particularly in STEM (Sciences technology, Engineering and Mathematics) but this are highly masculinised

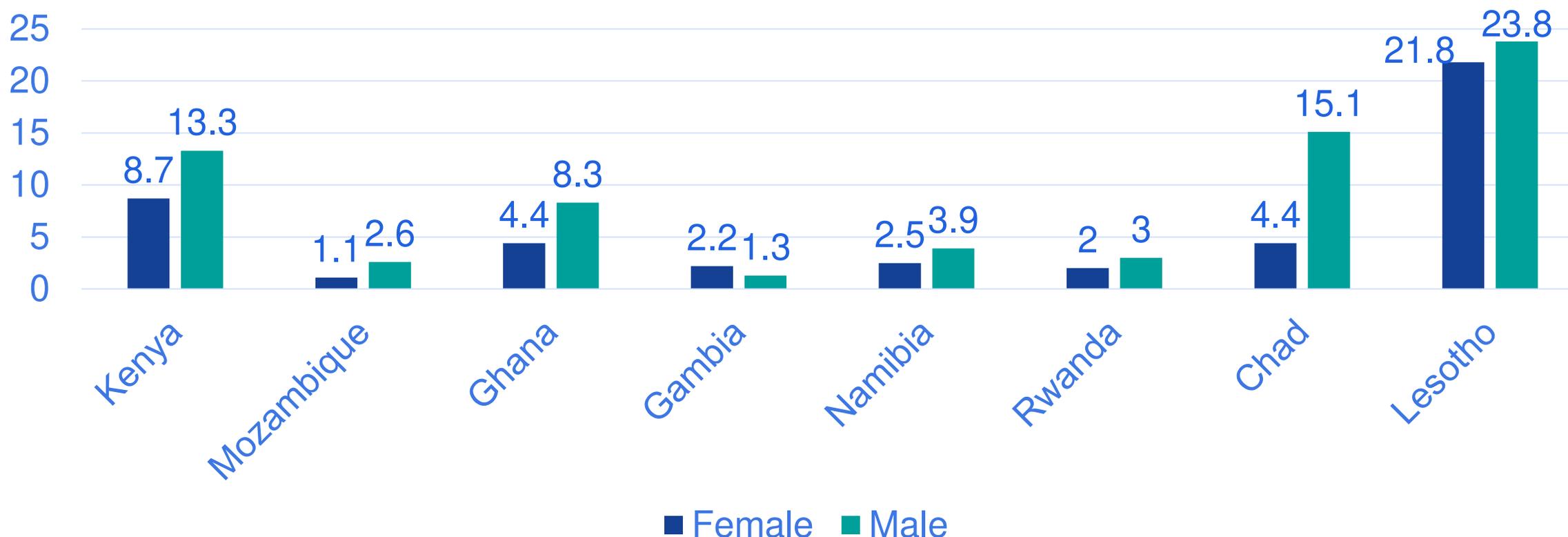
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Gender inclusive solutions

- Incentive more girls to study STEM programs
- Create tools to retain female college studies in STEM disciplines
- Promote continue-education coding programs that target women (Laboratoria)
- Support women's transition through reskilling opportunities as certain technical skills become more important
- Create programs to promote digital inclusion, digital literacy, and digital marketing and sales for the most vulnerable populations

Source: World Economic Forum 2018. Note: No comparable data was available for the Caribbean

Percentage of tertiary-level graduates in Natural Sciences, Mathematics and Statistics (female, male)



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3. Building back better after COVID-19 with gender equality

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TOOLBOX: Building back better with gender sensitive reforms

What are the main gender gaps that need to be addressed?

What are the main causes?

How to address sustainable solutions for women and for the economy ?

Define the problem and its possible gender gap.
Increase gender data availability by establishing high-quality and policy-relevant gender indicators

Use the **three-way framework** to understand the causes and the short and long strategy: 1) Changes in purchasing power and, therefore, consumption 2) Changes in preferences and behaviors and 3) Automation and tech driven changes

Include women in your solutions and consider the specific **barriers** they might have to access your reform or initiative

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Building back better with gender sensitive reforms TOOL



Define the problem and its possible gender gap.	Use the three-way framework to understand the causes and the short- and long-term strategy	Include women in your solutions and consider the barriers they might have to access your initiative
<p>Problem:</p> <p>Consider the sectors, subsectors, types of businesses and occupations that have been heavily affected by the crisis</p> <p>Gender gaps:</p> <p>Measure the existing gender gaps. When post-COVID is not available, pre-COVID data can provide some insights</p>	<ol style="list-style-type: none"> Changes in purchasing power and, therefore, consumption Changes in preferences and behaviors Automation and tech driven changes 	<p>Example of activities</p> <ul style="list-style-type: none"> Capacity building to local governments, chambers of commerce, companies, Technical assistance Lines of credit for women-owned businesses Fast track training in high demand areas: digital inclusion, digital literacy, digital marketing, online sales, biosecurity, coding Communication campaigns <p>Barriers</p> <ul style="list-style-type: none"> Chauvinistic social norms: intrahousehold bargaining, discrimination by gender, age, ethnic group, sexual or gender identity Time scarcity: due to care activities (children, sick and the elder) Safety concerns: night shifts, adequate gear for women: for example, in mining and construction Lack of collateral to access credit: women are less likely to have asset ownership than men Skill-gaps: women are less likely to have technical and some socio-emotional skills key to find a job or to sustain and reinvent their businesses

Case study. Small business owners – Restaurants

Define the problem and its possible gender gap.	Use the three-way framework to understand the causes and the short- and long-term strategy	Include women in your solutions and consider the barriers they might have to access your initiative
<p>Problem: 70% of small restaurants have closed due to COVID-19</p> <p>Gender gaps: Among those, 80% belong to women, mostly women head-of-household</p>	<ol style="list-style-type: none"> Changes in purchasing power: Individuals are earning less or being conservative with their non-necessary expenditures Changes in preferences and behaviors: Customers need to social distance outdoors Even when the vaccine is ready, 20-40% of customers will not come back in person because they prefer delivery Automation and tech driven changes 40% of purchases will be done through apps or telephone 	<ul style="list-style-type: none"> Develop training programs aiming at helping small businesses to reinvent their services (digital inclusion, digital literacy, digital marketing, online sales, biosecurity in restaurants) Assist with biosecurity measures for small businesses that lack access to information and resources to implement the measures Provide support to women to access lines of credit to support their online marketing strategies and acquire computers

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Let build back better with gender sensitive reforms!

\$13 trillion would be added to the global economy if action is taken now to advance gender equality

More women would be able to support their families or leave abusive relationships

More jobs for women could be added in key areas where automation is replacing robots for humans

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Thank you

You can request your own individual advice with me and use the toolbox



Susana Martinez-Restrepo PhD.
Labor markets and entrepreneurship expert with a gender lens



COMMENTS

Lebrechtta Nana Oye Hesse-Bayne

Executive Director, Shidaa Sustainable Development Solutions LTD.

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Questions and Answers

Please type your questions or points for discussion into the chat window.

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ICR Facility 1-on-1 Clinics

Targeted support virtual, individual support sessions around 1-2 hours



- **Eligibility:** public or private organization based in ACP country
- Slots will be granted based on availability.
- Support will respect a regional balance across the ACP.

Exchange directly
with us and get
support for your
organisation

- Register your interest until 24 September 2020 via icrfacility@giz.de
- Indicate your organisation and the questions you want to ask.



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