

NEW ACTORS, NEW MONEY & NEW CONVERSATIONS

Mapping The Current Landscape & Potential Resources
For Women's Rights

Results & Analysis

MAY 2014 www.awid.org

awid women's
rights

Overview of the Presentation



1. Research Methodology

2. Context

3. Key Findings

4. Potential Challenges

5. Finding Opportunities for New Conversations

Research Methodology (1)

In-depth Interviews (January – March 2013)

- 24 resource people discussed recently emerged initiatives, players and spaces supporting “women and girls.”

We're learning that the private sector has a wide range of motivations to support women and girls, sometimes it's to help clean up their reputations, to join a trend, [to create a bigger supply chain or because they genuinely want to support women and girls.]

Research Methodology (2)

Desk Research (January – March 2013 and May – July 2013)

- Developed more detailed analysis on the initiatives supporting women and girls
- Key criteria established
- Sources included: online research, suggestions from interviewees, and the CGI commitments list

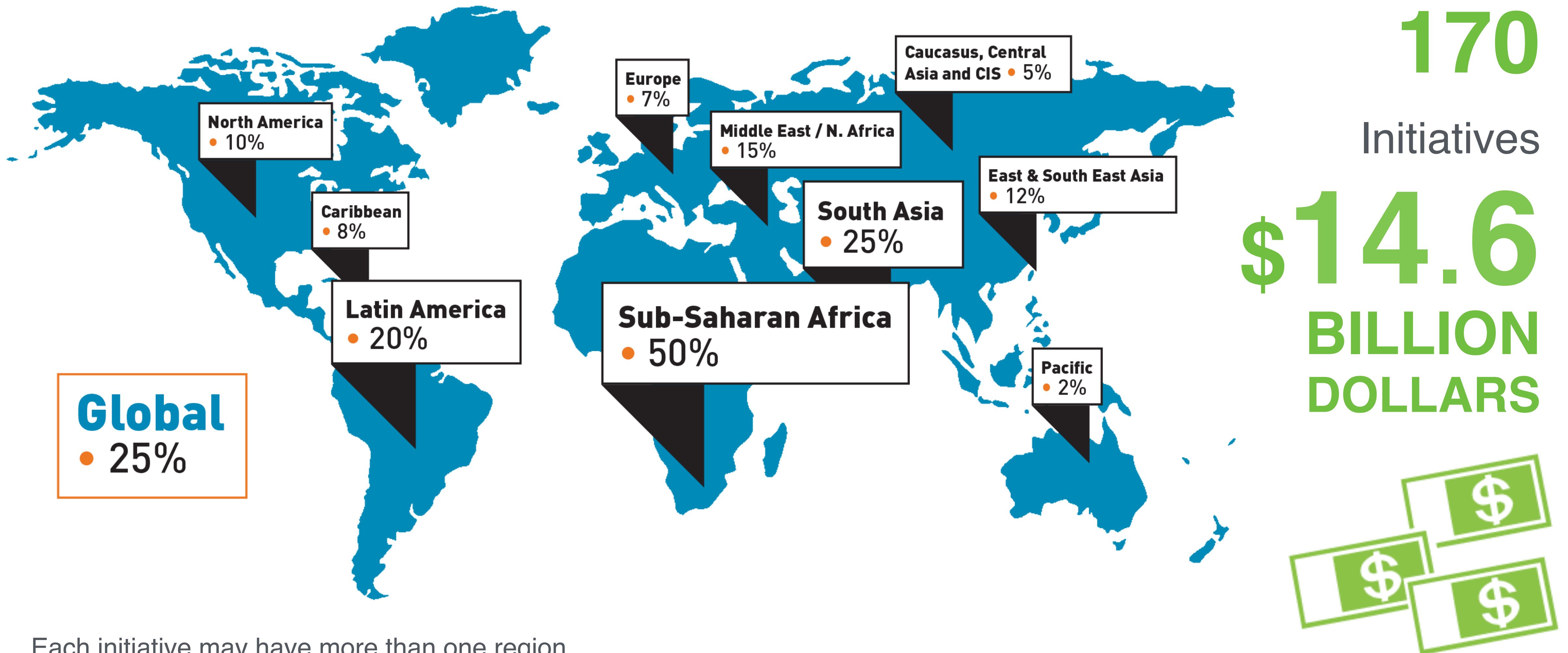
Initiatives included in the Desk Research had the following criteria:

With a Development Objective	Current / Planned through 2018	Focused on Women and Girls	New or Innovative Actors / Mechanisms
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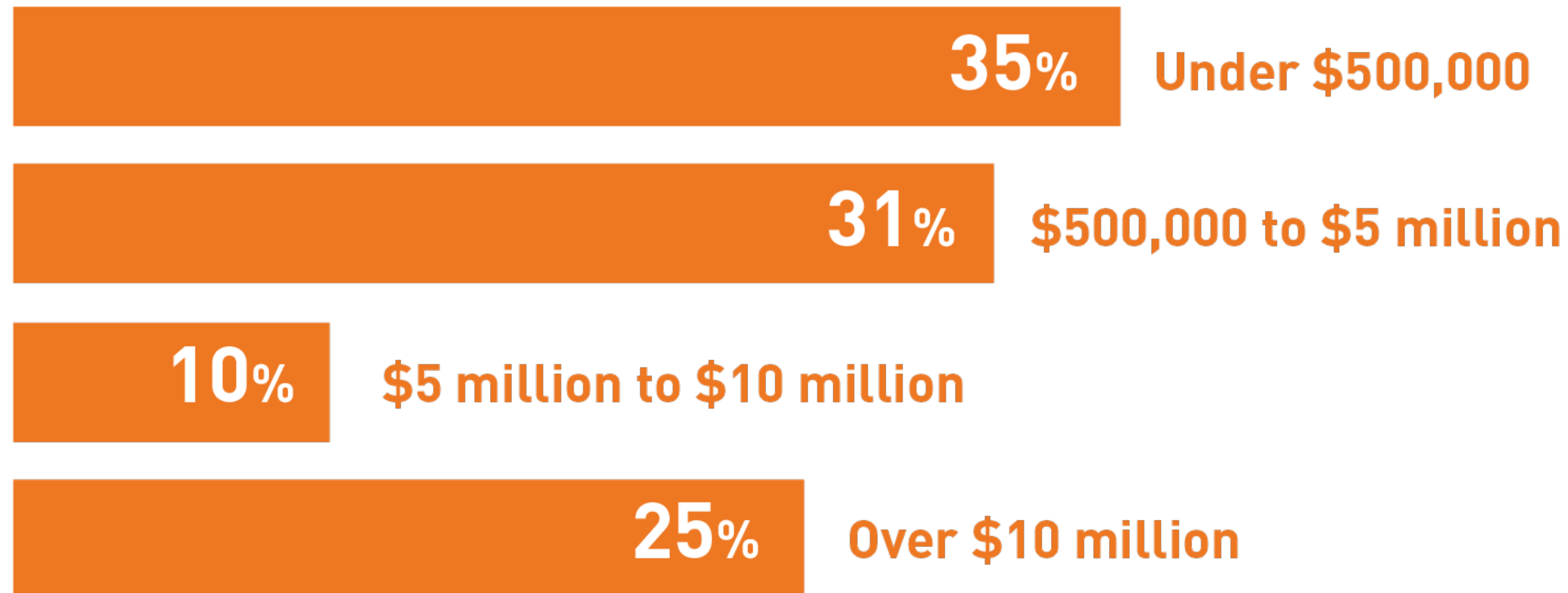
What is the Context?

Young Women Leaders **Agenda Setting Spaces**
Women of Wealth **Interest in Women and Girls**
Newer Corporate Foundations **Impact Investing**
Crowd Funding **Newer Private Family Foundations**
Private Sector Engagement **Celebrities on Board**
INGO Campaigns **Corporate Social Responsibility**
New Private Sector-CSO Partnerships **Social Media**

The Initiatives: Where, How Much?



Initiative Sizes



AVERAGE:

\$123 million dollars

MEDIAN:

\$3 million dollars

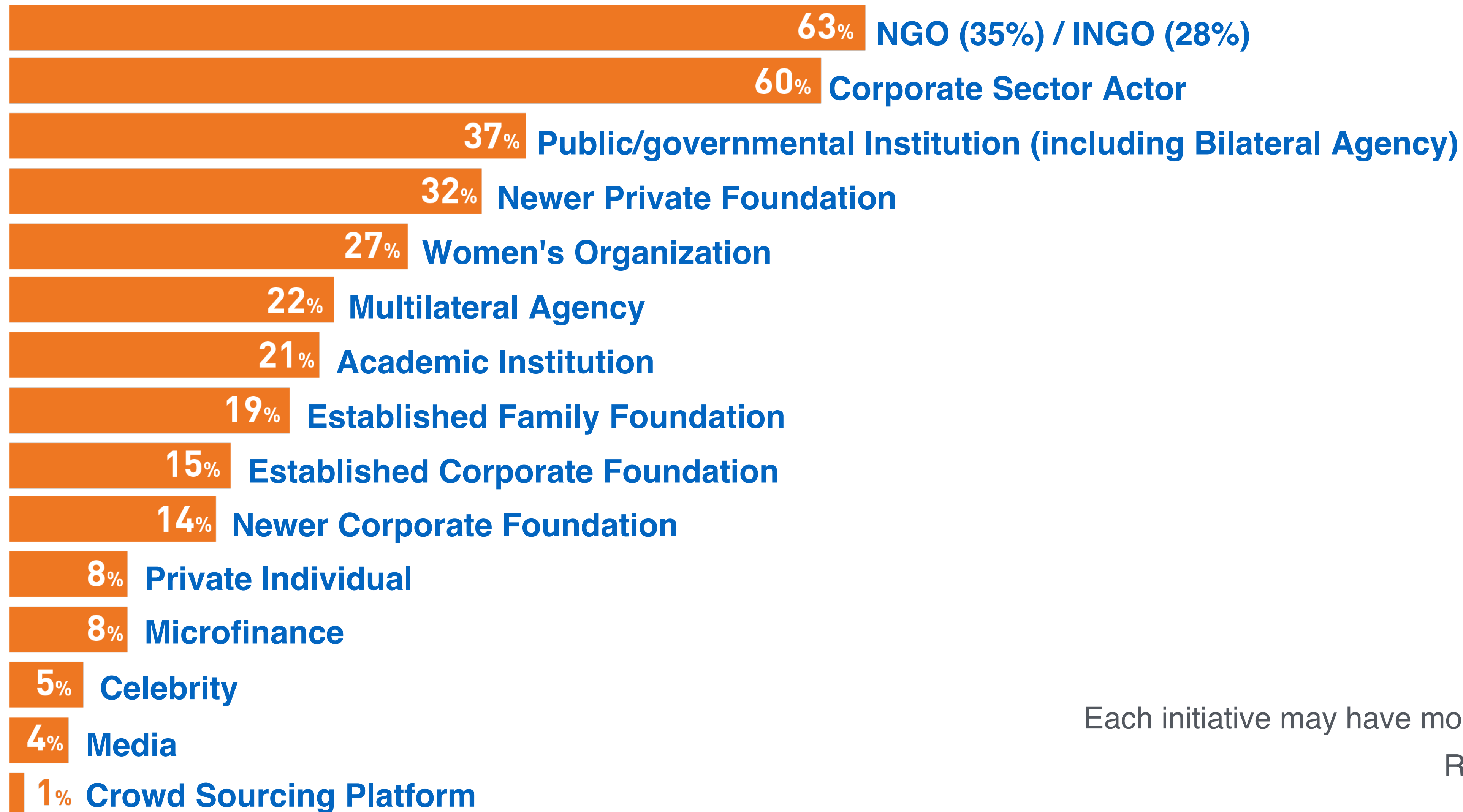
TOTAL:

\$14.6 billion dollars

Base: 147 initiatives

23 had no amounts listed

Who is Involved?



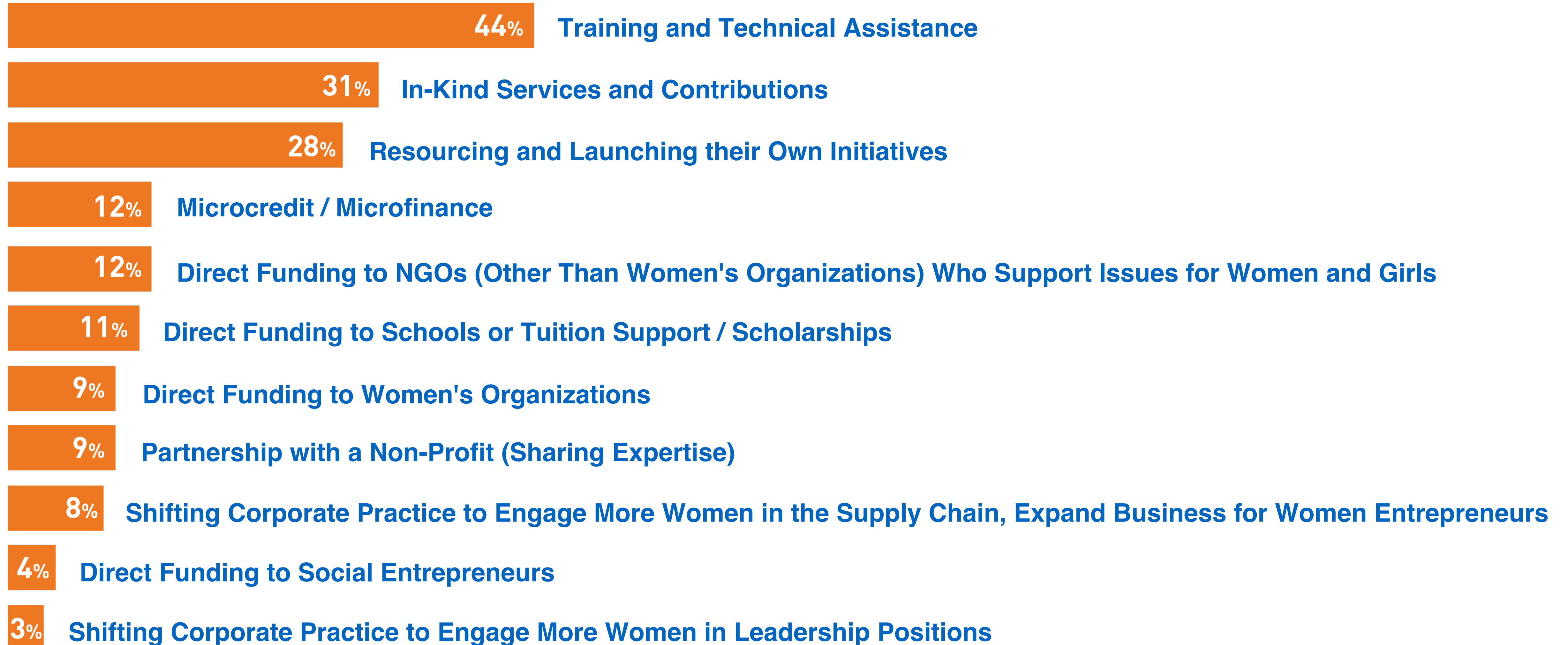
Base: 170 initiatives
 Each initiative may have more than one type of sponsor.
 Results will not total to 100%.

Thematic Focus of the Initiatives



Base: 170 initiatives

How Support is Disbursed



Potential Challenges with these initiatives (1)

By focusing on one aspect of education such as scholarships, it won't be beneficial if the legislation isn't being looked at, if the school system is failing girls, and they are subject to violence and without toilets.

- **A narrow thematic issue focus**
- **Focus on the individual:** Not addressing structural or systemic factors
- **Limited approach to change:** Focus is not on a rights-based approach, instead quantifiable results and “quick wins”

Potential Challenges with these initiatives (2)

- **Women's rights organizations not on the radar:** Limited relationships, yet women's organizations are critical to informing effective strategies from past experience and learnings
- Full operations of a particular actor are not always coherent and consistent with the stated social mission

The one key problem we need to address is that the internal behaviour of a corporation is not necessarily linked to the external behaviour of the foundation arm. There needs to be an evolution in the thinking of women's organizations to ensure these different changes are more connected, and demanded.

Opportunities for New Conversations

Collective Engagement, Allowing for Diverse Roles

Compatibility of Purpose

Room for Negotiation

Mutual Respect

Finding Opportunities (1)

Create an effective communication strategy

- Message the importance of women's rights and women's organizing in a compelling way to actors not familiar with the work

“At the end of the day,
if we really want to move the needle,
it's about how to talk about women's rights to
an audience thinking about bottom line.”

Finding Opportunities (2)

Create a coherent approach

- Labor unions and labor rights activists have been critically engaging the corporate sector for decades, need to be well-informed on the on-going work and activism of labor rights allies

Engage in relevant agenda setting spaces and debates

- Expand ways in which 'women's issues' and 'women and girls' are portrayed

What is Next?

- Analyze these trends in your organization and community
- Check out AWID's other reports in this series: [Women Moving Mountains](#) & [Watering the Leaves, Starving the Roots](#)
- Let AWID know if you have any comments or ideas for future action-research or advocacy to mobilize more and better resources for women's rights organizing. Contact us at funder@awid.org