

> How to achieve meaningful inclusion in MSD

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How has **GEDSI evolved** over the past 20 years?

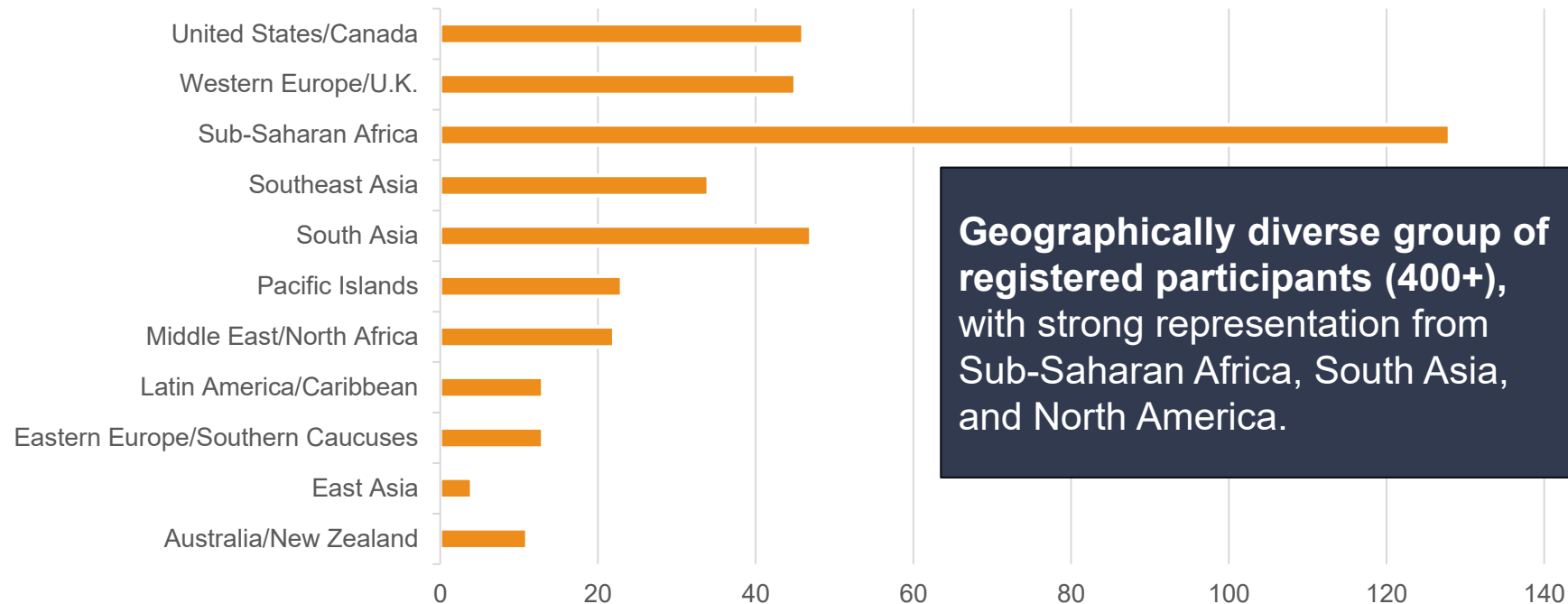
About the Conversation Series

Sessions	Session 1	Session 2	Session 3
Conversation Frames	Where we've come from	Where we are	Where we are headed
Time frames	2012-2020 (pre-covid)	2020-2025 (covid/post-covid)	2025 and beyond
Objective	Focused on increasing participation and access to benefits	Increasingly addressed the rules behind exclusion	Moving towards inclusion being a driver of change
Deep-dives	• What resourcing set-ups worked? • What tactics were most effective? And why? • How did we/industry respond to requests to expand the WEE to GE and GEDSI? • What narratives worked to win 'hearts and minds' in the past?	• What internal pressures are impacting your learning topic? What has this led to? • What external forces are shaping it? What has this led to? • What trade-offs are you facing?	• What do we need ,and from whom, to deliver strong GESI in MSD work?

About the Conversation Series

The purpose of the virtual Conversation series was to **reflect on, discuss, and influence the future of gender equality and social inclusion (GESI) technical approaches in market systems development (MSD)**.

Series guided by a 21-member advisory group with representatives from donors, NGOs, Projects, and Consultants.



What We Learned

Key Findings #1

The field has come far yet our work is far from over



Early years

Focused on
increasing
participation and
access to benefits



Pre-COVID

Increasingly
addressed the
rules behind
exclusion



2020 onwards

Moving towards
inclusion being a
driver of change

Key Findings #2

Inclusion is under pressure, but for different reasons



We're being asked to deliver inclusion, but without saying the word inclusion.”



The pressure to do more across gender, disability, and youth keeps increasing, but the support doesn't.”

Key Findings #3

Delivering good GEDSI work requires hard and soft infrastructure



**Visible leadership
support**



**Integration across
program systems**



**Dedicated
resourcing**

“The non-negotiables”



Key lessons from NAMDP

Key lesson 1: GESI transformation must be embedded in project design

- What we observed
 - Focus on access, income and jobs
 - GESI sensitive, not transformative by design
 - Limited change in agency and voice
- Actions taken
 - Implemented targeted GESI interventions
 - Leveraged qualitative field evidence to inform interventions

Key lesson 2: GESI transformation requires shared ownership

- What we observed
 - GESI led by a focal person
 - Limited ownership across teams and partners
- Actions taken
 - Made GESI everyone's responsibility
 - Embedded GESI in ToRs
 - Refresher sessions for teams and partners

What we continue to do ...



Leveraging the business case to private sector partners



Developing measurement framework



M&E to measure and monitor opportunity and provide that feedback to implementation team



Communicating success stories

As the goalposts shift... how we've adapted



Evidence based approach

Using data to raise the conversation



Making shared agenda

Expand team capacity to identify opportunity ... making shared agenda



The "See a need, fill a need" approach

Better understanding shifting community dynamics to identify opportunity



Sustainable Tourism

Protected Agriculture

The Need	High Staff <u>turnover</u>	Heavy investment in Protected Agriculture – but sustainability lagged.
	Women make up <u>less than 10% tourism</u> employment in Sri Lanka	So did the practices.
How did MDF meet the need	Published a Women in Tourism <u>Study</u> Signed up with hotels to conduct staff <u>focus group discussions</u> Co-invested in <u>Learning and Development</u> initiatives Discussed as a thematic area in airport survey	Conducted a “Know Your Customer” study <u>Showed input</u> providers that <u>women</u> were the key <u>decision-makers</u> . Co-invested to get better inputs and advisory reaching households
Out come	<u>Drop in turn-over</u> to single digit levels Companies <u>increasing</u> their annual budgets for <u>learning and development</u>	Significant increase in income Farmers investing in <u>increasing capacity</u> Greater support from family members
Replication	<u>Other hotels</u> request MDF’s support to replicate	Partner is expanding to <u>improve farmer access</u> to <u>export markets</u>

**Implications for donors and implementing
partners**

Implications for donors and implementing partners

Donors

Protect and expand political space for GESI.

Invest in capabilities and culture, not just compliance

Prioritize flexibility, adaptive and long term funding to support the slow work of norm change.

Implementing Partners

Anchor inclusion in core strategy and governance

Invest in people and teams

Foster adaptive management and contextualization

Model inclusive leadership and culture

Empower marginalized voices through facilitation and feedback

Investment in GESI is a lever for scale and sustainability. Embedding GESI from the outset ensure that growth is broad-based, market actors are diverse, and benefits are more equitably shared.