

> Empowering women and girls through private sector engagement: lessons from SPRING

23rd November 2021



Heidi Ober
SPRING Evaluation Director

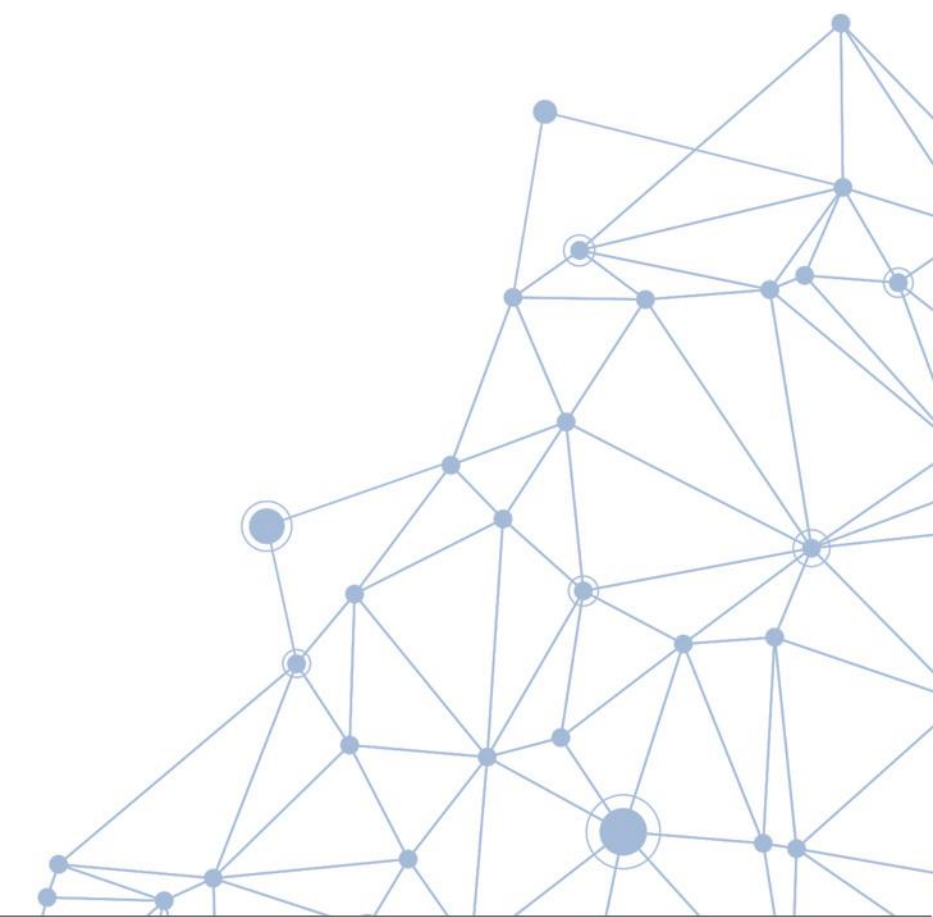


Gordon Freer
SPRING Evaluation Team Lead



Agenda

- Introduction to SPRING
 - For the record
- SPRING Lessons:
 - Working with private sector partners
 - Unlocking a market
- SPRING Lessons:
 - What about Market Systems Development (MSD)?
- Discussion



Introduction to SPRING

Donors



Focal areas

Girls



Private sector



Empowerment



Five themes

Learn



Earn



Stay safe



Stay healthy



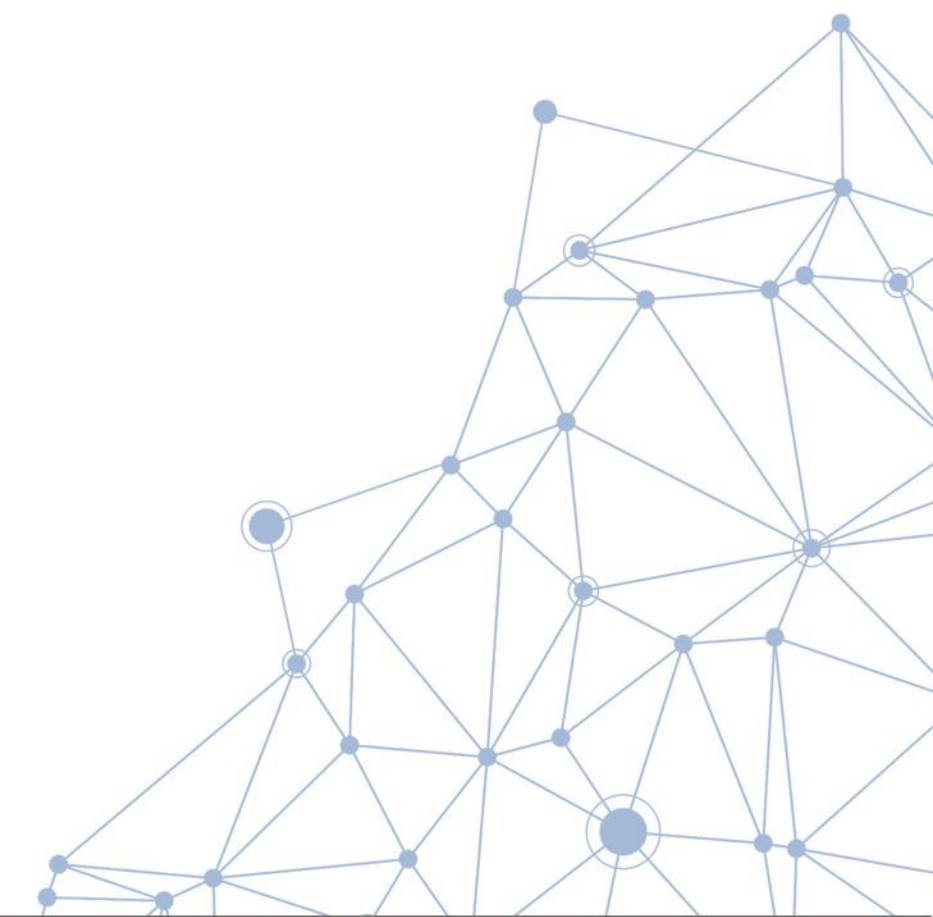
Well-being



For the record

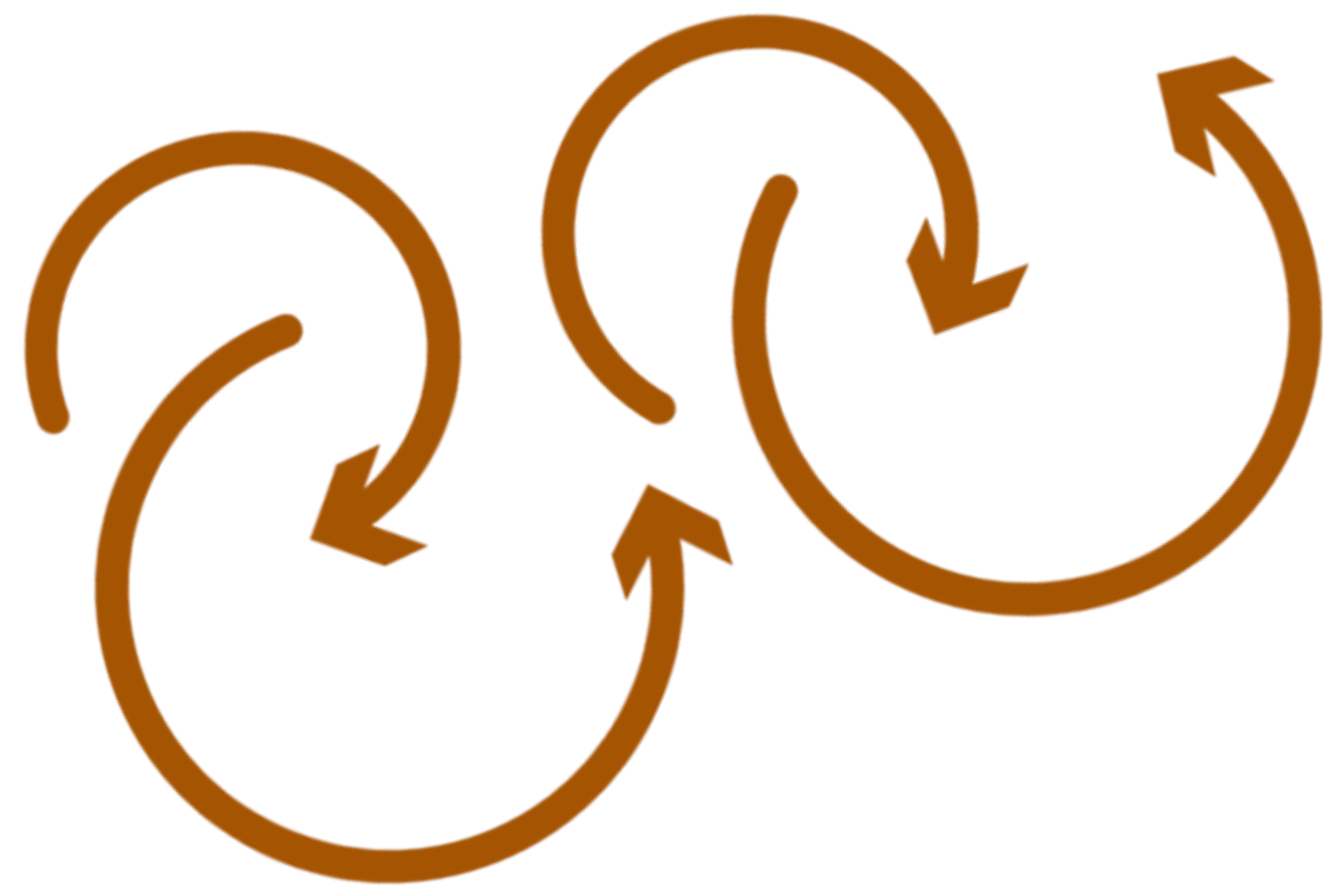
SPRING was **NOT** a Market Systems Development (MSD) Programme. But it....

- Looked at sustainable, systemic change
- Looked to partner with private sector players
- Looked to achieve developmental objectives
- Looked at the private sector to continue to reach girls **AFTER** programme close



SPRING Lessons:

Partnering with private sector partners



SPRING was iterative



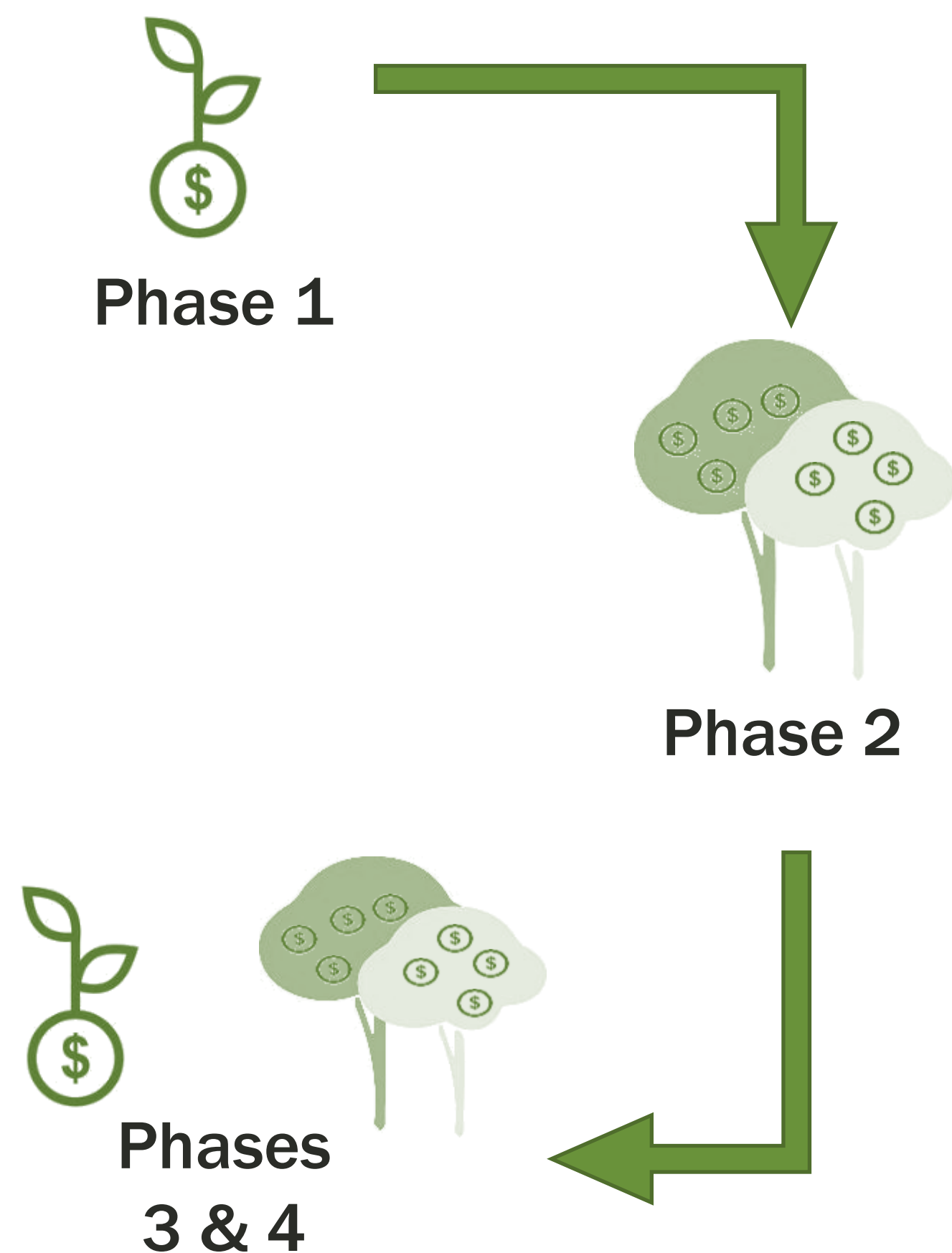
**SPRING learned from
working with early
stage businesses**



**SPRING learned from
working with mature
businesses**



Unpacking the Lessons: SPRING was iterative



Frequency & intensity of
engagement



Selection processes

Unpacking the Lessons:

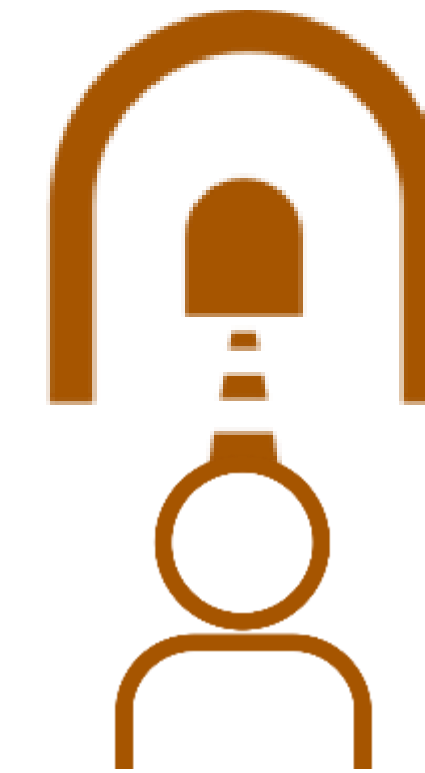
Working with early stage businesses



Lack of Depth



Cash Flow &
Resources

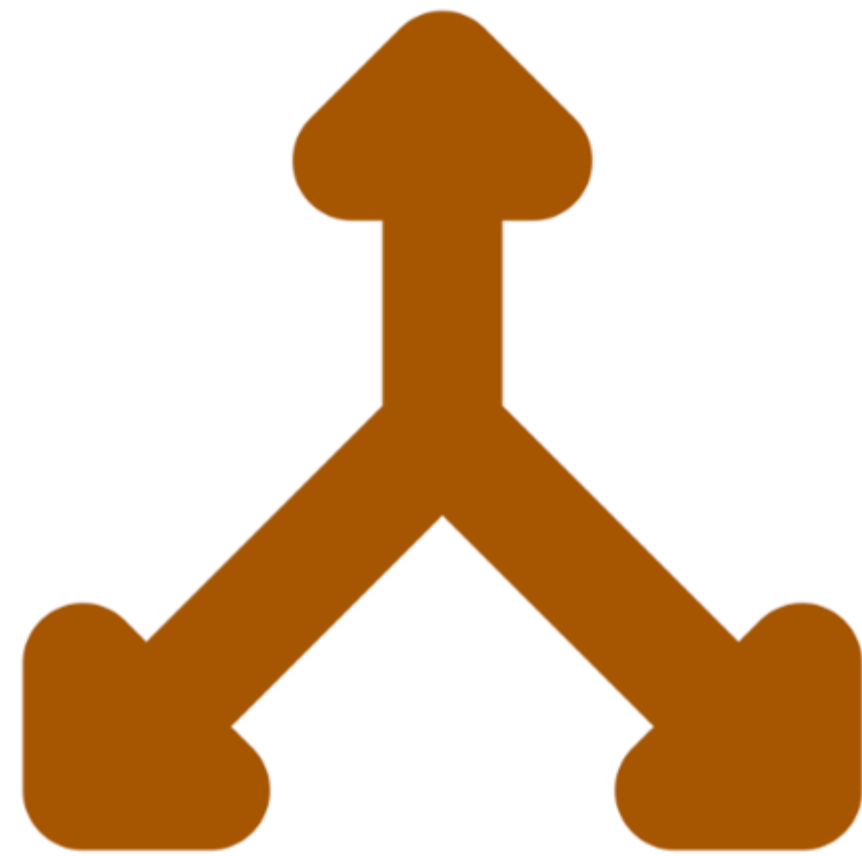


Founder
“Tunnel Vision”



Unpacking the Lessons:

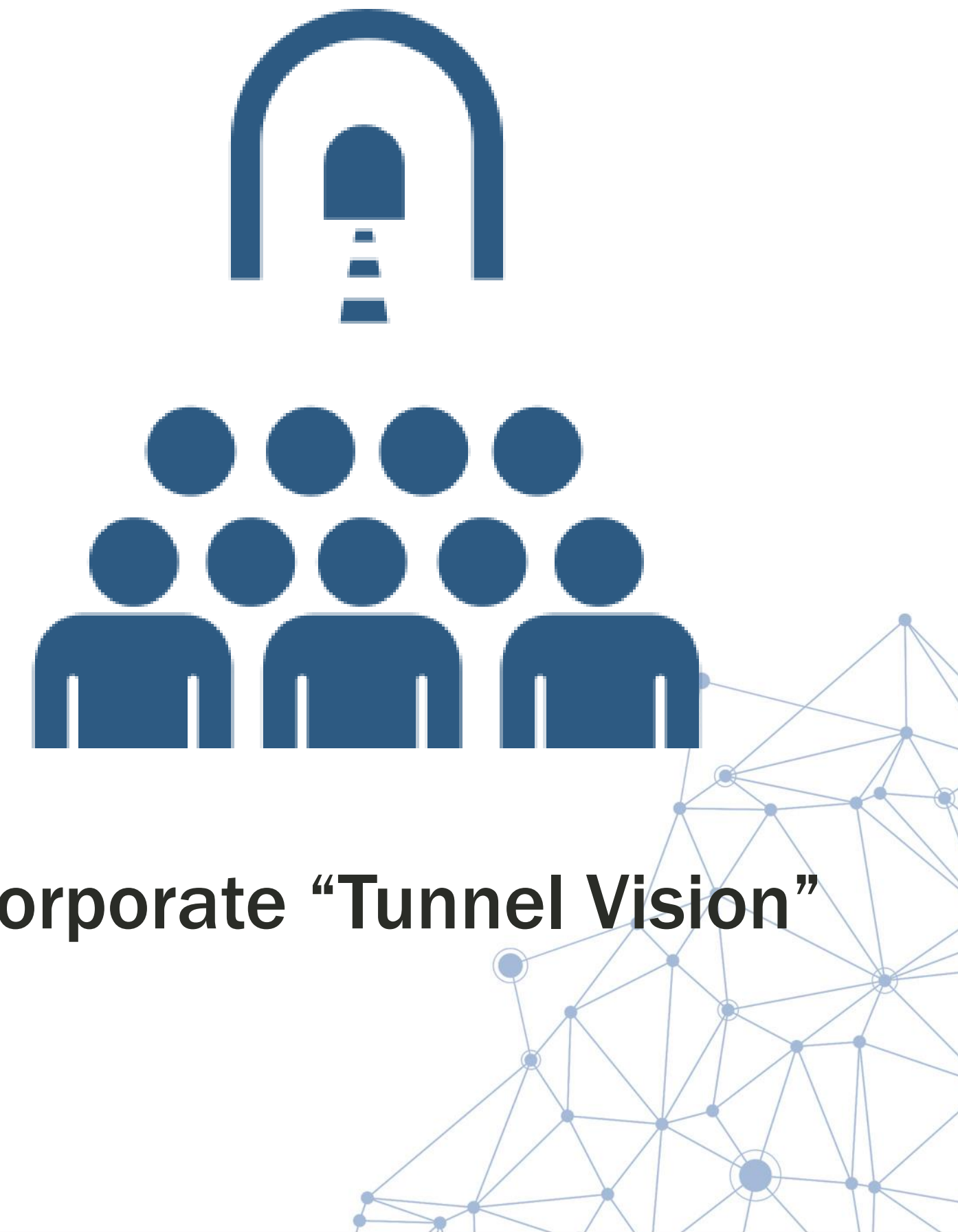
Working with mature stage businesses



Multiple (Divergent?)
demands



Institutional memory



Corporate “Tunnel Vision”

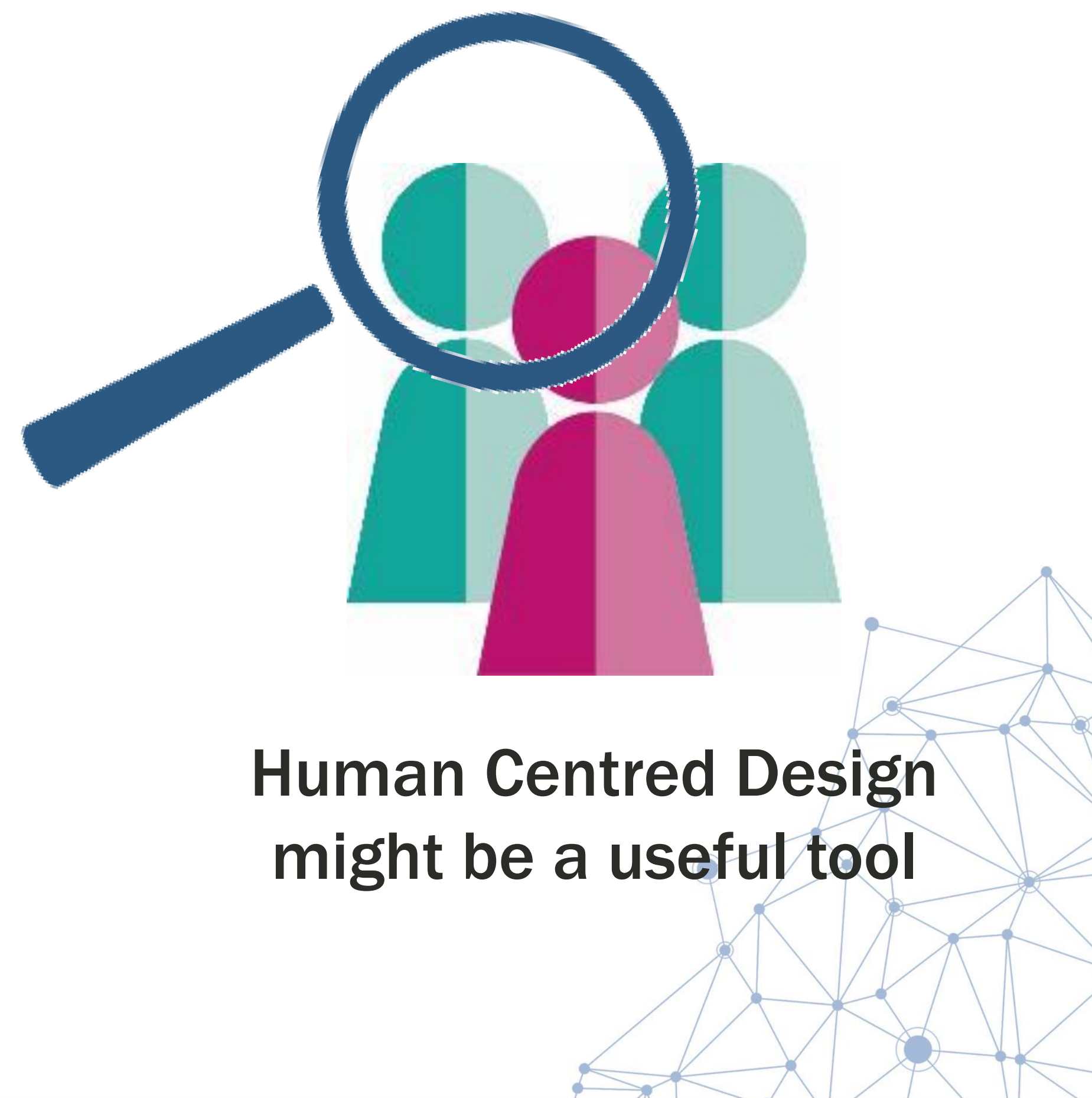
SPRING Lessons: Unlocking a market



Girls (& markets) are not
homogenous

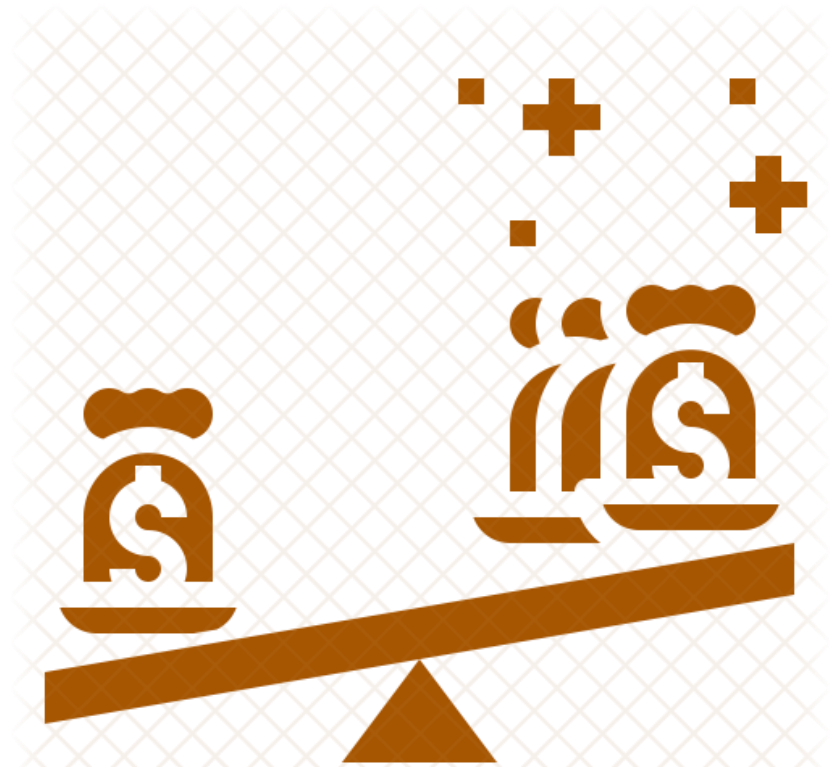


Adapt for those with
limited economic power

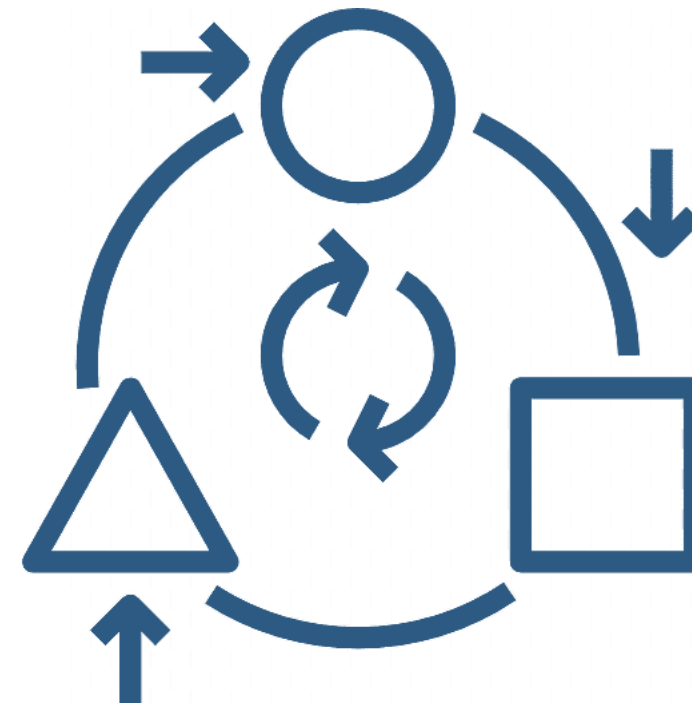


Human Centred Design
might be a useful tool

SPRING Lessons: What about MSD?



Pvt sector resources can
be leveraged



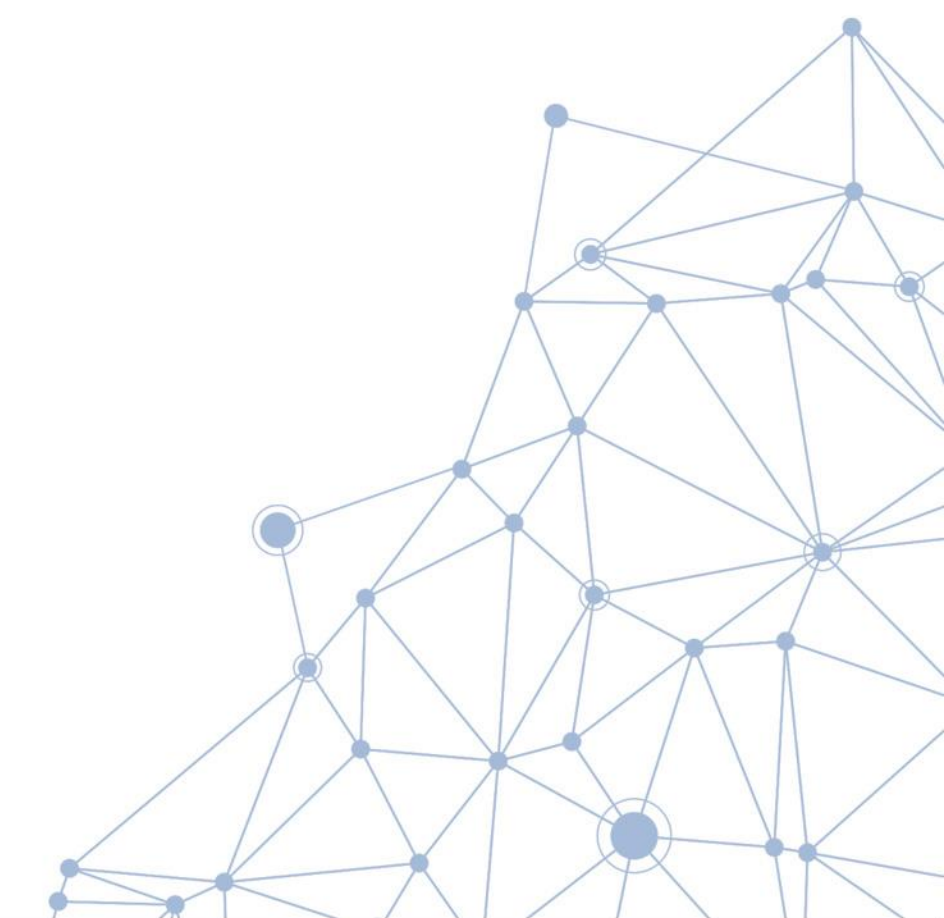
Pvt sector players will
adapt & change



Invisible, untapped
markets exist



Non traditional partners
might open doors



Discussion



www.springaccelerator.org



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