



# Gender Webinar on Private Sector Disaster Management

Connecting Business initiative (CBI)



CONNECTING  
BUSINESS  
INITIATIVE



# Menti Time!

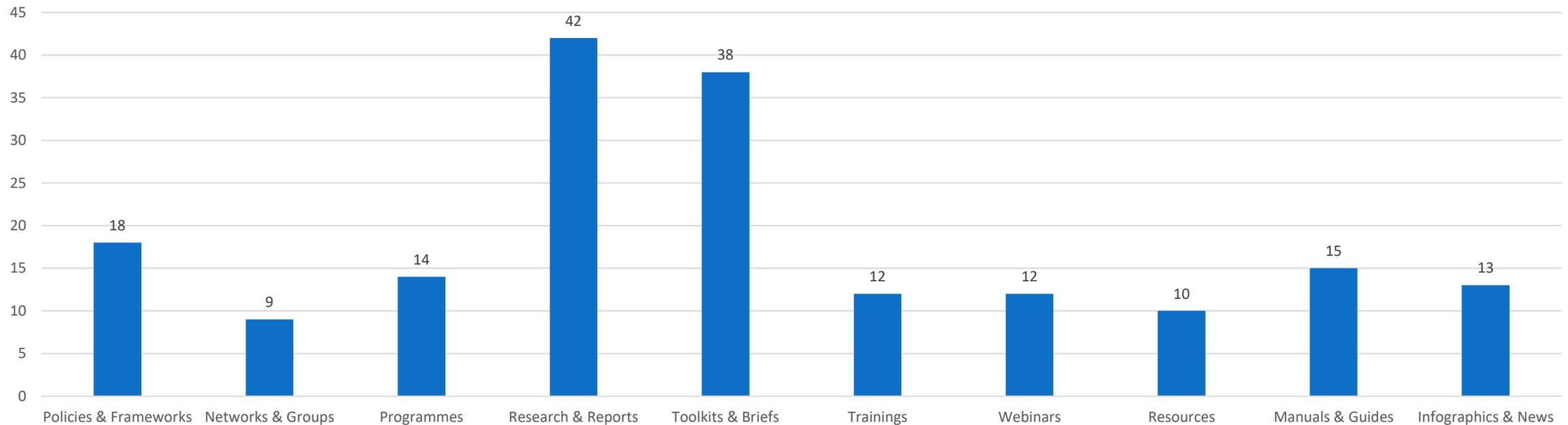
Why is gender important in your work?

Connect with your mobile [www.menti.com](http://www.menti.com) and use the code 41 13 03 3

# CBi Gender Research

- **CBi recognizing gender to be an important factor in disaster management** -> research
- Research time from mid-August to mid-October: **Mapping and analysis**
- Mixed method: Desk study, survey and interviews
- **Over 180 documents were analyzed and listed and 47 persons were interviewed**
- Inclusion of brief case examples within chapters and elaboration of three larger **case studies**: 1) MSMEs in parallel disasters 2) Displacement 3) Data and technology
- **Key points of each chapter to be presented here: The full research document will be available** once it has passed the quality assurance process

Mapping of Gender Materials





# The importance of gender in disaster management

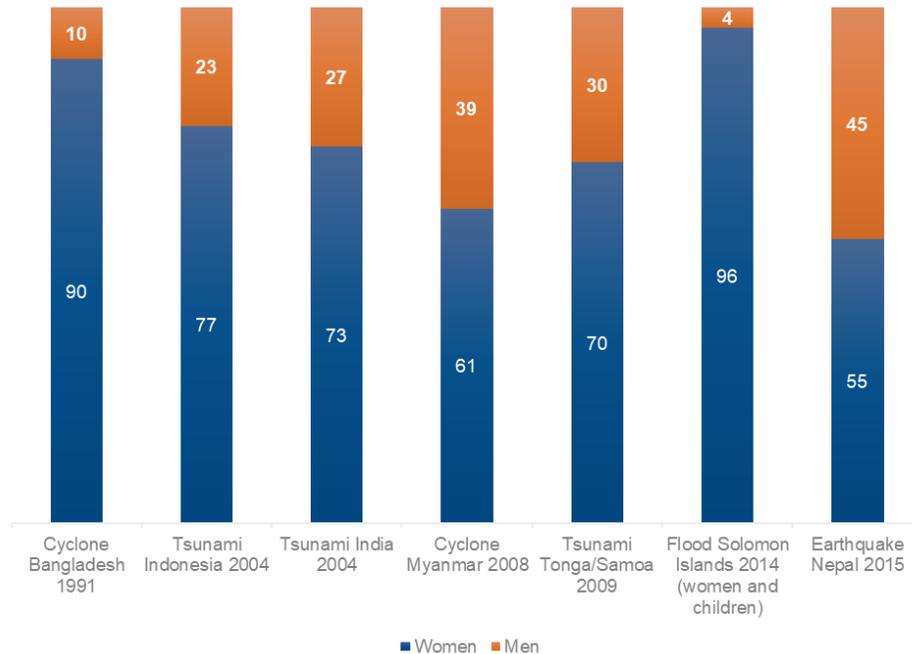
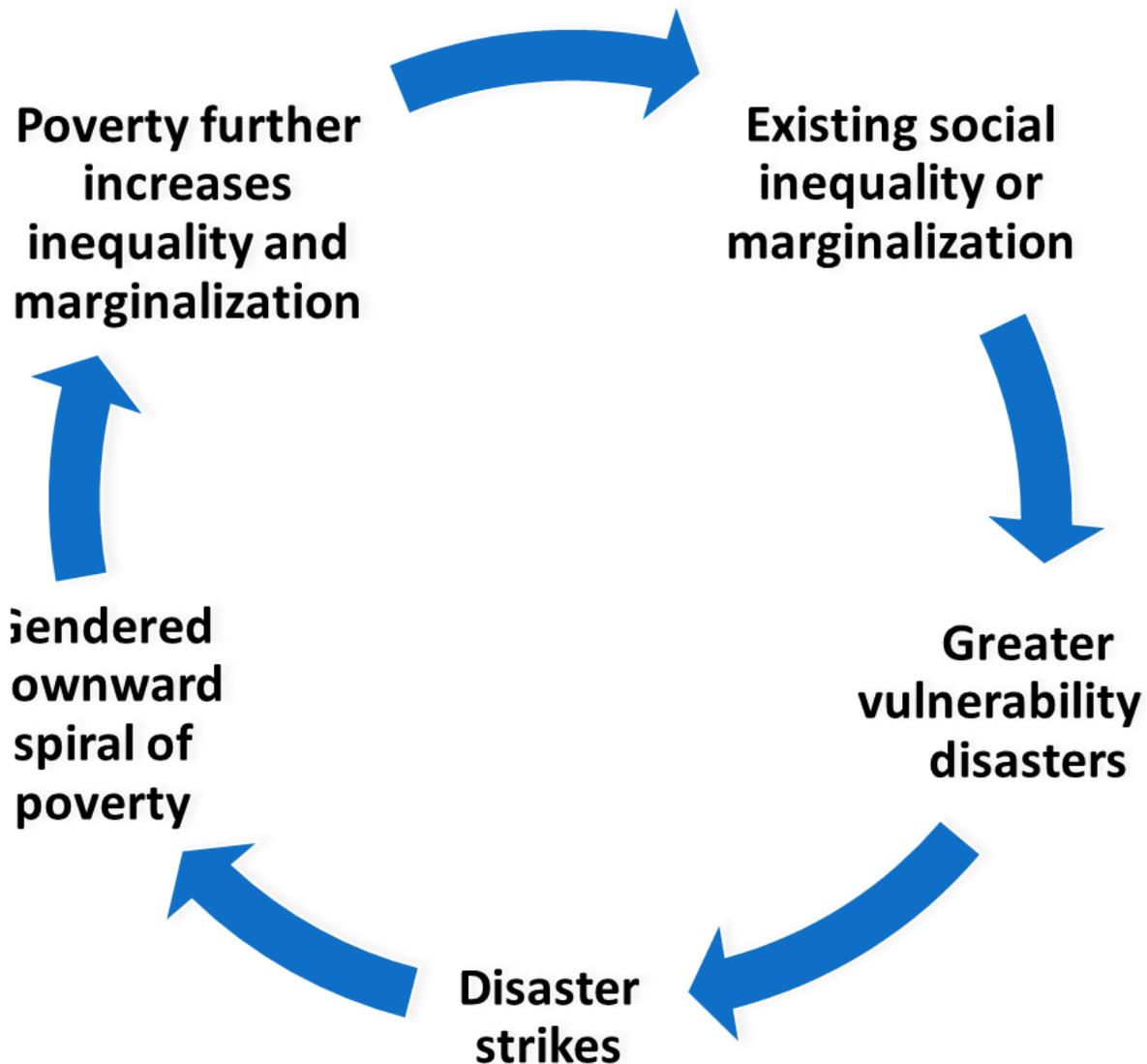


Figure 1 – Female versus male disaster mortality in %. Source: UN Women

- What is gender?
- Gender inequality increases the vulnerability to disasters, the exposure to risk and it restrains the capacity to respond and recover.
- Disasters affect women, men, girls and boys in different ways and it is context specific. We need sex and age disaggregated data.
- Yet, women are the most excluded from decision making in all levels and their needs are being deprioritized in disasters.
- In addition to gender equality and human rights, gender inclusion has a significant impact on the disaster management results! Helps to target the actions towards the majority of vulnerable people.



## Understanding gender to avoid a negative cycle

There is a gendered data bias present in the disaster management statistics:

- Damages and losses in emergencies are usually recorded in productive resources and economic sectors, that tend to be disproportionately represented by men.
- **In many contexts there is a gendered aspect in land ownership within families.** As men officially own the land in which also women work, the losses (and assistance) are registered for the man. **This can apply to family businesses as well.**
- **Men are often interviewed as head of the households in the damage and needs assessments,** which may then overrepresent the damages and needs affecting the men

# Gender in private sector disaster management



- Women are overrepresented in hardest hit economic sectors in disasters, as well as in the informal sector and in micro, small and medium size enterprises (MSMEs) that are characterized by informality
- Women are more affected by poverty and extreme poverty (the gender wage gap) and face multiple barriers to access financing
- The responsibility of unpaid work influences women in business in many ways. In some communities women can spend 14 hours a day in these unpaid responsibilities and this workload increases in disasters. It influences women-led MSMEs recovery and survival
- As women work longer hours, their ability to participate in decision-making in humanitarian contexts becomes limited -> deprioritized
- Gender based violence increases in disasters and influences women's choices. The security concerns might restrict women's ability to work, and the digital gender divide limits their ability to run their business from home
- The business sector continues to be male dominated and many of these realities affecting women are not considered in business continuity planning

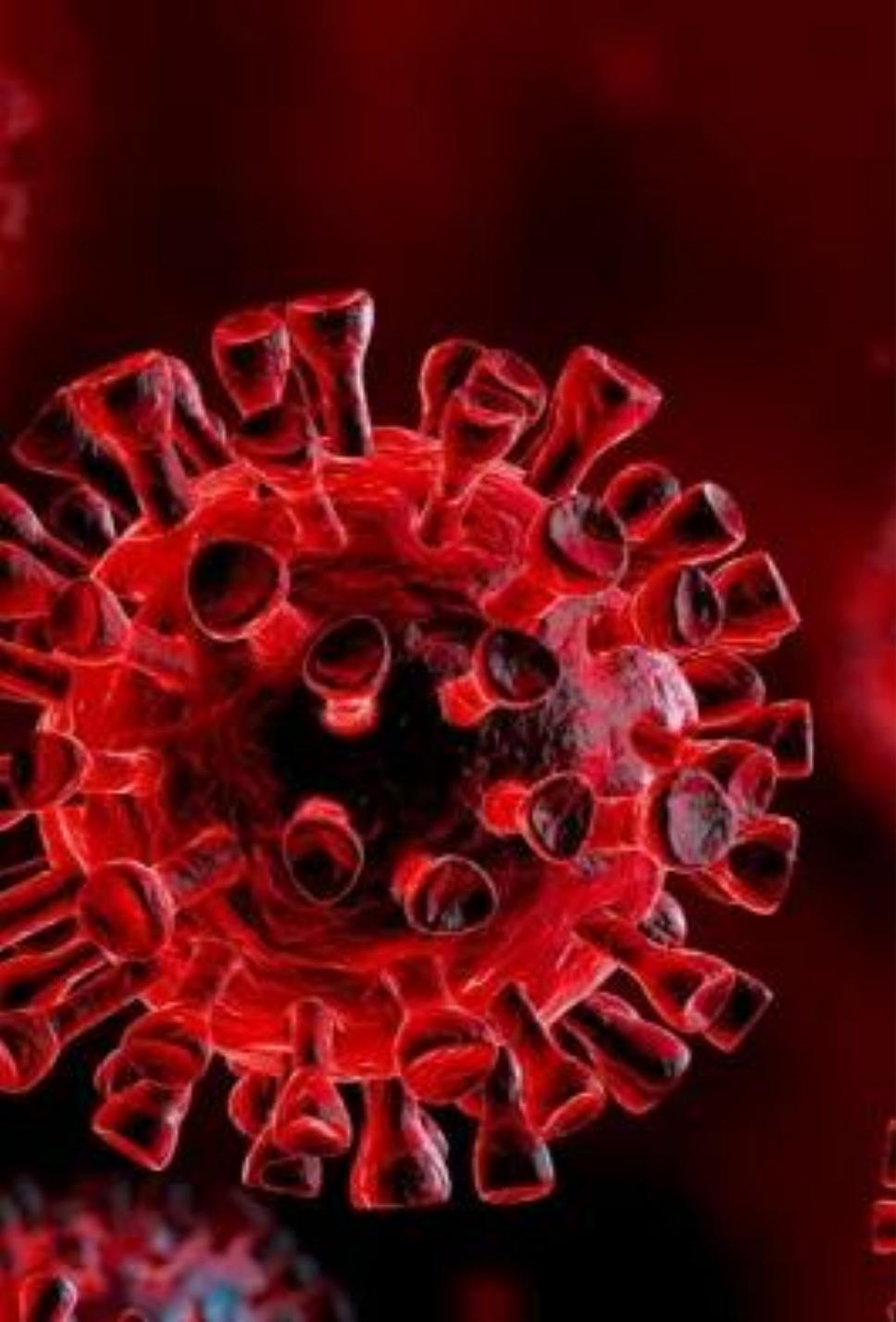


CONNECTING  
BUSINESS  
INITIATIVE

# Fragile context and conflict affected areas



- The United Nations has identified six priority action areas in Women, Peace and Security, including: **Ensure women's participation in economic decision-making in post conflict situations**
- Women are often the first responders in the aftermath of conflict, and **contribute significantly to repair shattered economies**
- Continue to be excluded from peace and political processes
- **Relevant consideration for conflict economy and GBV:** Billions of dollars are spent every year to peace and security: **whose peace, and whose security.** Violence against women impacts entire economies. **SGBV costs the world 2-5 % of its GDP annually**
- **The private sector, which provides 9 out of 10 jobs in developing countries, has not had a significant role yet, however there is a significant potential for private sector companies to make a difference**
- **For example, including the existing private sector mechanisms in the WPS dialogue could be a key step to the right direction**



# Special Chapter: Gender and COVID-19

- **The impact of the global COVID-19 is deeply gendered:** it is intensifying the existing gender inequalities, widening the poverty gap between women and men, and it has already **reversed decades of fragile progress on gender equality**
- **Digital gender divide further increases the impact on women in the private sector:** Women have less access to technology and internet, needed in a pandemic situation, which also **influences their MSME:s**
- The societies depend on women in the response: Women healthcare and community workers comprise more than 70 percent of the frontline pandemic workforce. In addition, there is the informal (and unpaid) care work
- **Women continue to be systemically excluded from decision-making** and women's needs are being **deprioritized** in many settings!
- There is an increased risk of GBV, exploitation, and abuse arising from movement restriction, financial loss and stress, and economic disempowerment
- **Research: Materials exist in 2 out of 3 areas, but hardly any addressing gender, disaster management and the private sector together. At least, not before COVID-19**

# Window of Opportunity and Build Back Better

**While crises often have devastating impacts, they can also provide an opportunity to transform traditional gender norms and inequalities** (disaster may change gender responsibilities and reveal inequality structures)

**Build Back Better** also applies to the private sector and gender work

As women deal with disaster consequences more directly, women who are involved in businesses **have important knowledge to make the business more resilient**

**Women are not a minority** – 51% of the population and a majority of vulnerable population: They **are often responsible also of the vulnerable groups** (children, elderly, disabled). Gender therefore influences greatly the response towards the most affected people.

**Studies show that gender equality is good for business:** where women play an identical role in labour markets as men, as much as \$28 trillion could be added to global annual GDP by 2025

**Businesses can react to women's needs** that would be otherwise neglected, by providing solutions tailored also for women in WASH, health, shelter and protection, food security and targeted communication, or addressing underlying factors

**Companies need to protect their workers, their marketplace and their supply chains with gender lenses,** involving women's realities





CONNECTING  
BUSINESS  
INITIATIVE



# Menti Time!

Which kind of good practices on gender will help your work?

Connect with your mobile [www.menti.com](http://www.menti.com) and use the code 41 13 03 3



## Best Practice: COVID-19, gender and the private sector



**Maria Holtsberg**

Humanitarian Advisor

UN Women Regional Office for Asia  
and the Pacific

# Gendered impact of COVID-19 on women



Increased discrimination and violence against women and protection risks



Job insecurity in highly affected sectors



Exclusion from leadership roles in COVID responses



Increased burdens of unpaid care work on women and girls

# Key examples: What is the data showing?

## COVID-19 TOOK INFORMAL WORKER'S JOBS, AND MOST LACK SOCIAL PROTECTION BENEFITS

84%



of women outside formal employment lack unemployment benefits or government financial support

83%

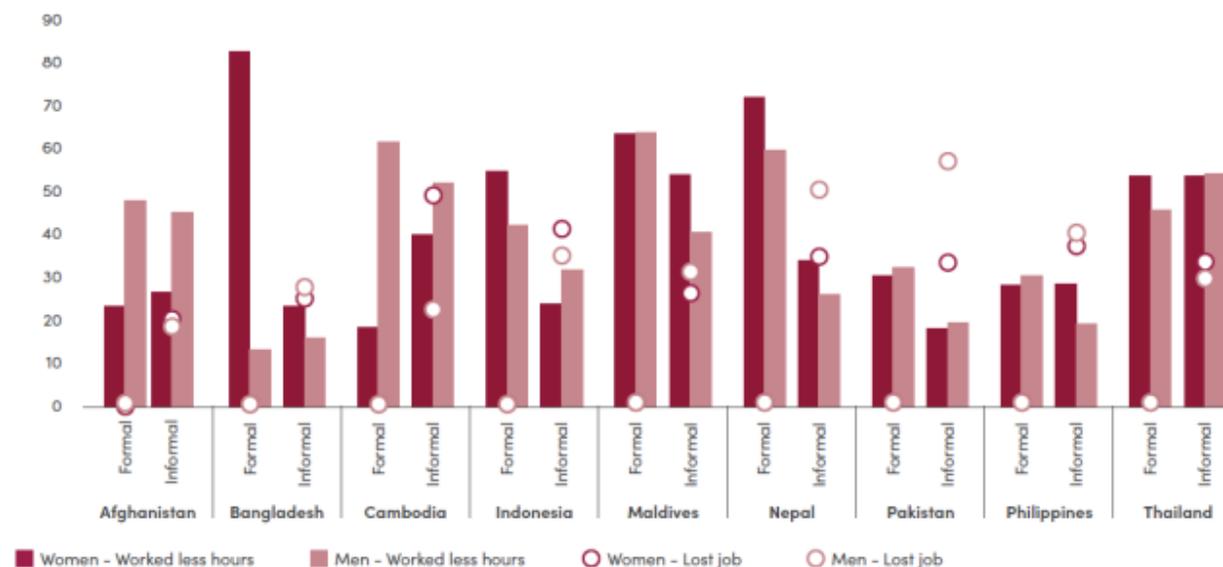


of men



## Pay has fallen as formal workers see their hours reduced and informal workers lose their jobs

Proportion of employed population who experienced decreases in working time or job losses since the spread of COVID-19, by sex (percentage)



Source: UN Women (2020) Rapid Assessment Surveys on the Consequences of COVID-19 in Asia and the Pacific.

# DEEP DIVE: The Philippines and COVID-19: Impact on the private sector – link to DRR/humanitarian

- Survey finding:
- The pandemic had an immediate and negative impact on private sector employers and employees in the Philippines.
- Employee responses and the impact on work, impact on household dynamics, and the impact on health.
- Employer perspectives.



## Impact on Work:

- Employment change by industry & gender
- Changes in hours, income and location
- Productivity

## Impact on Household

- Domestic and Income Pressures

- Household work and care

## Impact on Health and Wellbeing

- Physical and Mental Health

## Solution

- Cash-based initiatives:  
Resilience and humanitarian response
- Women-focused organisations, networks
  
- Humanitarian response

## What could employers and government do differently?



Employees would have liked more financial support from their employer and the government.



Employees needed better access to internet and utilities and reported strong support for government discounts on utilities such as water, telecommunications, and internet.



Employees expressed strong support for the government to provide mass testing, making it available in every workplace.

# Gender at the centre makes pandemic responses more effective for all

## Credible data and analysis

- Rapid assessment surveys through mobile phones
- Big data analysis to monitor VAW related on-line searches (on-going, with UNFPA)
- Analysis of official statistics and big data from e-platforms to assess impact on microbusinesses
- Findings have informed government responses

## Gender-responsive coordination and humanitarian response plans

- Incorporate humanitarian responses into programmatic actions
- Embed gender in plans that guide the delivery of COVID-19 prevention and response actions
- Ensure women and girls and other vulnerable groups have a voice in mitigation plans



Thank you!



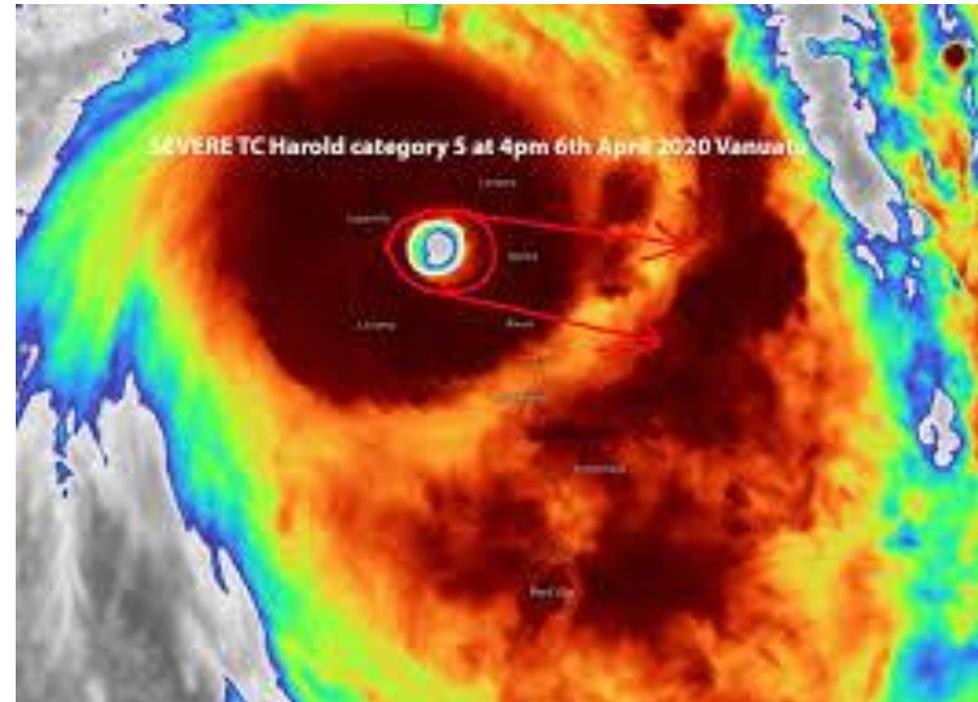
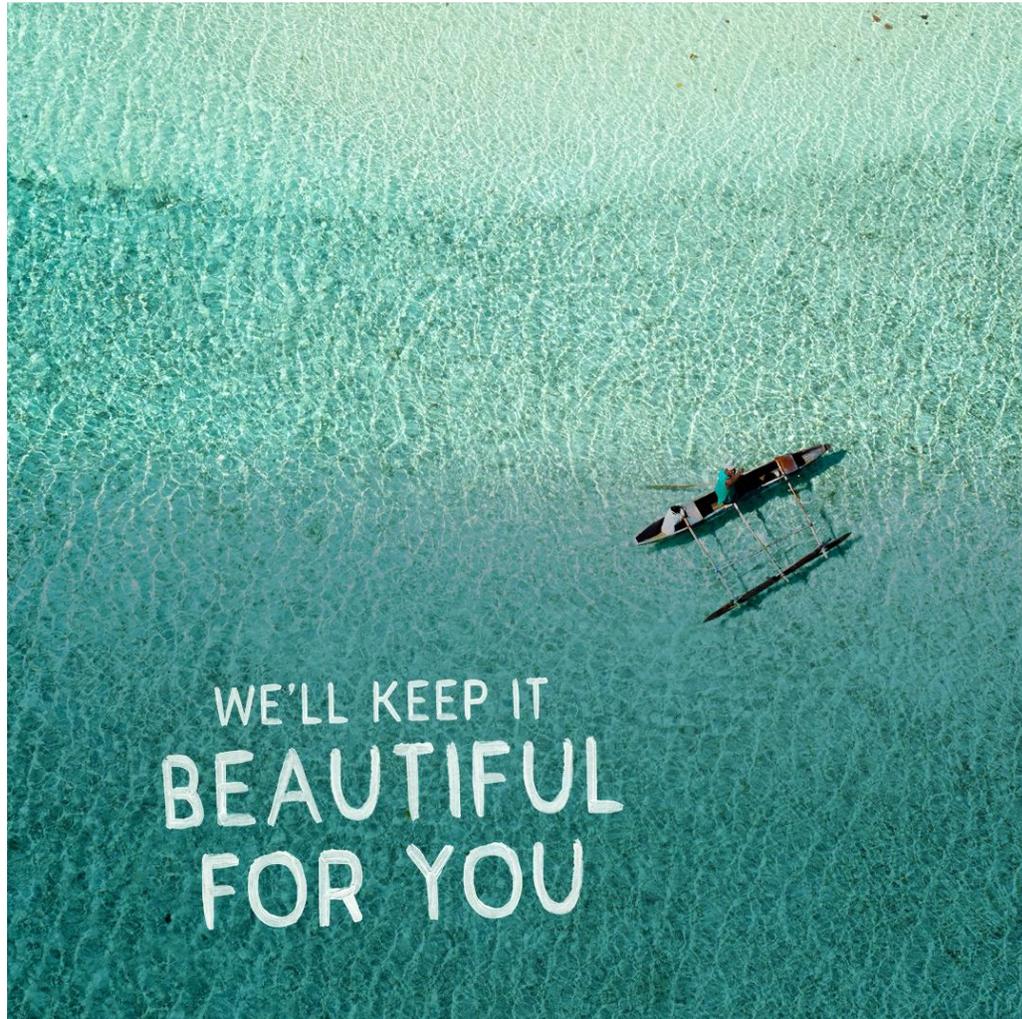
# Best Practice: Women's small enterprises survival in a double disaster

Joanna Spencer, Adviser - Vanuatu Business Resilience Council  
The Phoenix Project, funded by UNWOMEN

# Compounding crises: COVID-19 + TC Harold



CONNECTING  
BUSINESS  
INITIATIVE





# Business Resilience Council: private sector focused

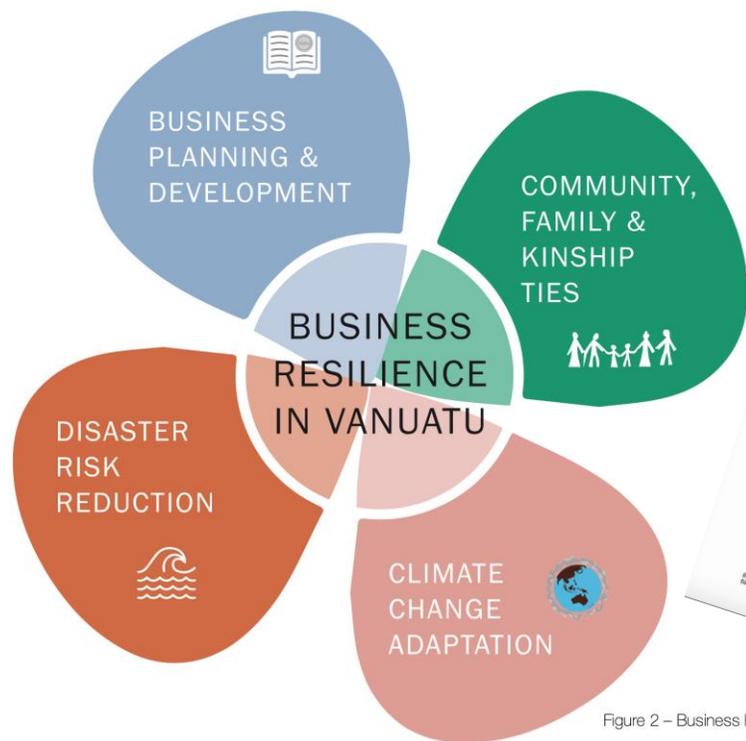


Figure 2 – Business R



Source: VBRC: Business Continuity Planning - Business Resilience Handbook and Toolkit

# Phoenix Project: women led economic recovery



- life coaching sessions
- business skills training
- network development
- providing cash grants



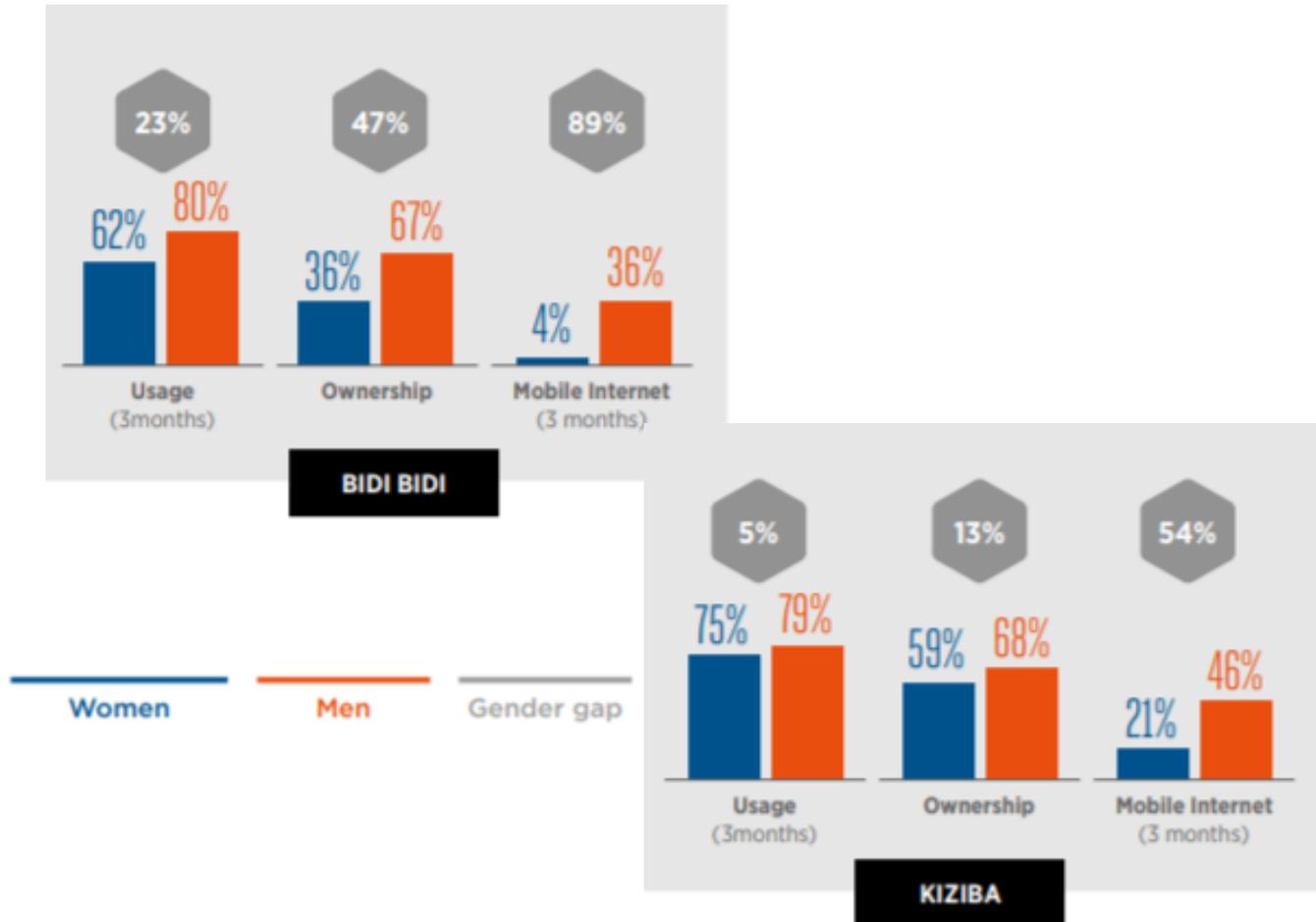
# Best Practice: The digital gender gap in humanitarian contexts

Belinda Baah, Insights Manager

Mobile for Humanitarian Innovation, GSMA



# The mobile gender gap: refugee contexts



There is a significant gender gap in mobile ownership

**WOMEN ARE 47% LESS LIKELY THAN MEN TO OWN A MOBILE**

If the mobile ownership gender gap were closed

**15,500** MORE WOMEN WOULD OWN A MOBILE IN BIDI BIDI ALONE

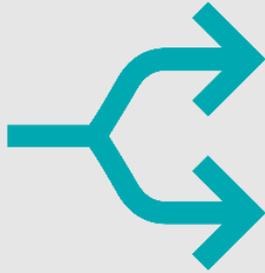
The gender gap increases for more diverse mobile services and use cases

**WOMEN ARE 89% LESS LIKELY THAN MEN TO USE MOBILE INTERNET**

Source: GSMA

Source: GSMA: [Bridging the mobile gender gap for refugees](#)

# Recommendations to reach women in humanitarian contexts



Gender disaggregated  
data



Training on literacy  
and digital skills



Sustainable/innovative  
handset supply

Recommendations

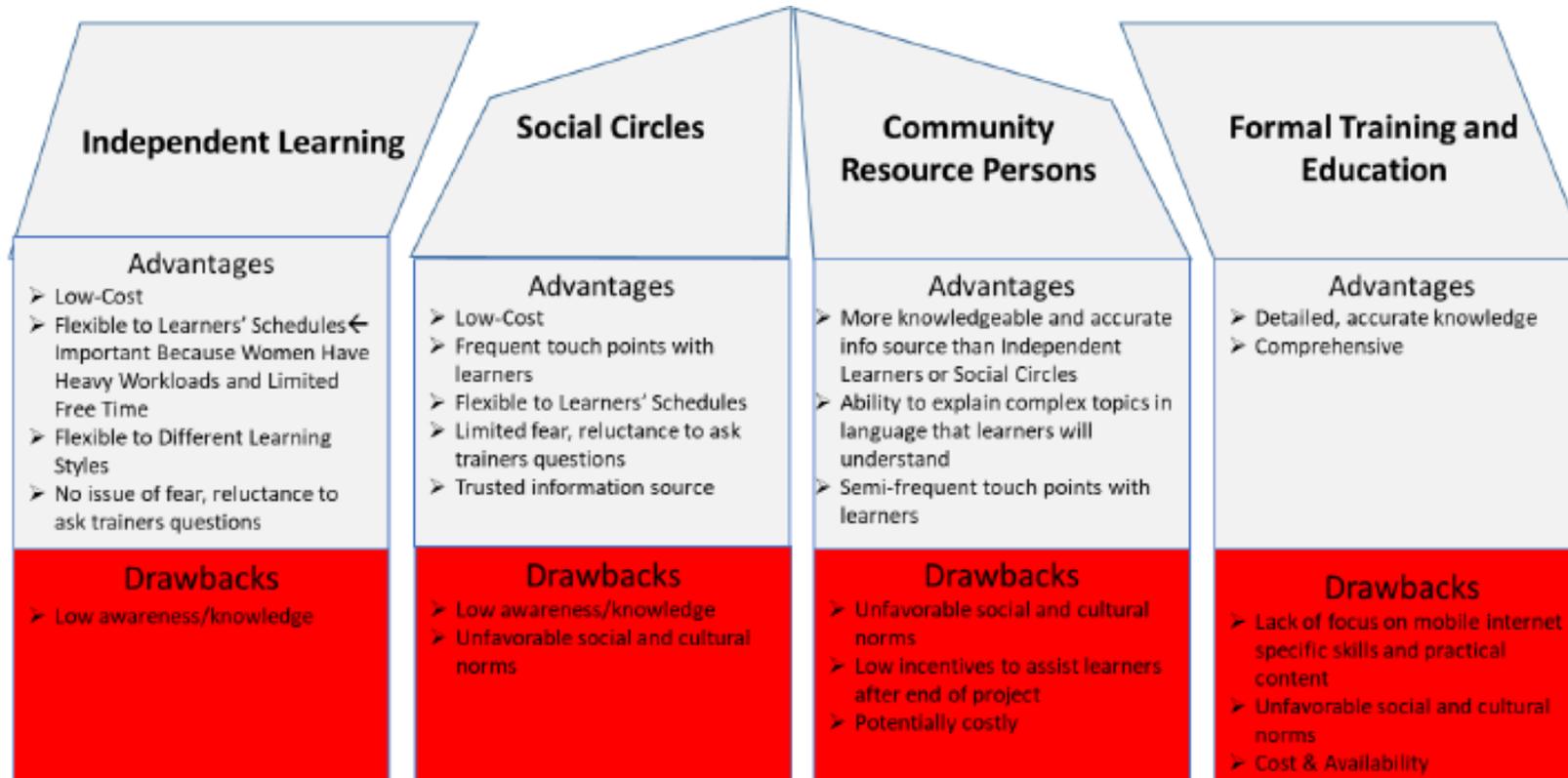
# Mobile skills training and digital financial services in Bidi Bidi - Uganda



- Developed a contextually appropriate, engaging digital literacy programme training programme to increase refugees' awareness of MFS using a women-centred approach.
- Utilised sex-disaggregated assessment data, targeting rural women as end-users of the training.
- Specifically engaged rural women as Digital Literacy Change Agents to ensure they would have access to and engage other rural women with the MFS training.

# Mobile skills training and digital financial services in Bidi

## Bidi - Uganda





Thank you!

Belinda Baah, Insights Manager

Mobile for Humanitarian Innovation, GSMA



# Way forward



- **Risk will be more complex in the future: BBB with gender lenses is important!**
- How to approach the COVID-19 through the **window of opportunity** perspective?
- Window of opportunity = The considerations of disasters as an opportunity to improve pre-existing (gender) conditions, as the inequalities become more visible
- **Start with the data to understand what is happening and why** (recognize the underlying factors of risk)



# Some considerations to start with

Ensuring that the needs of women, men, girls and boys are considered, and interventions at preparedness, response and recovery stages are inclusive, lays the foundation for sustainable growth and ensures that no one is left behind.

## Highlights of the CBI Gender Research (process):

- Women's voices must be heard! Build partnerships with gender actors and women's organizations to the private sector work
- Apply gender lenses in all activities. Women's needs, unequal structures and digital gender divide to be addressed. These are not minority needs!
- Knowledge building and private sector advocacy for example on SADD, importance of gender, for improved behavior, for participation of women, etc.
- Connecting the dots of the three fields (gender, private sector and disaster management)
- Connecting the actors and the structures for coordinated action (private sector and HCT)
- Capacity strengthening and materials to be available (trainings, manuals, toolkits, etc); with evidence and best practices; and a business case for gender

## Recommendations from UN Women (key themes)

1. Direct income support to women
2. Support for women-owned and -led businesses
3. Support for women workers
4. Support for informal workers
5. Reconciliation of paid and unpaid work

*Source: [COVID-19 and its economic toll on women: The story behind the numbers](#). Article published on 16 September 2020.*



CONNECTING  
BUSINESS  
INITIATIVE



# Menti Time!

What do you consider is needed for the future?

Connect with your mobile [www.menti.com](http://www.menti.com) and use the code 41 13 03 3

- 
- What are the opportunities?
  - What are the threats?
  - What is needed?
  - Who should be involved?



