

Global Distributors Collective



VALUE
FOR
WOMEN

Gender-smart strategies in last mile distribution

Webinar: 26th August 2021

Funded by:



Transforming
Energy
Access



The GDC is hosted by Practical Action, alongside implementing partners Hystra and Bopinc

Today's agenda

- Introduction to companies and strategies
- **Panel: exploring gender-smart strategies** (*Deevabits Green Energy, WANA Energy Solutions, Yellow*)
- **Presentation: developing and implementing a gender action plan** (*upOwa*)
- Q&A



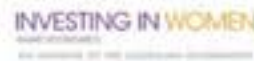
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Value for Women is a specialized advisory firm that helps organizations advance gender inclusion. We believe that women are key drivers of economic and social growth, and that women's inclusion is essential for better business outcomes. We identify and test new solutions that foster inclusion while unlocking the powerful economic potential that women hold.

What sets us apart

We are hands-on, action-oriented & collaborative in our work with partners. Our approach is 'business-first': aligning gender efforts with existing business models & investment theses.



A Business First Approach to Gender Inclusion

VfW supports partners through our flagship “Business First Approach to Gender Inclusion”

This approach:

- puts the business at the center of the initiative (“meet businesses where they are” on their gender journey)
- provides an accessible “entry point” for businesses new to gender inclusion
- breaks traditional barriers between gender inclusion/private sector (esp. where “gender inclusion” sits within businesses)

We focus on helping businesses move from the “why” to the “how”

- We understand many businesses believe gender inclusion is important, but aren’t sure how to apply it in a practical way
- Our approach focuses on the practical incorporation of gender across an organization (internal and external)

Panel discussion: Gender smart strategies in last mile distribution



Panellists



**Deevabits Green
Energy**

David Wanjau
Founder and CEO



**WANA Energy
Solutions**

Emmy Wasirwa
Founder and CEO



Yellow

Cynthia Makunganya
Head of Malawi
Operations

Company challenges and strategies

Deevabits Green Energy

Challenge: Uneven sales agent performance.

Strategy: Capture best sales practices to build the capacity of women (and men) sales agents, to pitch products more effectively to customers.



WANA Energy Solutions

Challenge: Limited mobility negatively affecting women agents' sales performance.

Strategy: Facilitate women sales agents' increased mobility, via access to company-owned motorbikes with a driver.



Yellow

Challenge: Low interest from women in sales agent roles, due to a range of material and cultural factors.

Strategy: Proactive recruitment of women sales agent candidates via a large-scale digital inclusion programme for women and girls.



Developing and implementing a gender action plan

Insights from Caroline Frontigny,
upOwa

A decorative pattern in the bottom right corner of the slide, consisting of a grid of stylized hands and leaves. The hands are positioned at the top of each grid cell, and the leaves are at the bottom. The pattern is rendered in a lighter shade of red than the background.



***GDC Webinar Gender Smart
Stratégies - upOwa insights***

V1.0, 26.08.2021

Kicking off the Gender Inclusion Project

- ❖ ESMS requested by investors (ElectriFi and Repp)
- ❖ Social values and women in top management
- ❖ → Still gender performance not assessed and formalized



- Appointment of a dedicated resource to kick-off & lead the Gender Inclusion Project
- Potentiel financial support by REPP helped push the Gender Action Plan on top of priority

Developing the Gender Action Plan

- ❖ Use of available tools/materials to develop the project; below ones are OGS specific, more suited for upOwa or similar enterprise :
 - [Gender Mainstreaming Toolkit](#) by REPP
 - [Gender Scoring Tool](#) by CRW Advisors
 - [Gender Inclusion Strategies for Last Mile Distributors](#) by GDC & V4W
 - We also looked at what other companies have done (PEG)

❖ Implementation in 3 steps :



Developing the Gender Action Plan

- ❖ **Step 1 : Gender Analysis** focusing on :
 - Calculating key gender indicators (% women employees, % women in mgt positions, % sales agent, % women clients) + other relevant indicators by gender (sales performance, frauds, accidents, etc.)
 - Evaluating HR policies & practices (documentation, payroll gap, etc.)
 - Assessing availability of gender segregated data in main data bases
 - Business development opportunities to target women clients

Developing the Gender Action Plan

❖ Step 2 : Gender Action Plan development & commitment :

- Create GAP with **excel tool** including clear objectives, related actions, budget, responsibilities and timeline
 - 7 objectives defined @upOwa
 - plan extent : 2021 - 2023
- Organize awareness sessions for all staff
 - interactive awareness sessions with mgt
 - introduction to Gender Inclusion Project during IWRD March 8th
 - general communication to all staff incl. sales agent (video explainer)

#ID	OBJECTIF	#ID	ACTIONS	INDICATEURS	DONNEES ACTUELLES	BASE
1	Mise à jour du Système d'Information pour intégrer le suivi de la dimension du genre	1.1	Consolidation du fichier central récapitulatif des RH pour renseigner toutes les données H/F, notamment pour les agents terrain des pôles commercial, technique et credit office	Mise à jour du fichier Recap Mensuel des RH	Fichier non exhaustif sur les données RH des agents terrains	The c agent comn
2	Mise à jour du Système d'Information pour intégrer le suivi de la dimension du genre	1.2	Désagrégation systématique lors de la création de nouvelles bases de données sur les information client.e.s et employé.e.s, via une communication à tous les managers de pôle sur l'importance de cette information sur le genre pour les analyses de performance	Communication mise en place	Aucune communication effectué	No cc gendi
3	Mise à jour du Système d'Information pour intégrer le suivi de la dimension du genre	1.3	Création de fichiers croisés pour les bases de données déjà existantes qui ne contiennent pas les informations sur le genre	Fichiers croisés fonctionnels	Aucun croisement de fichier créé	Croisi dedic
4	Inclure l'égalité des genres et les valeurs inclusives d'upOwa dans les politiques et procédures RH	2.1	Revoir la PE-0004 Politique de Ressources Humaines en incluant : - l'égalité des genres comme un fondement de la politique RH - le suivi et la réduction des risques de harcèlement sexuel	PE-0004 Mise à jour	La version 1.0 de la politique RH PE-0004 est validée mais elle ne contient pas des engagements spécifiques sur l'égalité des genres, les congés maternité/paternité, etc.	Versi comn

Developing the Gender Action Plan

- ❖ **Step 3 : Monitor & Evaluate** with involved stakeholders :
 - Recurrent bi-weekly/monthly sessions organised with responsables
 - Creation of a follow-up action plan tab with status & progress
 - Regular presentation to top mgt



Impacts & Learnings

Impacts :

- Awareness of the project grows among employees
- HR policies & procedures updated
- All job posting now inclusive, encouraging female applications
- Rise of %women as stores managers from 50% to 70% since Dec 2020

Learnings :

- Project well accepted by the staff, who measures in general the importance and legitimacy of it within upOwa's framework
- Important proportion of women agent within top sales performance
- Organize interactive sessions to involve and buy-in the mgt, where sex vs. gender definition is openly & kindly discussed

- **Use available & practice tools to develop a Gender Inclusion Project**

- **3 main steps :**
 - *Gender Analysis* of applicable indicators to the sector
 - *Gender Action Plan* with clear objectives & action plan
 - *Monitor & Evaluate* regularly with stakeholders

- **Involve all staff through awareness session & communications and use of listening and empathy skills to introduce the project**



Q&A

