

GENDER INCLUSION TOOL

tool description and worksheet

Version 2.0

WHAT?

A tool to create awareness about the business opportunities related to gender and integrate gender inclusion into your business model. Helps you to analyse your customers, distributors, employees and suppliers, the value you bring and how you bring it from a gender inclusion perspective.

WHY?

Studies have shown that gender inclusion helps companies to increase sales and profits, design and deliver better products and services and improves company culture.



To integrate gender inclusion into your company, first assess your business model from a gender perspective and then develop an action plan:

STEP 1: ASSESS YOUR BUSINESS MODEL

For each module of the business model canvas, put on your gender lens and discuss the following questions (write down your answers on the Gender Inclusion worksheet):

VALUE PROPOSITION

Are you considering the needs of both men and women? What problems do women face that your product or service can solve? What about men? What opportunities are there to develop your products or services to more men or women?

CUSTOMER

Are your customers mostly men or women? What opportunities are there to sell your product or service to more women or men? Do you understand your customers and who influences purchase decisions? If not, what kind of market research do you need to do to understand your customers better?

MARKETING

Looking at each step of the ATEAR model – how do you communicate with female customers? And with male customers? Are you using language that appeals to both genders? Are you using communication channels adapted to each gender? Does your brand communicate gender equality principles?

DISTRIBUTION

Are your distribution channels made up mostly of men or women? Do they align with the gender of your customers and provide them with the services that they need? How could you improve your distribution channels in terms of gender inclusion?

KEY ACTIVITIES

Can your key activities be implemented by both men and women? Can they be adapted to women's specific capacities? Is the working environment suitable for women? (in terms of hazards, health, drudgery, schedule, special facilities etc.) How many female employees do you have? How many male employees? How many women do you have in your management team? Do you recruit, retain and promote women and men equally?

KEY RESOURCES

Does your business have resources that promote gender inclusion?

What is missing?

- Physical – Are your physical resources accessible to both women and men? (e.g., tool, equipment, technology, etc.)
- Intellectual – Does your brand communicate gender equality principles?
- Human – Do men and women have the same training, learning and career advancement opportunities? Do you have a gender responsive human resource policy? Give examples.
- Financial – Do men and women receive equal pay for equal work?

KEY PARTNERS

Do you offer the same opportunities to female and male suppliers? Do you adapt your payments to male and female suppliers specific needs? Do you adapt your supply policy to female suppliers' capacities (e.g., smaller volumes)? Do you have a gender inclusion policy in your suppliers selection process? (e.g. suppliers need to show they are inclusive) Do you know where to find/have access to gender expertise?

IMPACT

- Social benefits: How will communities benefit from your business being gender inclusive? How will gender equality in your company lead to poverty reduction?
- Environmental benefits: Do you increase your environmental impact by integrating gender inclusion? How?
- Economic benefits: How will your stakeholders (employees, distributors, customers, suppliers) economically benefit from gender inclusion (e.g. increased income)? How will your company benefit economically from integrating gender inclusion (e.g. efficiency, market increase)?

COSTS & REVENUE

Are men and women paid equal wages for equal work? Does the company invest equally to adapt working conditions to men and women's specific needs?

PITCH

Did you include how your company addresses gender inclusion in your pitch?

STEP 2: SET PRIORITIES

Revisit your answers on the Gender Inclusion worksheet, what concrete actions do you need to take to integrate gender inclusion into your business? Write them down, develop a timeline and designate a person responsible for the action.

Don't forget to:

- *Be ambitious, yet realistic.* It is better to implement a few concrete actions than have very high aspirations and implement nothing.
- *Set the tone.* As a business owner, what you personally do and say defines the culture and attitude towards gender within your company. You and your management team need to explain, lead and be accountable for the change.
- *Be inclusive.* Work hard to make sure that all voices are heard and integrated into strategies and solutions.
- *Make it strategic.* Don't delegate gender inclusion initiatives to human resources or just women. Link it to your future business goals and get all managers involved. People often don't see the link, so you will need to explain it regularly and repeatedly.



GREAT AND NOW?

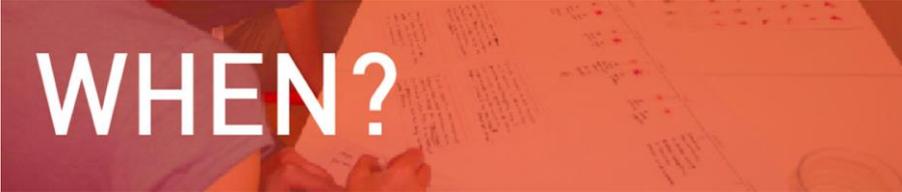
You are almost ready to implement your gender initiative! The following steps will help you to strategically and successfully integrate gender inclusion into your business:

1. Start by getting the owner and management team take ownership of gender inclusion initiatives
2. Position it as a business issue, not as a women's issue
3. Get top management to design and approve the goal, the urgency and the action plan
4. Appoint a manager to run the gender inclusion initiative

GENDER INCLUSION TOOL

guidelines for consultants

Version 2.0



WHEN?

Use the tool when you want to help companies increase sales and their bottom line, connect better with their customers, end users and stakeholders and improve company culture.



GUIDELINES

1

GENDER INCLUSION PRE-READING

To acquaint yourself with the importance of integrating gender inclusion into business, read the articles in the Gender Inclusion Pre-Reading document.

2

PREPARE EXAMPLES IN ADVANCE

Integrating gender inclusion in a business model can be very abstract and hard to understand. **To explain this well, you need examples of businesses that have integrated gender inclusion in a way that the people you work with will understand.**

3

PROVIDE EXAMPLES ONLY AFTER PARTICIPANTS HAVE GIVEN THEIR INPUT

In the training you will ask participants to put on the gender lens. For each business model example let the participants think about how to integrate women in the business model themselves. **Offer examples only after participants have attempted to provide input – this makes the exercise more real for participants.**

4

REFLECTION

Revisit the Gender Inclusion Worksheet which contains input on each element of the business model canvas. In each of the sections, it is important that participants commit to priorities. **Aim for at least one preliminary decision and commitment.**



SETTING AND APPROACH

TIME

2-3 hours

This tool is best used in combination with the other IBA training modules.

Review the gender inclusion slides in the PPT prior to the training.

For the gender inclusion assignment at the end of each module, have participants fill in the answers on the Gender Inclusion Worksheet.

At the end of the training, take at least half an hour to reflect and set priorities.

MATERIALS

Large print, drawing or slide of the worksheet; pin board or whiteboard; workshop materials (markers, cards, lots of Post-its, etc.)

In order to explain the context of this tool, the Business Model Canvas can be used.

Keep a document with a concise summary of examples where businesses integrate gender inclusion (or use facilitator cards).

TEAM

You will need at least one facilitator.

For larger groups: have participants work in smaller groups to fill in the worksheet and share outcomes with each other.

DOCUMENTATION

Work with Post-its so you can add and remove elements easily.

During discussion, use flip-overs to capture each suggested activity or idea

