

ENTREPRENEURS
du Monde

2023

GENDER

Gender equality and women's
involvement



Our approach to supporting social enterprises

Our approach to gender is comprehensive and twofold:

It responds to the **needs and interests of beneficiaries**: the goods and services offered by social enterprises take into account gender issues and equality between women and men.

To achieve this, Entrepreneurs du Monde works with each incubated social enterprise to formalize a vision, mission and social objectives that integrate a gender perspective.

It **deploys social performance management and operations management systems**, including :

- procedures to ensure the respectful and equitable treatment of the men and women who use our products and services,
- the collection of disaggregated data to assess differentiated needs,
- adapting products and services to take into account the practical needs and strategic interests of women and men, with a view to empowerment.

It **covers organizational issues** in incubated social enterprises: questions relating to human resources management, equal access to decision-making bodies, work organization and the prevention and management of gender-based and sexual violence.



Our 8 key learnings

1

An **internal impetus** accelerated by external expertise: at Entrepreneurs du Monde, it was situations experienced by teams that gave rise in 2017 to the need for reflection on gender issues and an increase in skills on the subject.

The use of a specialist external consultant enabled us to carry out an internal diagnosis, collect expectations and develop a concrete approach.

In the end, we saved a lot of time and expertise !

2

Collective and strategic support: thanks to numerous training sessions and an awareness of gender issues in the strategic and annual planning of Entrepreneurs du Monde and its incubated social enterprises.

For example, in 2019, « emancipation » has been added to our mission statement. If social change is not part of the organization's identity and strategy, it is difficult to go so far as to question the origins of inequalities.

3

Gathering **teams' opinions** on the need to work on the subject, ideally through an organizational diagnosis. This clarifies the issues and expectations and gives legitimacy to mobilize resources and move forward.

At Entrepreneurs du Monde in 2018, 92% of employees thought that promoting gender equality was part of Entrepreneurs du Monde's mission, and 74% saw the need to clarify the association's position.

4

The **formalization of a positioning** document to define the reference framework (what is gender, the gender approach?), clarify the contours of gender mainstreaming and identify the people in charge of driving its implementation.

A **position paper** was produced to mobilize teams around a common understanding and communicate it to stakeholders. This initial, more accessible document was the first step towards developing a strategy.

5

Involving women AND men: despite popular belief, equal rights and opportunities are not just a women's issue. This equality will not be achieved without, or against, men and boys, whose mobilization is essential. They can get involved out of solidarity and a thirst for equality, but also to question social roles and stereotypes that weigh heavily on them (earning a living, invulnerability, powerful sexuality, violence, etc.).

At Entrepreneurs du Monde, both men and women are involved in the process, with the aim of achieving a gender mix among our reference persons, male and female role models in our training courses, work on masculinities, etc.



6

Dedicated people in each organization to ensure the right dynamic and contextualization: human resources and time devoted to the theme.

A common base: a comprehensive one-year initial training course, run by the head office gender consultant in small English- or French-speaking groups. This training consists of 6 modules, divided into two objectives:

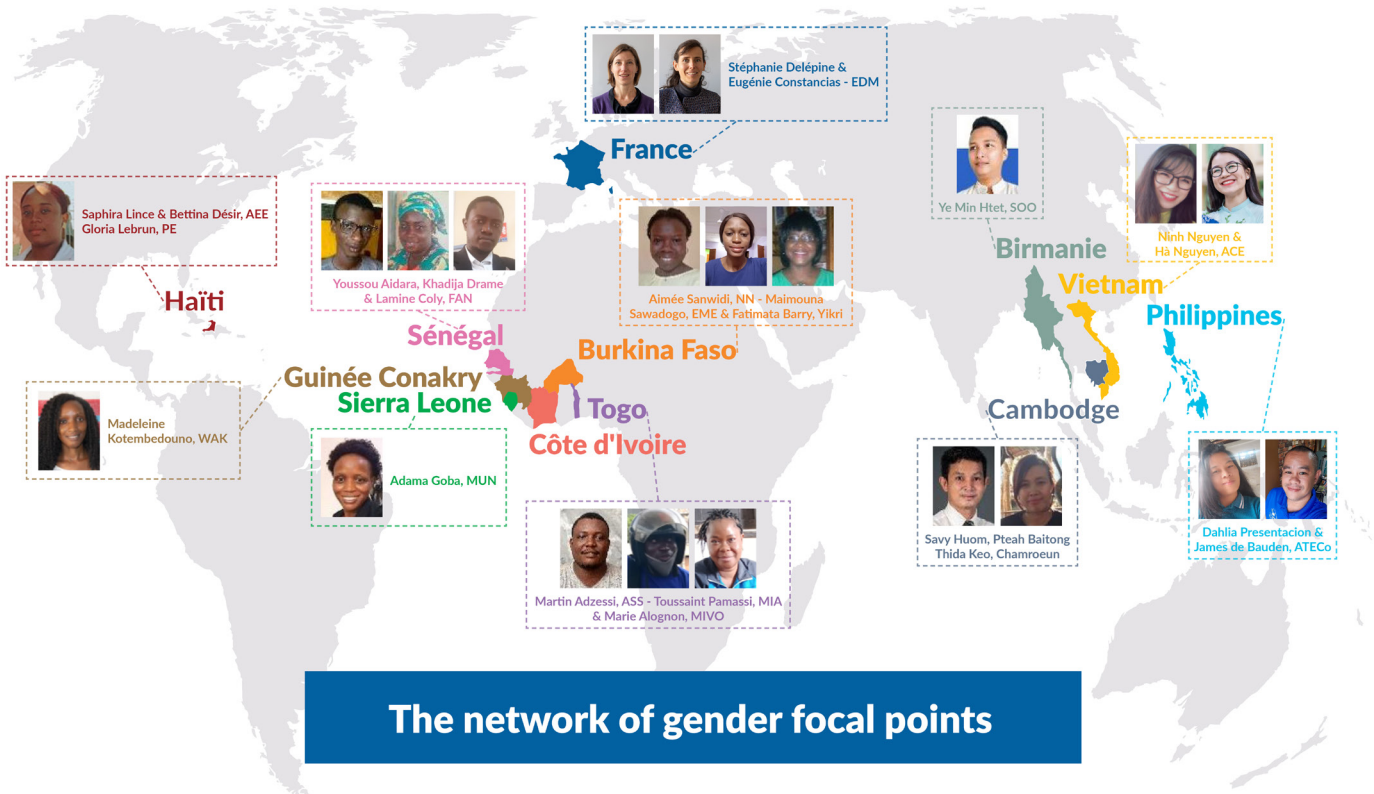
1. Strengthen the knowledge of gender referents on gender issues and challenges:
 - a. Introduction to gender issues
 - b. Gender issues in my organization at organizational level
 - c. Gender issues in my organization at operational level

2. Strengthen their ability to fulfill their role as gender referents and implement an action plan:
 - a. Be a gender referent
 - b. Implement a gender action plan
 - c. Train teams and beneficiaries on gender issues

The right profile of referral people: it's difficult to find people who have a good understanding of the issues and needs of beneficiaries, such as facilitators; a good grasp of organizational issues (e.g. human resources manager); and the ability to get things moving (e.g. feel comfortable contacting management to present their annual action plan and the budget required to implement it).

By appointing complementary pairs, we can ensure faster and more complete implementation. It also ensures continuity during vacations and departures.

Facilitating head office gender referents: with a global vision, they share information, intervene in the event of blockages, ensure that referents are involved in discussions and that certain topics and results are communicated at strategic meetings.



7

Regular training and exchange: within each organization and at least once a year. For example, in 2022 there were several exchanges undertaken in various forms. Such as classic half-day training sessions as part of the annual staff meeting, or the 7-family game « [Planète Genre](#) » or « [Moi, c'est Madame](#) », hosted during lunch breaks.

Between reference persons: webinars organized quarterly to cultivate links, share tools and experiences (mapping and actors and actresses, training aids and techniques) and reinforce our knowledge (e.g. gender equality and climate action).

8

Integrating gender into organizational assessments: social audits are conducted with a particularly sharp eye for gender issues.

We use the [CERISE+SPTF](#), Social Performance Indicators and Social Business Scorecard methodologies, which we enhance with a gender focus that enables us to review the implementation of the constituent elements of our approach. These methodologies enable us to specify policies and procedures that are particularly strategic for taking gender into account (e.g. charter with vision, mission, values, complaints management, communication).



C- Key figures :

A network of 22 gender focal points: 15 women and 7 men.

87%

In microfinance,
87% of borrowers
are women

37%

In microfinance
and energy,
37% of staff are
women

34%

In microfinance
and energy,
34% of top
managers are
women

37%

In microfinance
and energy,
37% of board
members are
women

In addition to achieving team diversity, **the aim is to achieve parity** by aligning the representation of women at different levels of the organization.



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