



The Canopy Cut



**A curated list of GESI in MSD/PSD resources
for practitioners**



April – June 2024

Spotlight Topic: International Trade



Quick Reads & Guidance

International Trade



Quick Reads

- **[Gender Mainstreaming and Trade Facilitation in G20 Countries](#)** (Nisha Taneja, Sanjana Joshi, Shravani Prakash, Pawani Dasgupta, Sanya Dua, Indian Council for Research on International Economic Relations and ADB Institute)
- **[Economics of Care: Briefing Papers](#)** (Katalis and Equity Economics)
- **[The World Trade Organization's Trade Facilitation Agreement through a Gender Lens](#)** (Global Alliance for Trade, World Bank, World Trade Organization and American University)
- **[Widening the Gender Lens on Trade: An exploration of the potential for trade to grow the care economy in Indonesia](#)** (Holly Lard Krueger, Katalis)
- **[Women, International Trade, and the Law: Breaking barriers for gender equality in export-related activities](#)** (Lolita Laperle-Forget and Alev Gürbüz Cuneo, World Bank)

Guidance

- **[Gender, Inclusion and Trade Thematic Brief Integrating Gender and Inclusion into Prosperity Fund Trade Programmes](#)** (Amanda Shaw and Katja Jobes, WOW Helpdesk, FCDO)
- **[Gender Sensitizing Trade Facilitation Reform Lessons from the Global Alliance for Trade Facilitation](#)** (Candice White, Barbara Ramos, and Julia Hakspiel, Global Alliance for Trade Facilitation)
- **[Trade and Entrepreneurship in Indonesia: From a gender and development perspective](#)** (Simonetta Zarrilli, Nursel Aydiner-Avşar and Vanika Sharma, ADB and UNCTAD)
- **[Women And Trade: The Role Of Trade In Promoting Gender Equality](#)** (World Bank and World Trade Organization)

The Canopy Cut is a curated list of GESI related resources for private sector (PSE) and market systems development (MSD) practitioners. Please note that most resources are from the current year, with a few that have been published in the last several years but have been recirculating in more recent months due to growing interest in this topic.

Market Systems & Private Sector Development



Quickish Reads

Market Systems & Private Sector Development



Gender

- **Campaigns and Communities of Practice** (Investing in Women)
- **Case study: Successful practices to integrate women as sales agents in distribution models** (TechnoServe)
- **Do's & Don'ts for Engaging Men & Boys** (J. Pulerwitz, A. Gottert, M. Betron, and D. Shattuck, USAID)
- **Economic Empowerment is Not Enough. Women Need Economic Power.** (Raania Rizvi, Bill & Melinda Gates Foundation)
- **Six Ways to Count Her In: Economically empowering women in the Pacific** (Malika Shagzatova, Ingrid FitzGerald, Aleta Moriarty, ADB)
- **What Does More Equitable Impact Look Like?** (Holly Lard Krueger, The Canopy Lab)

Disability & Social Inclusion

- **Career Catalysts: Enablers of career transitions of national practitioners into international leadership roles** (Laura Kim, Holly Lard Krueger, Audrey Lodes, The Canopy Lab)
- **Measuring Violence Against Women With Disability** (Sarah R. Meyer, Claudia Garcia-Moreno, LynnMarie Sardinha, WHO, UNDP, UN Women, Research for Impact)
- **Monitoring Disability Inclusion: Towards the realisation of rights** (Sally Baker and Arti Devi, Pacific Women Lead, Pacific Community Program (SPC))
- **Youth Employment Dynamics in Egypt: Opportunities and challenges** (UNESCWA and Sawiris Foundation)

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Guidance

Market Systems & Private Sector Development

Gender

- [**Bridging Gender Gaps with a Sustainable Care Economy: Investment Opportunities and Challenges**](#) (Yali Wang and Seyfettin Baran, UNDP)
- [**Building Caring Economies As A Pathway To Economic And Gender Justice**](#) (Mareen Buschmann, CARE International and the Cherie Blair Foundation for Women)
- [**Engineering Inclusivity: Infrastructure for everyone**](#) (IFC)
- [**Multi-country Study on Women-led MSMEs, With a Focus on Microenterprises in China, Indonesia, Thailand, Rwanda and Uganda**](#) (Trina Roy, Dr. Seema Bhatia-Panthaki, Luis Marquez, Mara Bolis, Shoshana Grossman-Crist, and Gerardo Meija, Value for Women and UN Women)
- [**Shifting Narratives to Value Unpaid and Informal Work in Kenya**](#) (Alina Ojha, Nosariemen Nosakhare, Janeth Amwoma, Morgan Kabeer and Blandina Bobson, Busara Center for Behavioral Economics and Oxfam)

Disability & Social Inclusion

- [**Approaches To Increasing Employment And Quality Of Employment Among Youth With Disabilities**](#) (Kamal Lamichhane, Emma Venetis, Amy Mulcahy-Dunn, and Kate Batchelder, EnCompass and MSI)
- [**Everyone Wants to Belong: A practical guide to tackling and leveraging social norms in behavior change programing**](#) (Vincent Petit and Tamar Naomi Falk, UNICEF)
- [**Gender Mainstreaming Toolkit: Guidance to enhance gender equality and the inclusion of women and girl's in all of EDF's work**](#) (Samenah Shabani, European Disability Forum)
- [**Gender Equality and Intersectional Analysis Toolkit**](#) (Prabha Khosla, CRIAW/ICREF)

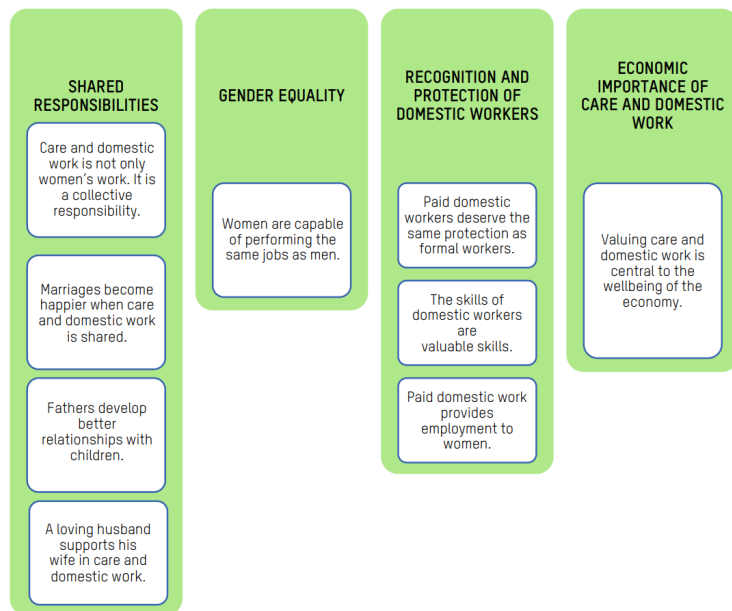
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Insightful Infographics

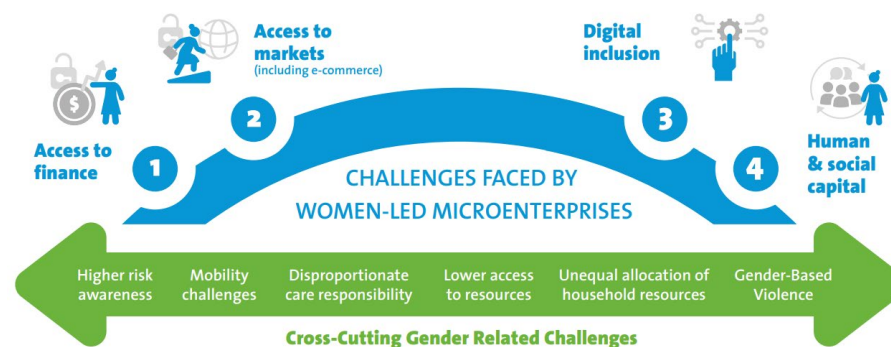
Market Systems & Private Sector Development

Figure 3: List of nine transformative narratives



Source: Joint research by Oxfam and the Busara Center for Behavioral Economics.

Chart 1. Challenges Faced by Women-Led Enterprises



Shifting Narratives to Value Unpaid and Informal Work in Kenya (Alina Ojha, Nosariemen Nosakhare, Janeth Amwoma, Morgan Kabeer and Blandina Bobson, Busara Center for Behavioral Economics and Oxfam)

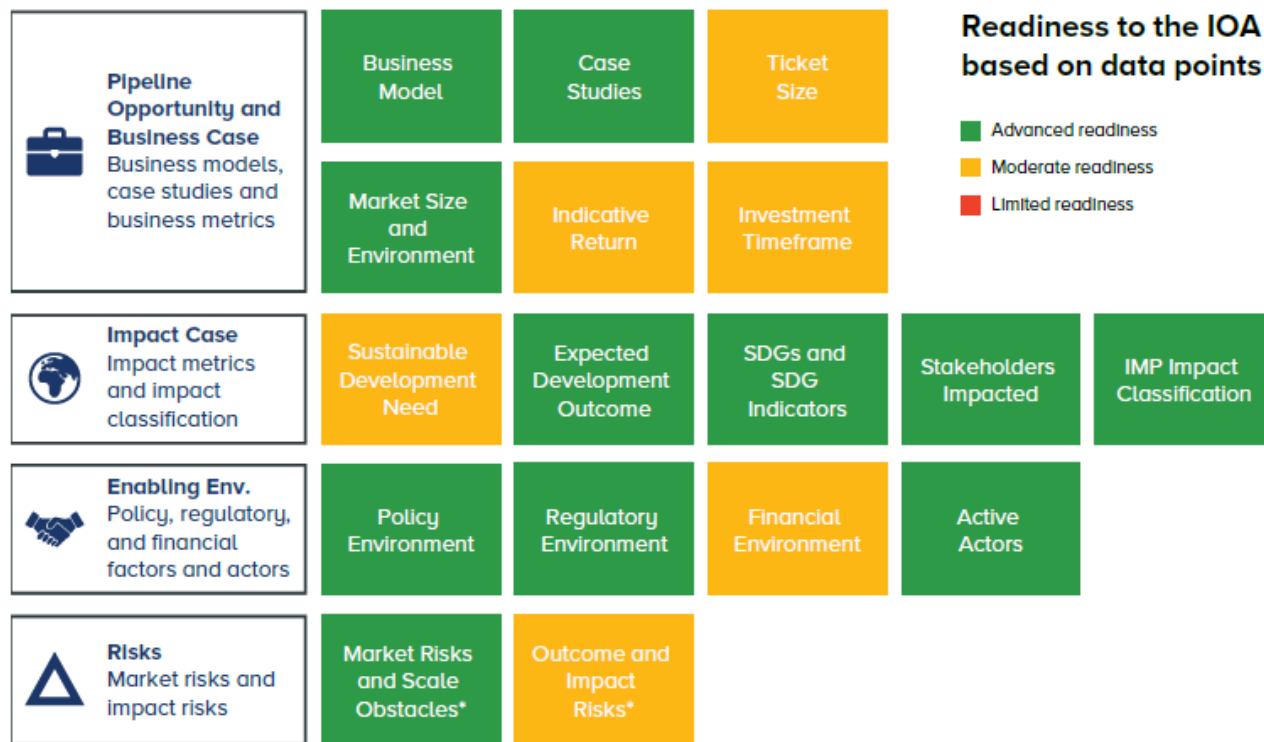
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Insightful Infographics

Market Systems & Private Sector Development

Figure 2. Market readiness scores from 17 perspectives: An example from the community-based childcare and elderly care IOA



*In "Market Risks and Scale Obstacles" and "Outcome and Impact Risks", the amount of data is inverse with readiness.

Bridging Gender Gaps with a Sustainable Care Economy: Investment Opportunities and Challenges (Yali Wang and Seyfettin Baran, UNDP)

Digital & Financial Inclusion



Quick Reads & Guidance

Digital & Financial Inclusion



Quick Reads

- [**Digitalization & Gender Norms: Learnings From Care's digital pilot for VSLA members In Rwanda & Uganda**](#) (Eric Kaduru and Julia Arnold, Care)

Guidance

- [**Her Fintech Edge: Market Insights for Inclusive Growth**](#) (Anushe Khan, Jorge Godoy, Minakshi Ramji, Sebastien Veit and Angela Lumanau, IFC, Dalberg, and We-Fi)
- [**How can digital financial services drive women's economic empowerment in South Asia?**](#) (Nisha Singh and Katharine Tengtio, M-CRIL and BII)
- [**Inclusive Banking: Emerging Practices to Advance the Economic Inclusion of LGBTI People**](#) (Kelly Widelska and Rudaba Zehra Nasir, Denise Odaro, Gursimran Rooprai, Marsha Sneh Monteiro, Sophie Peeters, Kirsten Newitt, Sam Kelly, and Daniela Zuluaga, IFC)
- [**Policy Considerations to Accelerate Digital Inclusion For Women In Low- And Middle-income Countries**](#) (Pippa McDougall, Melle Tiel Groenestege, Dominica Lindsey and Claire Sibthorpe, GSMA and Urban Emerge)
- [**Transforming the care economy through impact investing case study: Jazza Centre**](#) (Intellectap, Busara Center for Behavioral Economics, and Kore Global)
- [**What the Frontrunners Are Doing: A snapshot of gender inclusion among committed digital innovation ecosystem players and startups in Africa's technology sector brief**](#) (Cavelle Dove, Silvia Emili, Luis Marquez, Leah Gwatimba, Value for Women)

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Insightful Infographics

Digital & Financial Inclusion

Four action areas to improve women's digital inclusion



Policy Considerations To Accelerate Digital Inclusion For Women In Low- And Middle-income Countries (Pippa McDougall, Melle Tiel Groenestege, Dominica Lindsey and Claire Sibthorpe, GSMA and Urban Emerge)

Climate Resilience



Quick Reads

- **Catalyzing Global Women’s Leadership in the Blue and Green Economies** (Elise Young, Camille Richardson, Alexandra Frank, Aileen Charleston, Elizabeth Corley, Lida Hedayat, Prajolita Lamichhane, and Shelby Mertens, Counterpart International).
- **How to Confront Gender-Based Violence In a Warming World** (Zonibel Woods and Micaela P. Agoncillo, ADB)
- **Improving Access To Clean Energy For Women Requires More Than Finance** (Simi Thambi, Forbes)
- **Gender Responsive Approaches To Building Women’s Climate Resilience in Africa** (Lucy Kaaria, FinEquity)
- **Gender-responsive Climate Governance and the Role of Women Leaders** (Loty Salazar, Madina Zhanuzakova , Martine Valcin, Rong Zhang, IFC)
- **Market Systems Development For a Just Transition: What does it really mean for donors and practitioners?** (Jonathan Bird, ILO)

Guidance

- **Gender Analysis: Climate and Disaster Risk Finance and Insurance** (Annalise Moser, UN Women)
- **WeClim Equally: Gender-Smart Handbook** (Bopinc Climate-KIT)

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Insightful Infographics

Climate Resilience

BARRIERS TO INTEGRATED CLIMATE-GENDER ACTION



Lack of knowledge or training on the climate-gender intersection can reduce organizations' ability to engage meaningfully, while raising strategy development costs, since these efforts may require outsourcing.



Silos between environmental and social development teams in large companies separate responsibility for interconnected topics.



Low awareness and understanding of the business and impact case for integrated approaches to gender-responsive climate action prevent the allocation of sufficient support.



THE RESEARCH REVEALED REASONS FOR LACK OF PROGRESS ON GENDER-RESPONSIVE CLIMATE ACTION



Complex disclosure and engagement processes often require gender and climate to be treated separately. Given the high costs of meeting compliance and reporting demands, companies might not want to pursue integrated approaches.



Funding and budget constraints prevent investment in important initiatives such as collecting, analyzing, and reporting on sex-disaggregated data.



Lack of context-appropriate tools and frameworks can prevent effective implementation in EMDEs. Most available guidance and tools on climate governance are tailored to advanced economies.

Low levels of climate and gender-lens literacy can limit leaders' ability to identify and act on gender-responsive climate priorities.



Gender-responsive Climate Governance and the Role of Women Leaders (Loty Salazar, Madina Zhanuzakova, Martine Valcin, Rong Zhang, IFC)

About the 'Canopy Cut'



The 'Canopy Cut' is a quarterly quick reference resource for market systems and private sector development and engagement practitioners interested in the practical application of current trends in Gender Equality and Social Inclusion (GESI). It is a curated list comprising a range of resources from blogs to detailed guidance to infographics – which have been published and circulated on public platforms like the BEAM Exchange, LinkedIn, and Marketlinks.

The 'Canopy Cut' is not intended to be comprehensive and the emphasis on different angles of GESI may vary from edition to edition.

About the Canopy Lab

[The Canopy Lab](#), a US small business, works with numerous clients around the world, supporting their efforts to address complex problems through a systems lens. We work across a range of sectors, with specialized experience in market systems, workforce development, business enabling environment, and circular economies.

Our team is comprised of a diverse group of technical experts and systems practitioners who bring significant backgrounds in implementing economic development programs around the world.

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