



# Work and Opportunities for Women (WOW) Fund

Launch Webinar

22 March 2018

# Welcome and Introductions

Sally Baden



WOW Fund  
Lead

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Direct*

Christine Svarer



WOW Team  
Leader

*BSR*

Kate Cooper



Advisor, Female  
Economic  
Empowerment

*DFID*

Emma Doherty



WOW Fund  
Manager

*PwC*

# Webinar Overview

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- Welcome and Introductions - Sally Baden
- WOW Programme Overview - Christine Svarer
- Context and purpose for the WOW Fund - Kate Cooper
- The WOW Fund in detail – Sally Baden and Emma Doherty
- Applying for grants
  - Who can apply?
  - Application process and timeline
- Next Steps and Q&A

# WOW Programme Overview

Christine Svarer, WOW Team Leader

# WOW Programme Overview

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## What is WOW about?

The Work and Opportunities for Women (WOW) programme is a new flagship programme funded by UK's Department for International Development (DFID).

**Objective:** women have access to improved economic opportunities through business interventions in supply chains and economic development programmes.

Work  
opportunities  
for  
women

300,000  
women

By  
2022

# About WOW – Programme Overview

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## Our Alliance



WOW is delivered by an alliance of global experts at the cutting edge of women's economic empowerment research, program design, and delivery.

# About WOW – Programme Overview

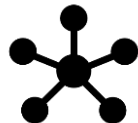
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## What is WOW about?



### Direct Action

- partnerships, supporting initiatives
- within, towards and around global value chains



### Systemic change

- Convenings, global dialogue, enabling environment



### Global evidence

- research, methodology, M&E, measurement
- briefs, tools, evidence digests

# **Context and Purpose of the WOW Fund**

Kate Cooper, DFID Advisor – Female Economic  
Empowerment



# Context and purpose for the WOW Fund

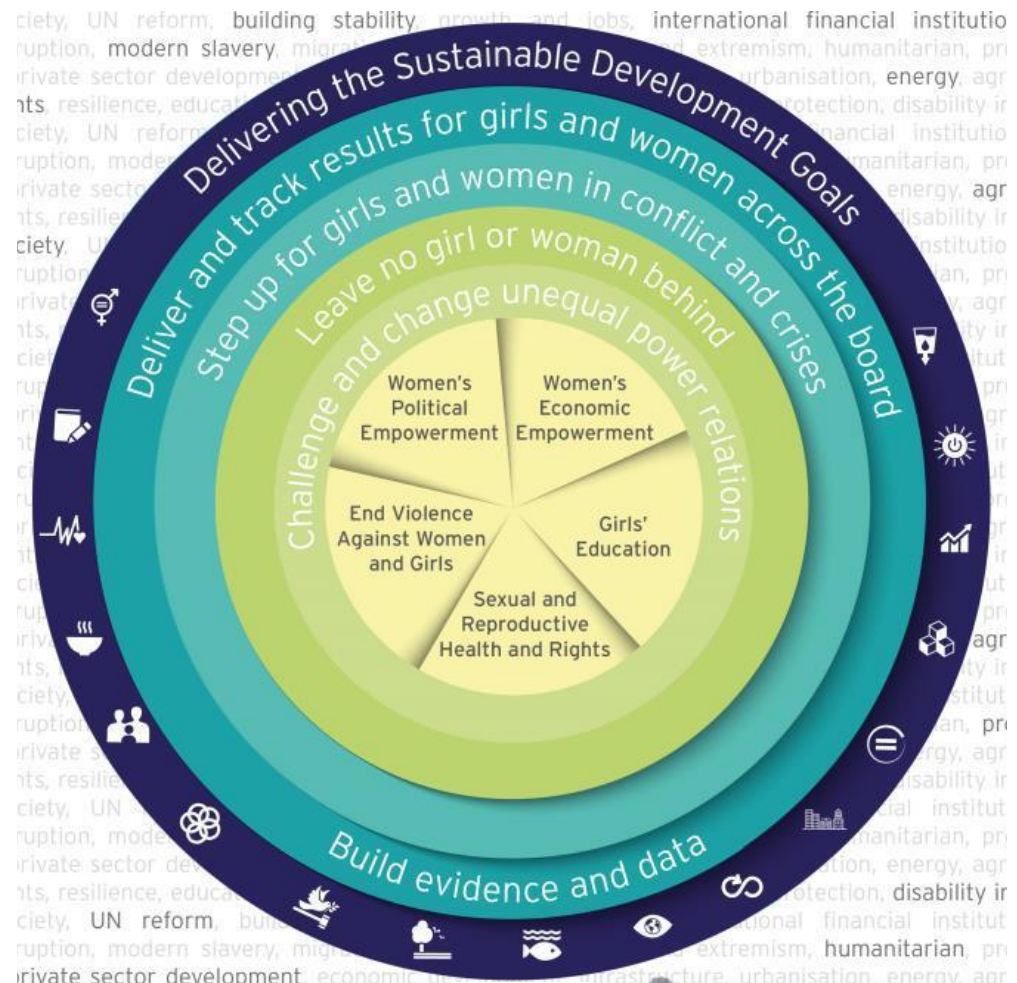
## UN High Level Panel

Seven primary drivers of WEE



# Context and purpose for the WOW Fund

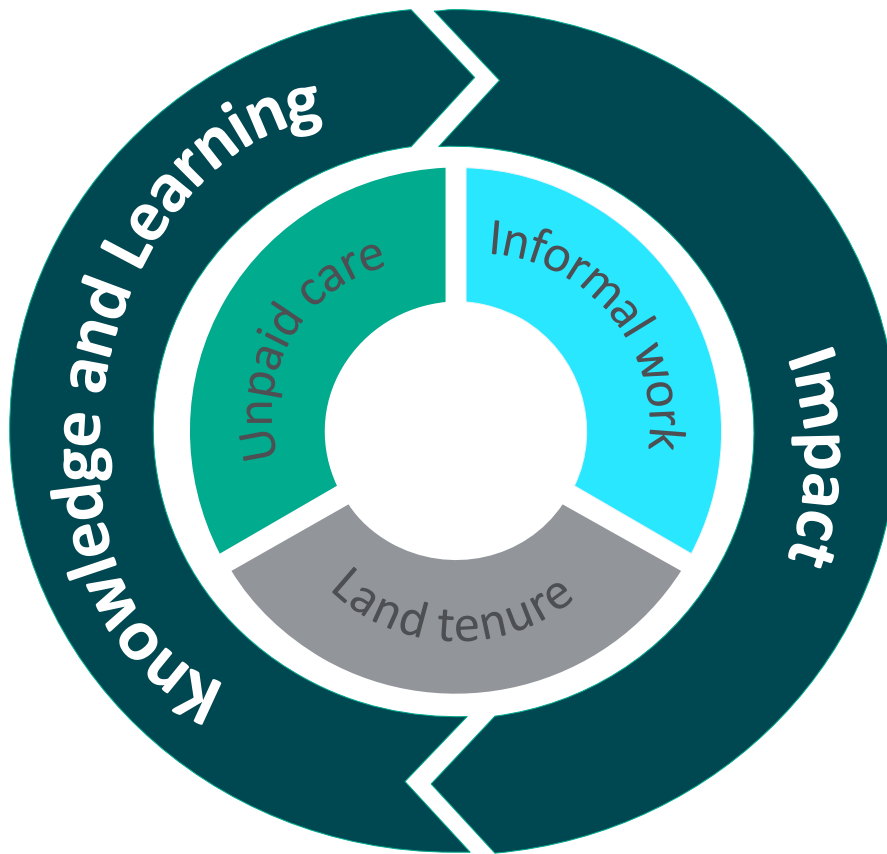
- DFID Strategic Vision for Gender Equality
- DFID Economic Development Strategy
- DFID's WEE position
- Focus on Priority Countries



# Context and Purpose for the WOW Fund

## A portfolio approach

## Three priority themes



Informal work



Unpaid care



Land tenure

# The WOW Fund in detail

Sally Baden, Fund Lead

# The WOW Fund at-a-glance:

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**Purpose:** To strategically support long term change in women's economic empowerment, by funding selected initiatives that drive forward the UNHLP Agenda for Action that address barriers or challenges in the broader ecosystem.



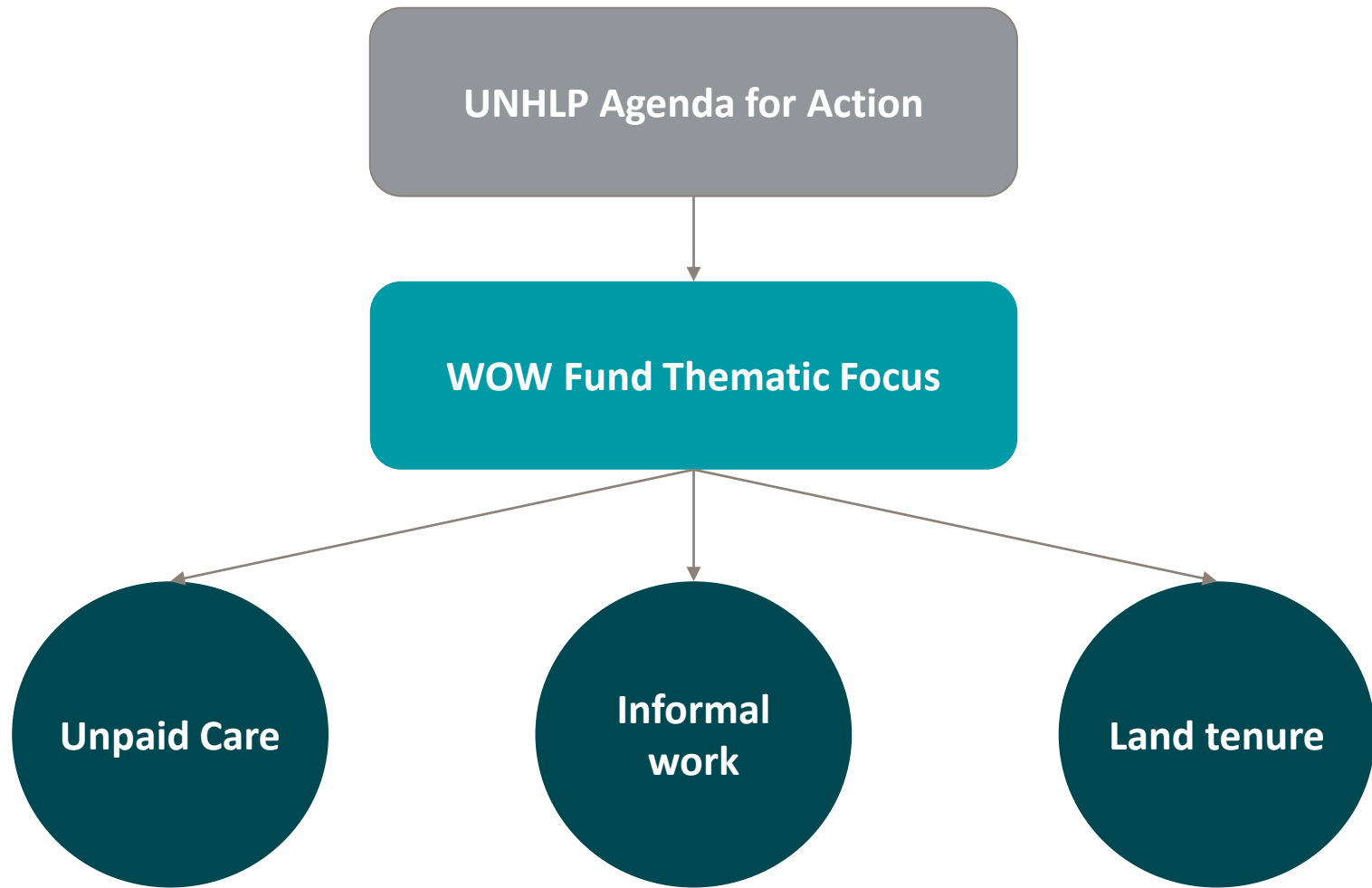
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**Thematic focus:** Informal Sector, Unpaid Care, Land Tenure

# WOW Fund Thematic Priorities

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# Recognising, reducing and redistributing unpaid care and domestic work

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**Context:** Women's unequal responsibility for unpaid care work constrains women from fully participating in and benefitting from economic opportunities in markets and value chains



## Issues for grant applicants to consider:

- Link between reducing/redistributing burden of unpaid care and enhanced economic opportunities and choices
- How policies and programmes focused on redistributing unpaid care can ensure burden is not shifted to lower-paid, more marginalised women

# Improving outcomes for women in informal work

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**Context:** Women are engaged in informal work across global supply chains, but often their work is hidden, undervalued or unsafe



## Issues for grant applicants to consider:

- How to scale up initiatives targeting informal women workers (esp. those in global supply chains) which successfully contribute to women's economic empowerment;
- Focus on lower paid, less skilled women and mitigate risks of negative impacts of regulating informal work, on lower-paid, unskilled women in favour of men or more skilled women.



# Enhancing women's land tenure security

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**Context:** Women globally lack secure access to land, which compromises their productivity, livelihood security and capacity to negotiate better outcomes for themselves and their families.



## Issues for grant applicants to consider:

- Effective ways of increasing women's tenure security beyond formal documentation of land rights;
- Pathways through which increasing women's tenure security contributes to economic empowerment;
- What else needs to happen for land tenure security to be translated into women's economic empowerment.

# **Who can apply?**

## **Eligibility Criteria**

Emma Doherty, Fund Manager

# What types of organisations can apply?

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The fund is not prescriptive as to the type of organisation applying for funding – though we will favour **partnerships between different types of organisations.**

Eligible to receive grants directly	Not eligible to receive grants directly
Civil Society Organisations	Private sector companies  WOW Alliance partners
NGOs	
Social enterprises	
Membership organisations	
Government agencies	
International agencies	<i>NB: Organisations may partner with the private sector as part of a consortium, provided the private company is not the lead partner applying for a grant</i>
Research institutions	

# Eligibility criteria

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## Eligibility

### Relevance

- The partnering organisation/s have the capability to deliver projects that address systemic barriers to WEE
- Initiative proposed aligns with one thematic area

### Geography

- Initiative proposed includes activities in DFID priority countries (see Information Note for Applicants for list)

### Additionality

- Initiative would not occur without DFID support, at all, as fast or with as much benefit for marginalised women
- The initiative does not duplicate other programmes

### Complementarity

- The initiative is consistent with relevant DFID thematic and country strategies

# **The Application Process**

Emma Doherty, Fund Manager

# A two-stage application process

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## Stage 1: Concept Note

- Applicant submits Concept Note using template and guidance
- Concept notes reviewed and shortlisted

## Stage 2: Full Proposal

- Shortlisted concept notes will be invited to submit full proposals
- Work with WOW Fund team to develop proposals

*Grants awarded to successful proposals*

# Concept Note – Template and Guidance

- Concept Notes should be submitted using the template and guidance provided by the WOW team
- The WOW Team will conduct initial due diligence checks at the Concept Note stage, so it is important to provide all information required
- The WOW team will be available to answer questions during the Concept Note stage

Please submit your completed Concept Notes to \_\_ by\_\_.

## 1. Concept overview

Project title	
Short description	<i>[Briefly describe project in 2 lines]</i>
Geographic scope	<i>[List countries of focus]</i>
Lead implementing organisation	<i>[This should be the intended grant recipient]</i>
Implementing partners	<i>[Other organisations involved in the initiative]</i>
Project duration	<i>[Provide estimated duration of grant support]</i>
Funding request (GBP)	<i>[Estimated grant required from Fund]</i>

## 2. Project details

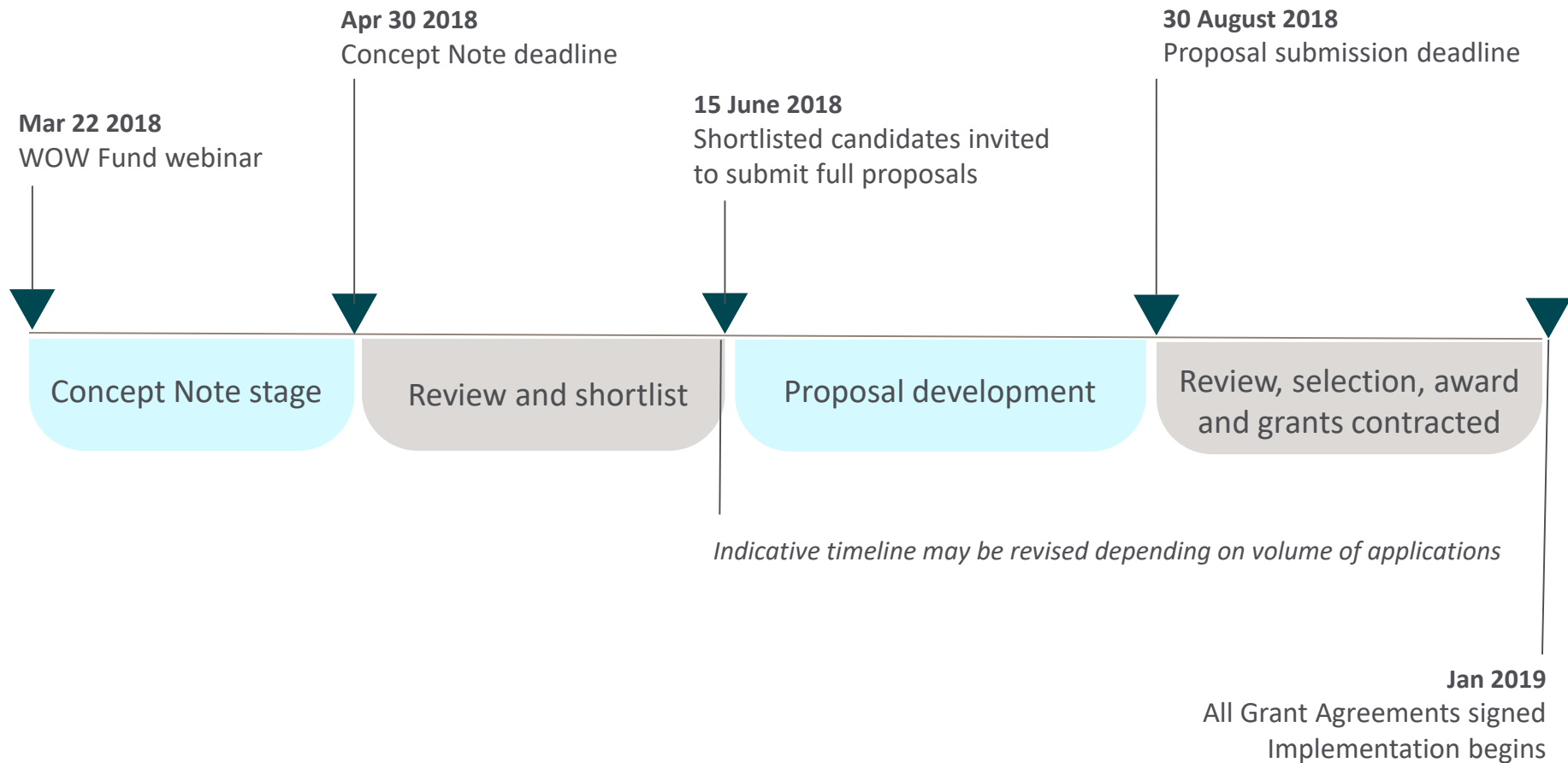
### 2.1 Background

*Provide a short general overview of the proposed project, including:*

- *a description of the problem your initiative seeks to address*
- *an outline of what has been undertaken to date*

# WOW Fund indicative timeline

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# **Next Steps and Questions & Answers**

# Next Steps and Q&A

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We will share the following information with participants by Monday 26<sup>th</sup> March:

- ✓ WOW Fund Information Note for Applicants (including eligibility criteria)
- ✓ Concept Note Template and Guidance
- ✓ Launch Webinar Presentation Slides

Links to these documents and a recording of this webinar will also be available online on the WOW Programme webpage, which has just launched this week.

<https://www.gov.uk/guidance/work-and-opportunities-for-women>

## Contact

For further information please contact:

Veronica Martinez Tamayo

WOW Fund Coordinator

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**Your Questions?**



**WOW** // Work and Opportunities for Women

# Thank you

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