Women's Economic Empowerment vs. ‘Petty work': Using SBCC Strategies to Shift Norms in the Economy

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Diagnosing and Shifting Social Norms in the Economy

Anam Parvez

Photo: Aurelie Marrier d’Unienville / Oxfam
Defining Social Norms in the Economy

1. **Gendered norms in the economy**, which dictate what is appropriate for women and men to do or the resources they have access to.

2. **Norms about the economy itself, and about specific products and services.**
   - Shared beliefs about what is considered part of the economy and what is not, or about the value and skills of certain types of economic activities.

...These norms exist in communities and institutions.
Implications for wee programmes

• Social norms in the economy contribute to:
  • Trapping women in low levels of productivity and seniority or in occupations that are accorded lower social value;
  • Maintaining the gender pay gap;
  • Skewing prices for products and services considered “female” versus those that are “male;”
  • Economic policies that have negative implications for investments in women’s care work, productivity of labour and empowerment.
Promising Approaches - Diagnosing Social Norms in the Economy

- Grounding methodologies in social norms theory that distinguish but explore relationships between attitudes, behaviours, and norms
- Qualitative or mixed methods approaches
- Using Vignettes
- Investigating meta norms
- Identifying target audiences and influences
- Adopting an action research approach
- Understanding how social norms interact with other contextual factors
Promising Approaches- Strategies for Shifting Social Norms

- Engaging **couples and communities through deliberation and dialogue** as partners in change
- Working with **role models and champions** to challenge prevailing norms in the communities and begin to build a social movement.
- Mobilising for **collective action**
- Using creative forms of **edutainment and social marketing** to reinforce messages that challenge both empirical and normative expectations.
- Using **positive elements of existing cultural narratives** to cultivate a new norm
- Engaging with policy-makers, private sector, schools to shift **institutional norms**
Thank you!

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Growth and Economic Opportunities for Women: The Role of Social Norms

Gillian Dowie
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WOMEN’S ECONOMIC EMPOWERMENT & CARE (WE-CARE)

Imogen Davies, Programme Adviser - Youth Active Citizenship, Oxfam
Regis Muthu, Social Norms Advisor, Oxfam
ETHIOPIA
Oromia region

- 6 hours sleep
- 7 hours care as primary activity
- 13 hours any care responsibility
- 9 hours personal and other activities*
- 2 hours paid work
- 1.43 hours care as primary activity
- 6.16 hours paid work
- 10.1 hours personal and other activities*

9 hrs work

7.6 hrs

*Other activities such as education, religious and social activities, bathing, eating etc.
IMPLICATIONS: SOCIAL NORMS IN THE ECONOMY

Norms about the economy which undervalue care work have implications:

1) Gender norms that women ‘shouldn’t ask for help’
2) Families & State investing in care-related equipment and services

OR
THE RESEARCH: AN EVIDENCE-BASED APPROACH

• Rigorous methodology, based on Social Norms theory and ‘tested’ questions
• Mixed methods:

  ➢ Rapid Care Analysis – exercise
  ➢ Household Care Survey – module
  ➢ Social Norms FGE – unpaid care
  ➢ Diagnostic Tool – social norms in the economy
HCS FINDINGS: BARRIERS & OPPORTUNITIES FOR CHANGE

Barriers: approval of GBV

About 3 out of 10 people in Uganda and Zimbabwe approved of:

➢ **Beating/harshly criticising** a woman for ‘inadequate’ provision of care

OR

➢ **Mocking** men for performing care tasks
ATTITUDES TO CARE MORE POSITIVE THAN NORMS

- **80% of women wanted help;** but only 50% of these women had ever asked men to help.

- **79% to 97% of men** approve that men should do care work…
  
  **BUT only 36% to 60% thought that men in their community would approve** of men doing care.

- Both women and men said **men would do care work where the community considered it acceptable**.
BOYS & FATHERS DOING CARE MEANS MEN DO MORE CARE

Philippines and Uganda findings: boys whose fathers carry out care work, are more likely to engage in it later in life.

Uganda findings: men who were taught to do care work as children are more likely to engage in it later in life.
COMMUNICATIONS STRATEGIES

Mobilizing communities to shift individual attitudes and norms through:

1. Care Champions
   - Trained change agents
   - Focus on personal attitudes and perceptions of typical and desired behaviours in the community
   - Approach: weaken negative social norms and promote new norms
   - Engage communities to assess attitudes
   - Diffuse messages via one-on-one interactions and community dialogues
   - Challenge norms: rigid notions of masculinity, gender roles and responsibilities; unpaid care work as women’s sole responsibility
ROAD SHOWS

2. ‘Road Shows’ interactive gatherings of 200-400c people, socio-dramas and music performed with prizes given

3. Schools-based approaches: role playing games (‘mahumbwe”), group education/workshops, debates, contests, reflection sessions
4. Mass Media:

Radio talk shows reach large numbers of people, are low cost, use role modelling, promote new gender norms in salient and visible way.

Popular DJs and presenters trained in social norms messaging; listeners call in and hear about others changing attitudes.
THANK YOU!
Opportunities for Women
Challenging harmful social norms and gender stereotypes

Sinta Kaniawati, Head of Sustainable Business and Unilever Indonesia Foundation
SDG5 “gender equality” AS KEY ENABLER

“The Global Goals cannot be achieved without ensuring gender equality and women’s empowerment.”

BAN KI-MOON FORMER UN SECRETARY GENERAL
The impact CAN BE EVEN BIGGER...

TRANSFORMATIONAL IMPACT

Brands that are serving 2.5 billion consumers—understanding motivations and behaviours behind norms

2nd largest advertiser

Extensive value-chain

WE LEVERAGE THIS SPHERE OF INFLUENCE To Drive Women’s Economic Empowerment?
Why is this important to our business?

64% of consumer spending is controlled by women

UP TO 30% increase of yields in agricultural value chains

EXPANDING FEMALE PARTICIPATION for sustainable & responsible value chains

70% Of our sales comes from women
The Global Goals cannot be achieved without ensuring gender equality and women’s empowerment.

**USLP target:** By 2020 we will empower 5 million women

**The What**

Unilever’s commitment: Opportunities for Women

- Gender-balanced management
- Safety & rights
- Skills & capabilities
- Expanded opportunities

Expanding to challenge harmful norms and stereotypes
Unilever envisages a world in which every woman
Can create the kind of life she wishes to lead,  
Unconstrained by harmful norms and stereotypes.
OUR APPROACH TO IMPLEMENTATION IS ACROSS THE VALUE CHAIN

THE HOW
Women’s Economic Empowerment through our extended value chain

WORKPLACE
- Employment
- Professional development

SUPPLY CHAIN AND CUSTOMER DEVELOPMENT
- Own factories & plantations
- Extended supply chain development
- Sales & customer development

CONSUMERS
- Products and brands
- Unilever corporate brand

SOCIETY AT LARGE
- Partnership, thought leadership and advocacy
Unstereotype: Mobilizing Collective Action

40% of women do not relate at all to women they see in advertising.

Only 3% of advertisements showed women in leadership, managerial, or aspirational roles.

Only 20% of voiceovers featured women's voices.

Mobilize collective action!
Sharing the load through teamwork – reducing the burden of laundry

**More Trust**
Women impacted through over-proportional share of unpaid work

**More Growth**
Through innovation increase market share

**IMPACT:**
Thousands on the ground
Hundred Thousands on awareness
Millions globally

**ADRESSING NORMS**
and stereotypes around the unequal distribution of unpaid care work which are holding back women from participating fully in society and realising their aspirations.
Women empowerment “Saraswati”

1. **Economic empowerment:** entrepreneurial skill, sustainable sourcing, additional household income

2. **Self-esteem:** communication skill, participation in decision making

3. **Other sustainable initiatives:** health, hygiene, nutrition, and waste management

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3,320 Members

88 Women Groups

16 micro enterprises

+IDR 500,000 – 5,000,000 additional income p.a.
THANK YOU

“If you want to travel fast, travel alone; if you want to travel far, travel together.”

AFRICAN PROVERB