

Attachment 13

Resolution 37th IAW Congress 20-28th October 2017, Nicosia, Cyprus

Subject: New tools to support and educate girls in emerging markets: from micro-entrepreneurship to labour rights and corporate accountability

by Joanna Manganara

The IAW, having noted the private sector's growing influence in the international gender and development field, and that it is critical that we push back against corporations' growing influence over girl empowerment agendas and the neoliberal development interventions they promote and further institutionalize.

Is of the opinion that we need new resources and empowerment agendas to support and further educate civil society groups which focus on girls' empowerment and teach them to support girls in a more meaningful way.

Civil society needs to be able to hold the corporate sector to account and empower girls and women on human rights terms than pro-market terms.

Many corporations consider that adolescent girls can uplift their families from poverty by using micro-credit, entrepreneurship and saving schemes. They do not teach them about living wages, labour rights and their rights to social services.

Asks the Board to proceed with the following project which, contrary to the top-down model of girls' empowerment which now dominates the field, will use the experiences of economically active women themselves to investigate what kinds of lessons and information girls in emerging markets need to make the private sector beneficial to them.

In close collaboration with local groups, this project will organize focus groups and individual interviews both in and outside the workplace with the following state-holders:

1. women who have taken micro-credit to better their lives,
2. women who work in big brand factories,
3. women activists who lead labor rights groups,
4. women and men who lead and work in SMES that promote living wages
5. economic development experts from civil society and academia.

The goal of this project is to use the experiences of economically active women in countries across South-East Asia and East Africa to create:

1. A new girls' empowerment guide for NGOs and institutions that focuses on the economic advancement of young women in emerging markets.
2. Publish articles to stimulate critical dialogue both within and outside the IAW community, around the role of the private sector in promoting the economic well-being of women in developing countries.

The idea for this research originally came from Maria Hengeveld, an individual member of IAW who is a PhD student at the University of Cambridge. She will play a coordinating role in this research, particularly on the brand factory-focused research. Joanna Manganara will contribute to this project by working on the girls' empowerment guide.

The project is open to other interested people that are members of the IAW. Financial support for this project will be absolutely needed. Contributors to the elaboration of a plan for funding are welcome.