

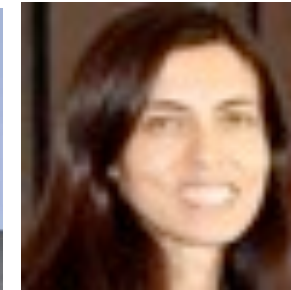
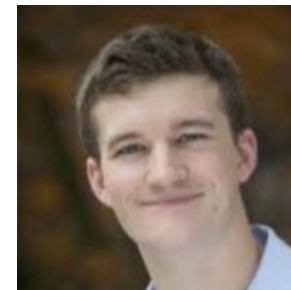
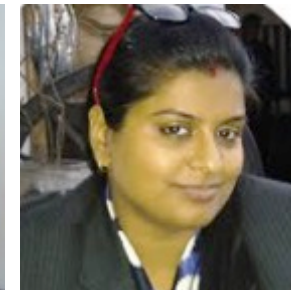


# Measuring & Reporting on Gender Equality & Women's Empowerment for Climate and SDGs

December 6, 2018 | 17:00 CET

# SPEAKERS

- ▶ Jeannette Gurung Executive Director, WOCAN
- ▶ Tanushree Bagh Mukherjee Senior Manager – Business Development and Sustainable Standards, South Pole
- ▶ David Ungar, Executive Director GHG, Mitigation and Sustainability, Acwa Power
- ▶ John Holler Senior Program Officer, Verra
- ▶ Sandeep Roy Choudhury Head of Climate Finance / Climate Change & Sustainability, VNV Advisory Services LLP
- ▶ Facilitator: **Maria Lee** W+ Coordinator





# Ensuring Benefits to Women

# Global Trends and Drivers for Gender

- **Climate Change:**
  - Paris Agreement Implementation and Gender Action Plan
  - Mandates for gender integration (Green Climate Fund)
  - Investments into cookstoves and solar energy
  - Climate investors and carbon offset buyers seeking co-benefits, going beyond carbon
- **Sustainable Businesses:**
  - Sustainable Development Goals and focus on #5
  - Interest of companies to look good, reduce risks and address consumer demand for ethical companies and products
  - Measurement of women's numbers and conditions at corporate or company level- insetting opportunities
- **Responsible Investing:**
  - ESG measurement for risk mitigation and ethical impacts
  - Gender Lens investing for improved outcomes for women is growing, but not focused on climate
  - Climate investors not focused on gender/women's empowerment or able to get smaller funds down to women
- **Measuring and Reporting**
  - Shift from measuring inputs/outputs to outcomes and impacts
  - Shift to results-based financing



# Setting the Standard for Women's Empowerment

- **WOCAN and partners developed the W+ Standard in 2015 to increase rigor and accountability of gender initiatives, to incentivize new investments in women's empowerment, and to create a market-based results-based financing mechanism.**
- **W+ Standard:** metrics and procedures to measure and verify women's empowerment results within projects. It provides a framework for designing as well as monitoring results, through methods, indicators and questionnaires for six areas of women's empowerment. This has created a platform to enable governments, organizations, companies and individuals to achieve transparency and effectiveness using a results-based framework to ensure progress.
- **W+ units:** quantified and verified unit of improvement in women's conditions from a baseline in six domains: (1) Income and Assets, (2) Time, (3) Education and Knowledge, (4) Leadership, (5) Food Security or (6) Health. These are listed on the Markit registry, either under the W+ Standard or associated with VCUs of VERRA.
- **Why W+ is unique:** quantified units that can be monetized, as opposed to statements; results based on progress from baseline measurement; can be linked to carbon offsets; gender experts provide guidance and verify claims; flexible timelines and allowance for 2 year back crediting period, and a requirement for 20% of the monetized value of the units is granted to women's groups.

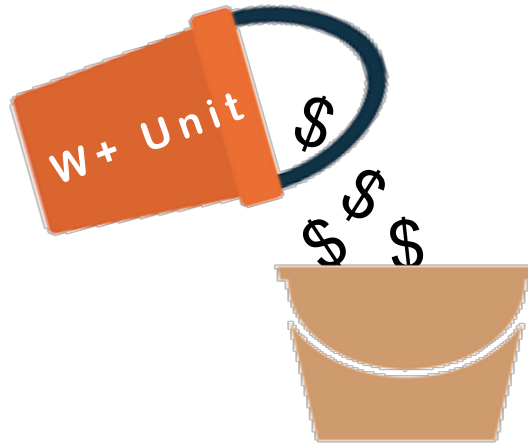
# Setting the Standard for Women's Empowerment: *"If you can't measure it, you can't manage it."*

The W+ provides:

- revenue to women from W+ value (20% or more) to be reinvested as per their needs
- incentives to Project Implementers
- results-based quantified outcomes



# Value of W+ Standard



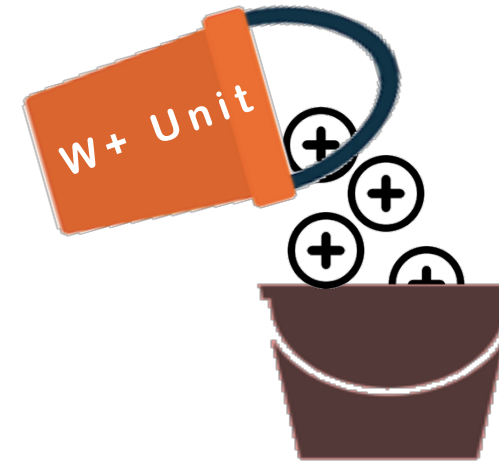
**WOMEN**

Revenue for women engaged in the project  
[ At least 20 % ]



**PROJECT DEVELOPERS**

Reimbursement for costs of project activities & measurement plus funds for additional project activities



**UNIT BUYERS**

Verified outcomes and social returns

# Value of W+ Standard

- **Climate Change:**
  - Provides co-benefit of women's empowerment along with carbon units
  - W+ units can be purchased by governments, companies, investors and individuals
- **Sustainable Businesses**
  - Provides quantified impacts for SDG target # 5
  - Provides certification and consumer-facing label
  - Measures results at level of producers (farmers) within supply chains
- **Responsible Investing**
  - provides stories and qualitative metrics beyond numbers of women
  - provides means for 'doing good for women' (beyond 'do no harm' level)
  - provides quantification for social returns for investors
- **Measuring and reporting outcomes/impacts**
  - Provides transparency and credibility through rigorous measuring and registry
  - W+ units listed on global environmental registry (Markit)

South Pole

# Investing into SDG 5...Only?

Tanushree Bagh Mukherjee





Women hold the key to Climate's Future"; "when we talk about reducing emissions from deforestation and degradation, we need to focus on women

According to the UN Food and Agriculture Organization, if women had the same access to productive resources as men, they could increase yields on their farms by 20-30% which could raise total agricultural output in developing countries by 2.5-4%.

Raising women's labour force participation to country-specific male levels would raise GDP in the United States by 5%, in Japan by 9%, in the United Arab Emirates by 12% and in Egypt by 34% according to a report by the International Monetary Fund.

## *Women as positive agents of change*

*Women's activities in food production, community management, natural-resource and biodiversity management, education of children and family care place them at the centre of development. They are the collectors of fuel and water for their families, and users of energy to prepare food and care for the sick. In developing countries, they engage substantially in agricultural production, both paid and unpaid...Thus, recognizing and supporting the activities and needs of women is essential for socio-economic development.*

Women's equality and empowerment is one of the 17 Sustainable Development Goals, but also integral to all dimensions of inclusive and sustainable development. **In short, all the SDGs depend on the achievement of Goal 5**



# Importance of Gender Equality!



**SDG 17**  
Mobilizing sufficient resources will be critical for meeting the gender equality commitments of the 2030 Agenda.



**SDG 16**  
Women play a vital role in preventing conflict and forging and maintaining peace. By fully protecting women's rights, peaceful and inclusive societies will be within reach.



**SDG 15**  
Women's specific knowledge of and dependence on forests makes them key contributors to forest conservation and regeneration.



**SDG 14**  
Empowering women in local fisheries decision-making leads to better resource governance and conservation.



**SDG 13**  
Gender equality is critical to mitigate climate impacts: Women's inclusion in climate discussions leads to improved outcomes of climate-related projects and policies.



**SDG 12**  
Unsustainable production and consumption patterns are gendered, with women suffering disproportionately from resource scarcity and natural disasters resulting from climate change.



**SDG 11**  
Women have equal rights to the city, and their safety in public spaces is crucial for sustainable urbanization.



**SDG 10**  
Gender equality is crucially linked with overall equality in society.



**SDG 1**  
Research shows that more cash in the hands of women contributes not only to eliminating poverty but also to better education, nutrition and health outcomes for children and other members of the household.



**SDG 2**  
Women play a critical role in food production, processing and distribution and are therefore essential to meeting the agricultural productivity and nutrition targets of Goal 2.



**SDG 3**  
Gender equality in health is one of the most direct and potent ways to reduce health inequities overall and to achieve Goal 3.



**SDG 4**  
Achieving equality in education will boost women's employment and empowerment, add to economic growth and contribute positively to child well-being and development.



**SDG 5**  
Gender equality is central to the SDGs, and if it is not achieved, the implementation of all the goals will be compromised.



**SDG 6**  
Women and girls play a central role in the provision, management and safeguarding of household water and sanitation. Addressing the water and sanitation needs of women benefits the health and well-being of entire communities.



**SDG 7**  
As primary energy managers in households, women can play a powerful role in the successful transition to sustainable energy for all.



**SDG 8**  
Women's access to decent work is an essential measure of inclusive and sustainable growth.



**SDG 9**  
Increasing women's participation in technology, science and innovation is critical for meeting the global challenges ahead.

Source: The infographic is based on a review of existing knowledge on how progress on gender equality can support delivery of the transformative vision of the 2030 Agenda, compiled and distilled by Beales and Gelber 2017.  
Notes: The infographic draws from over 600 English language publications and articles published since 2010. The width of the SDG 5 rays in the graphic correspond to the number of articles reviewed. While not a comprehensive mapping of all potential gender-relevant interactions, it aims to represent a starting point for further work towards a more complete understanding of the catalytic role gender equality plays in accelerating progress across the SDGs. Findings and summaries for each article, study and report reviewed are available upon request.

# What does investing into SDG 5 really mean?



## SDG 5

Achieve gender equality and empower all women and girls

### TARGETS

9

### GENDER-SPECIFIC INDICATORS

14

5.1

End all forms of discrimination against all women and girls everywhere

5.2

Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

5.3

Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

5.4

Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate

5.5

Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

5.6

Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences

5.a

Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws

5.b

Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

5.c

Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

Key gender sensitive targets included under other Goals. For example:

- ▶ **Goal 1 (Poverty):** Target 1.4 Equal rights to economic resources, access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, new technology, micro-finance
- ▶ **Goal 3 (Health):** Target 3.1 reduce global maternal mortality ratio to less than 70 per 100,000 live births; Target 3.7 ensure universal access to SRH services and integration of reproductive health into national strategies and programmes;
- ▶ **Goal 4 (Education):** Target 4.5 eliminate gender disparities in education and ensure equal access to all levels of education and vocational training...
- ▶ **Goal 8 (Growth and Decent Work):** Target 8.5 By 2030, achieve full and productive employment and decent work for all women and men...
- ▶ **Goal 11 (Cities and Human Settlements):** Target 11.7 by 2030 provide universal access to safe, inclusive, accessible, green and public spaces in particular for women and children, older persons and persons with disabilities
- ▶ **Goal 13 (Action to Combat Action):** Target 13.B, Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities
- ▶ **Goal 16 (Peaceful and Inclusive Societies):** Target 16.1 Significantly reduce all forms of violence and related deaths everywhere.

# Challenges of measuring SDG 5 - why we need Standards?

- Complex and Sensitive
- Reputation risks...
- Politically driven?
- Disintegrated data: Biggest challenge!
- No standardized way (Qualitative /Quantitative)
- Lack of clarity on indicators and targets
- Asset/commodity or return?

# W+ - The Standard!

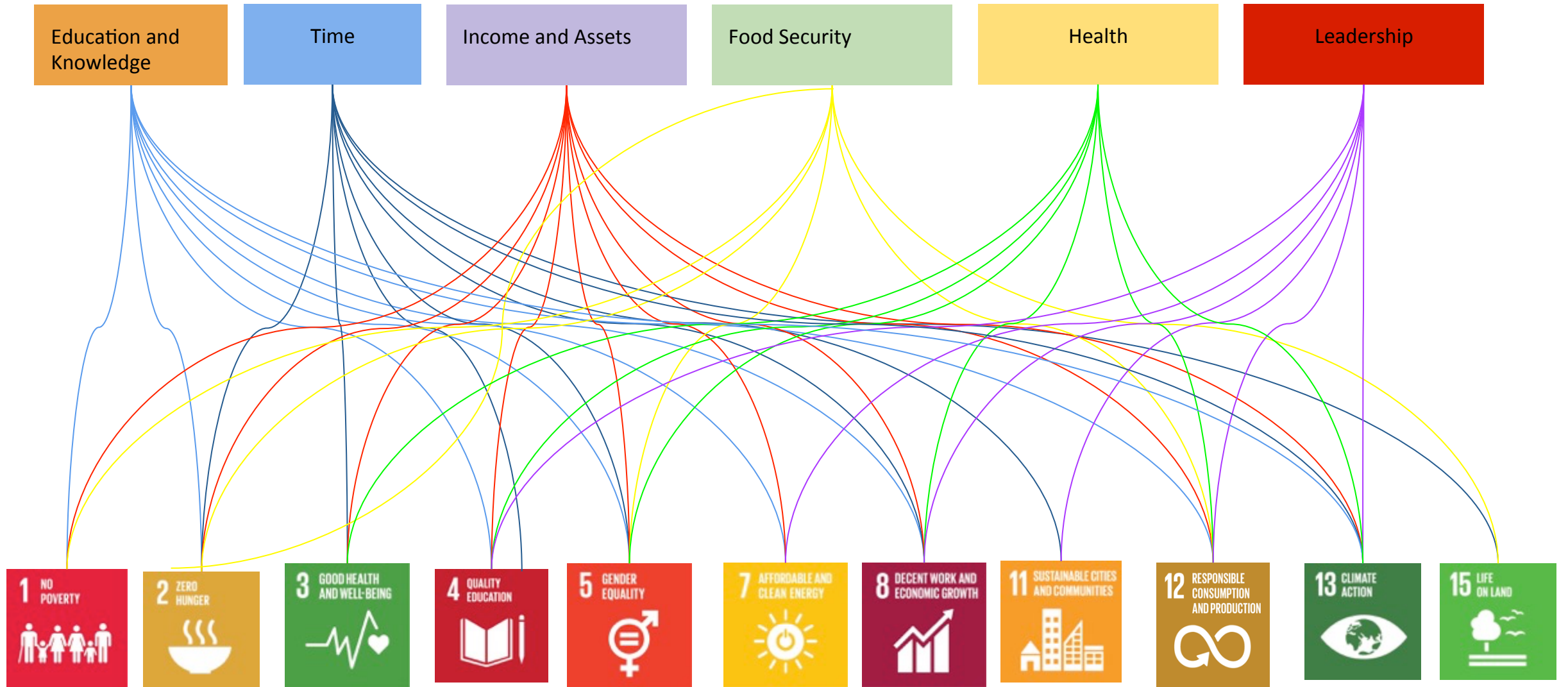
- The first (so far - the only) standard which quantifies, monitors and measures women's empowerment, with project level indicators
- Gives underlying asset (women's empowerment) a financial value.
- The claims are verified by international gender experts, so no risks
- Gives back 20% (+) of revenue to women (groups) for further activities :  
High return value standard
- 6 Domains = 6 Types of Units available = tradeable commodity

# Advantages of W+

- The domains can help companies comply with SDG targets, directly:
  - **Target 5.4:** Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate
  - **Indicator 5.4.1:** Proportion of time spent on unpaid domestic and care work, by sex, age and location
  - **W+ Domain:** Time
  - **Units that can be claimed:** Time hours saved/Utilised
  - **Value of Unit :** \$3-7/unit
- Can be developed as an independent project or on top of CDM or VCS project
- Each Project measures one or more domain
- Each W+ Unit = 1% of improvement in life of the one woman



# W+ Domains & SDGs





## Example Project: UNFCCC Award-winning Application to Biogas Digester Program - Nepal



- [https:// youtube/ bm-hyVY7680](https://youtube/bm-hyVY7680)

- 2.26hours/ day  
time saved for 7200  
women

- Revenue from sale of W+ units  
shared with 12 women's groups



- W+ applied on top of a registered CDM project in Nepal
- The time savings occurred mainly from cooking for the family, cleaning utensils, firewood collection, and preparing organic manure from livestock.
- The percentage of change between baseline and measurement is – 31.12 %, demonstrating a decrease in women's time spent on activities listed above as a result of the introduction of biogas.
- Units generated for sale = 224,064 units\*

Link:

[https://mer.markit.com/br-reg/public/project.jsp?project\\_id=104000000015320](https://mer.markit.com/br-reg/public/project.jsp?project_id=104000000015320)

\* Available volumes may be different

# What sets us apart

## Largest project developer

- Largest, international project portfolio delivering co-benefits quantified against the SDGs\*
- Provide direct access to projects, delivering maximum returns on your investment through quantifiable economic and sustainable co-benefits
- Stringent industry standards that are verified and traceable in line with international best practice, over the lifetime of the project (Gold Standard, VCS, REDD+, etc.)

## Expertise and experience

- We have 12 years of unparalleled experience in developing projects, providing best-in-class carbon credits & project risk management
- Largest Gold Standard project portfolio pipeline, which is endorsed by WWF
- A global network of sustainability experts

## Strategic alignment & engagement

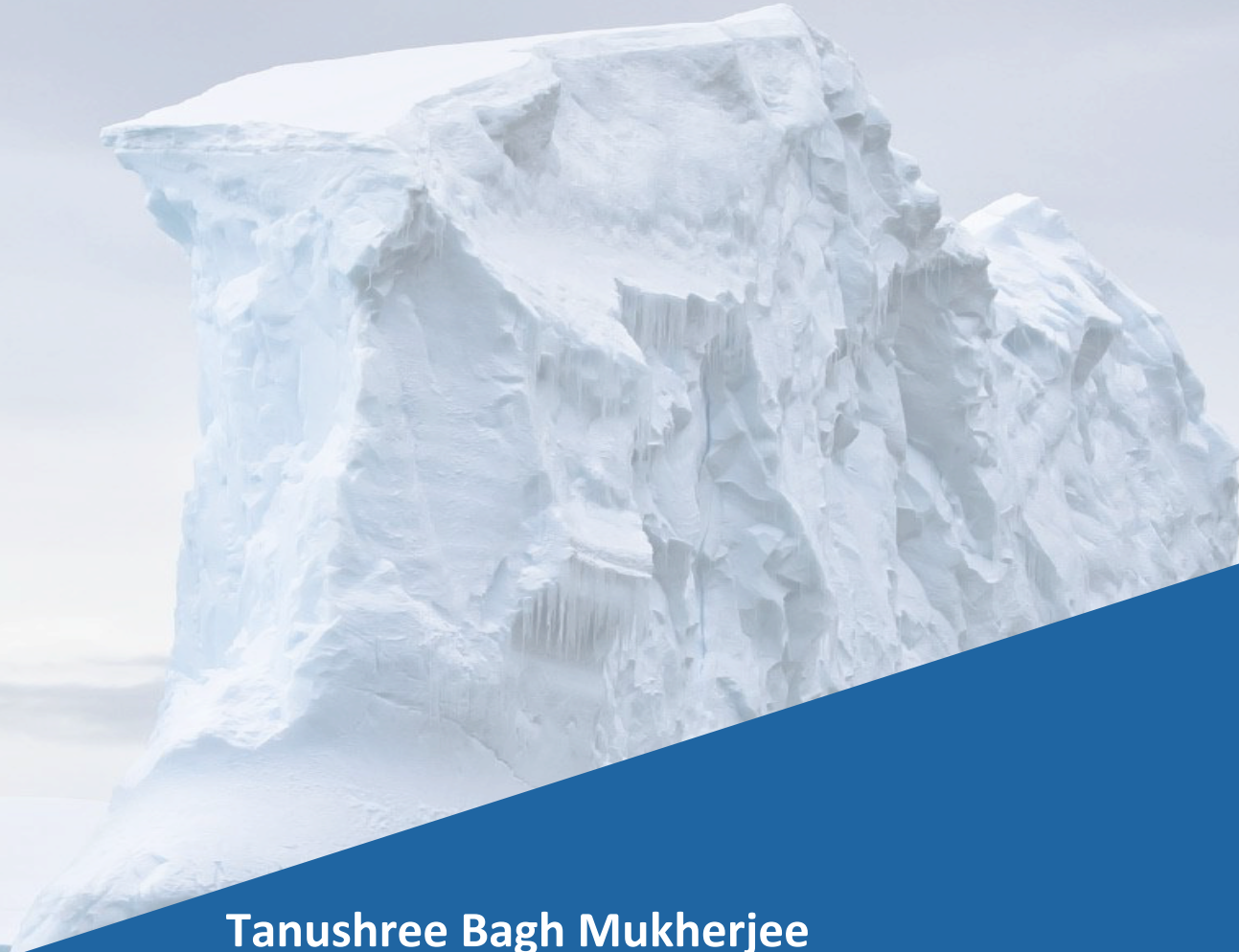
- Excellent grasp of clients' brand & market position
- Firm understanding and direct involvement in relevant industry projects & challenges
- Results-based approach
- Communication support, delivering added value

\*SDGs. Sustainable Development Goals



South Pole

# Thank you



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# Using the W+ to measure benefits in a CSR project in Morocco



# The CSR project

**Location:** South Morocco (Ghassate, Ouarzazate)

**Objective:** Increase the income and employability of communities through agriculture, livestock and handicraft activities and the creation of cooperatives and improve access to basic services of health/education.



**Livestock (400 women)** – training in livestock management, introduction of a new improved breed of sheep, establishment of cooperatives

**Handicraft (30 women)**– training in sewing/embroidery techniques and marketing, 1 cooperative 15 women

## W+ domains selected:



Income &  
Assets



Education &  
Knowledge

# Measured and verified results

**INCOME & ASSETS:** Increase in income & Assets of 67% per woman. Increase in decision making on the use of additional income (26,800 W+ income& assets units)



**EDUCATION & KNOWLEDGE** The results between before and after the trainings show an increase of 183 % per woman for the livestock component and 228% per woman for the handicraft component. Increased confidence to participate in group discussion (76,620 W+ education & knowledge units)





# Next

- Sale of units generated by the project (listed in Markit); sharing revenue with women's groups and for project activities
- Other projects: Morocco and South Africa
- Contact: David Ungar, [DUngar@acwapower.com](mailto:DUngar@acwapower.com)



**Standards for a  
Sustainable Future**

# Verra standards

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Standards for a Sustainable Future



**Verified Carbon Standard**



**Climate, Community & Biodiversity Standards**



**California Offset Project Registry**



**Sustainable Development Verified Impact Standard**

INITIATIVE FOR  
**Climate Action  
Transparency**

**Landscape  
Standard**

# Verified Carbon Standard

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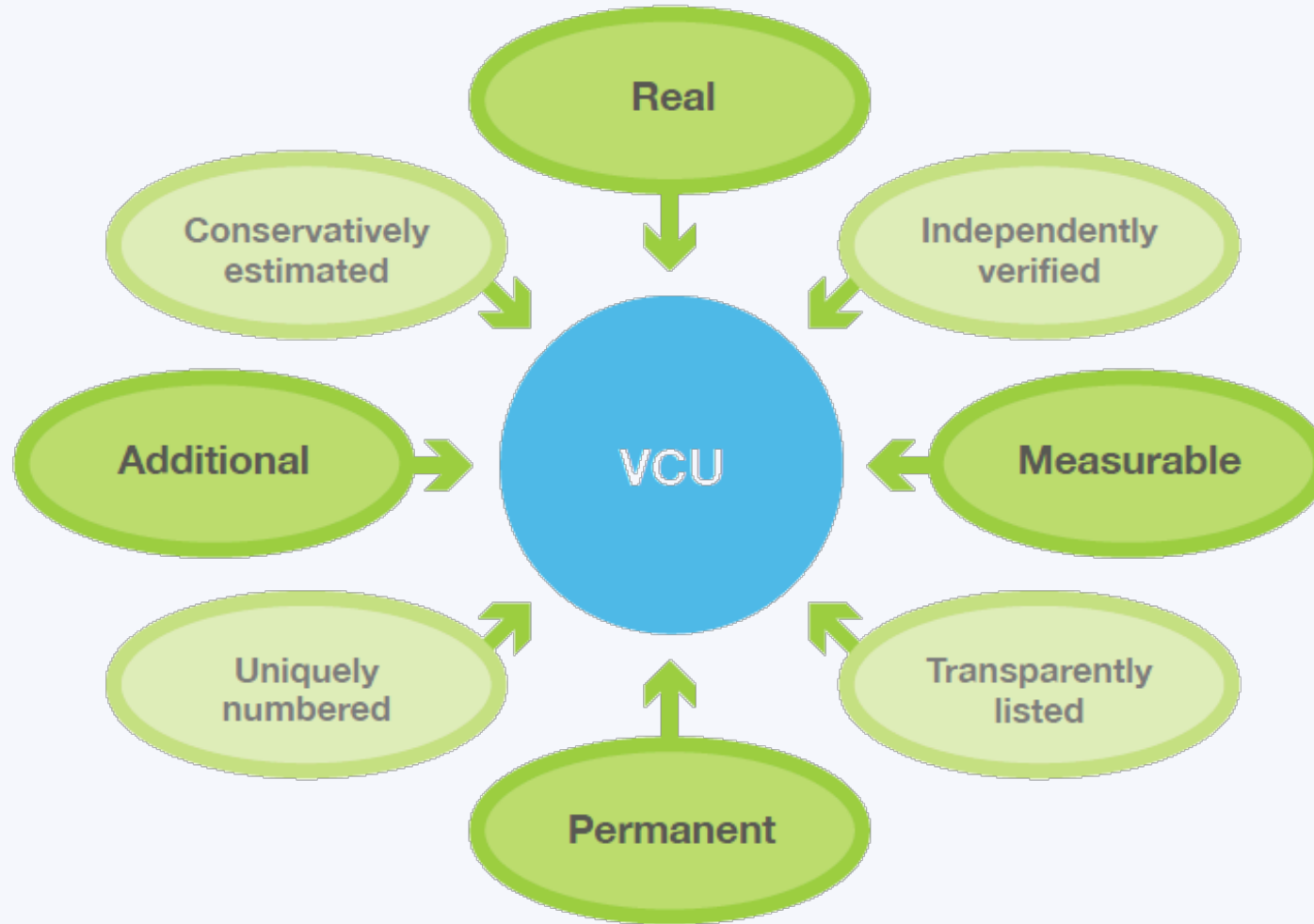


Verified Carbon  
Standard



# Defining a VCU

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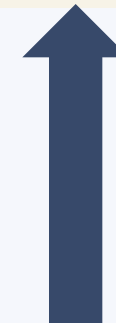


# VCU labels

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- VCUs can be labeled with additional certifications

Issuance Date	Vintage Start	Vintage End	ID	Name	Country	Sectoral Scope	Methodology	Total Vintage Quantity	VCU Quantity Issued	Additional Certifications	Retirement / Cancellation Date
03/12/2018	01/01/2015	31/12/2015	612	<a href="#">The Kasigau Corridor REDD Project - Phase II The Community Ranches</a>	Kenya	14. Agriculture, Forestry, Land Use	VM0009	1,455,740	<a href="#">23,776</a>	CCBS Second Edition - Gold Level	04/12/2018





# W+ label

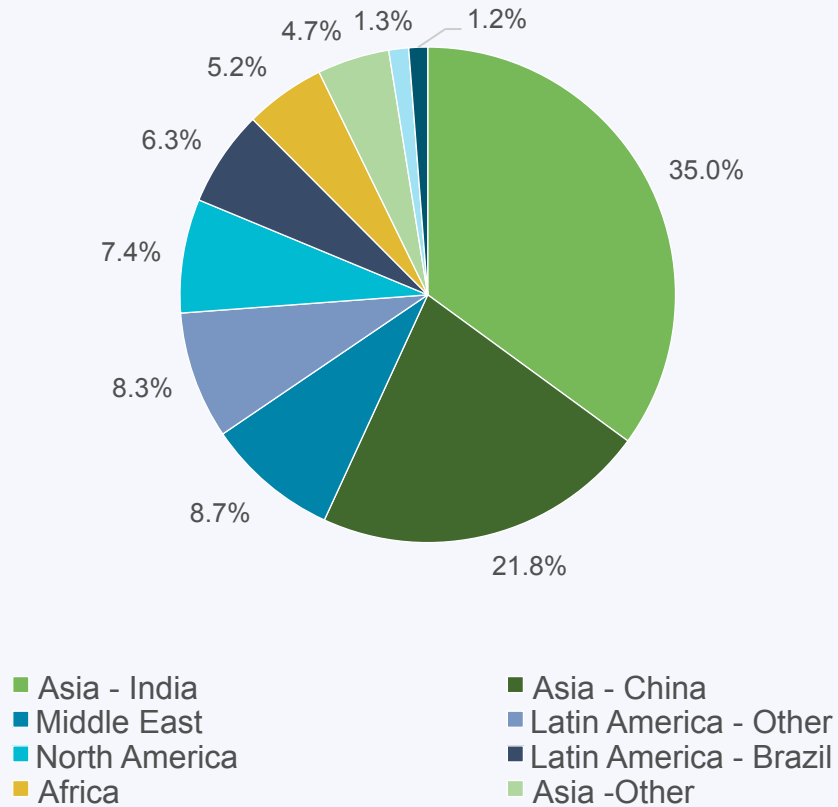
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- Indicates VCUs from project certified under one or more W+ domains:
  - Time
  - Income & assets
  - Health
  - Leadership
  - Education & knowledge
  - Food security

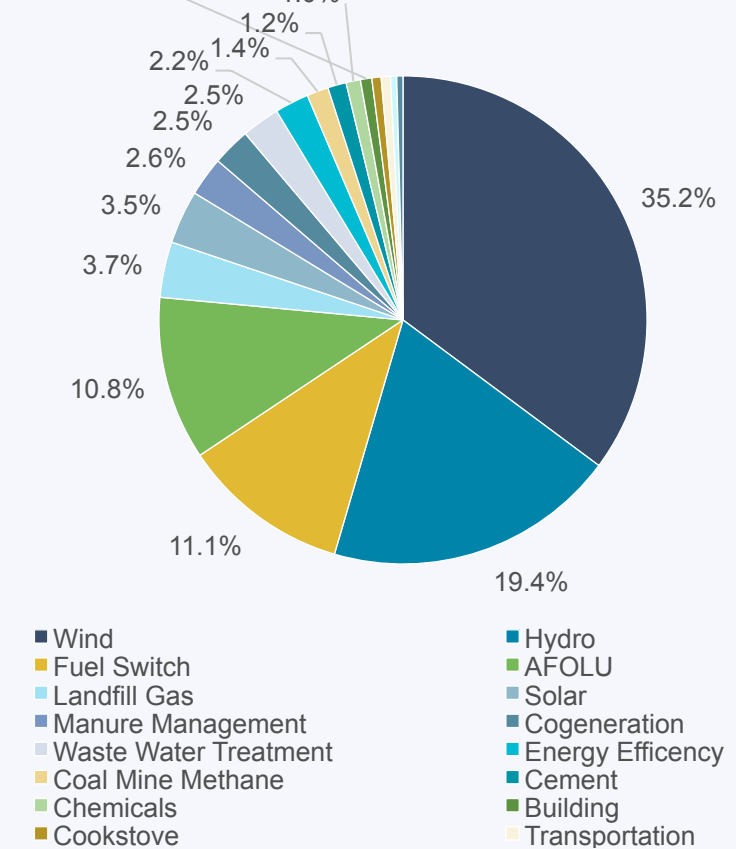


# VCS Projects – Worldwide (1,400+)

VCS Projects by Region



VCS Projects by Project Type



# SD VISta

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## Sustainable Development Verified Impact Standard

A VERRA STANDARD

- **Objective:** to advance the SDGs through the supporting and driving finance to high-impact projects
- **What it is:** a design-based flexible framework for assessing and reporting on the sustainable development benefits of project-based activities
- **What it does:**
  - Facilitates innovation
  - Unlocking new sources of finance to catalyze new project development and scale up the most effective existing initiatives



# Designing and Reporting on Gender-transformative Climate Programmes



Sandeep Roy Choudhury  
[sandeep@vnvadvisory.com](mailto:sandeep@vnvadvisory.com)



# Climate Change and Social Inclusion

- Climate change is a social and political problem, not just one of carbon emissions. Consequently, climate change solutions need to address inequality gaps
- South Asian context: Development and environment are closely tied together. Lasting climate solutions should be socially inclusive.
- Gender is one of the main sources of inequality globally and in South Asia.



# Measurement of gender impact

- Current standards have recognised that climate projects can be “women-friendly” (CDM and Women, 2012) or have gender policies (e.g. Gold Standard) for gender-sensitive and gender-responsive programming.
- However, there is a need to go beyond ‘do-no-harm’ approaches, to truly realise the gender benefit potential of climate projects, through more inclusive project design and reporting.
- We believe that standards like W+ can create an opportunity to internalise gender benefits of mitigation projects, which otherwise remain positive externalities/co-benefits. This also creates incentives for project developers to design gender-centric projects, creating a virtuous cycle.





# What we do:



*80 % of programs with gender as a significant factor*



Across South Asia



3 Million Rural Households



Associated With 40 NGOs/Implementation Partners

# Gender Challenges and Learnings From Our Projects

- Women are often not the decision makers despite being the most affected
- Women are side-lined on climate-friendly welfare measures for lack of ownership.
- Women-led micro loan programs have lower default rates.
- Higher participation of women in climate programs leads to more sustainable outcomes e.g. education for girl children.

Standards like W+ would help communicate the learnings in a quantified manner.





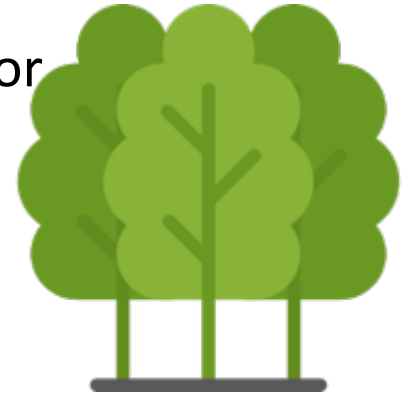
SOME EXAMPLES :



Solar-based irrigation



Women self help groups being paid for collection of seeds and afforestation



W+ Domains:  
Income/Assets, Time,  
Leadership

Social Forestry



Women farmers being able to use solar pumps for their irrigation

W+ Domains: Income/  
Assets, Knowledge/  
Learning



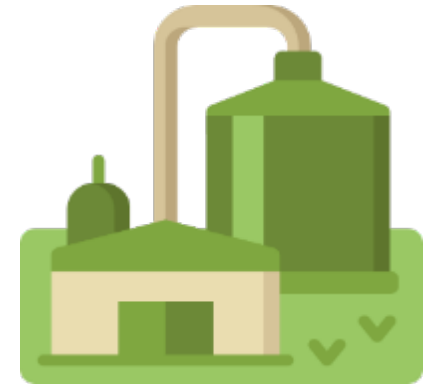


Improved cook stoves



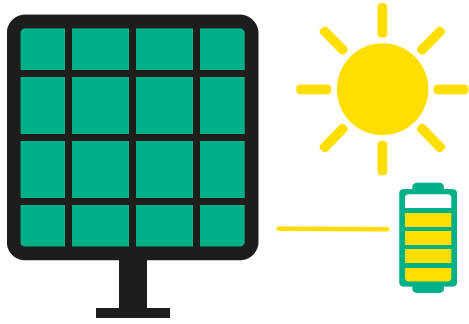
- Healthy Air
- Time Savings

W+ Domains: Health,  
Time, Income/Assets



Household  
Biogas





Rural  
electrification

- Energy Security
- Alternative Livelihoods

W+ Domains:  
Income/Assets, Time



- Farmer groups having more than 60% female representation
- Enhanced savings from water management. Decreased diesel pump use leads to cleaner air, coupled with a direct economic benefit

W+ Domains: Income/Assets,  
Knowledge/Learning, Leadership



Sustainable  
Agriculture/  
Watershed  
management









**THANK YOU**

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## **NEXT W+ WEBINARS 2019**

Investing for impact | Ensuring investments leave no woman behind

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[www.wplus.org](http://www.wplus.org)