

ANNUAL REPORT 2021



WOCAN ED Jeannette with Advisor Amanda Ellis and Board Member Sue Phillips at COP26 in Glasgow



Foreword

Message from the Executive Director

Despite the continuance of the COVID pandemic around the globe, 2021 was a year of building new connections and partnerships for WOCAN. I believe that through online virtual meetings, events, webinars, even training courses, we were more connected than ever before, and with individuals, companies, and other organizations that we may not have met during in-person events. We have been staying connected to our existing wide-network of friends and colleagues in the gender and climate-related circles, but have extended our network this year to include a large circle of women leaders in the gender-lens investing community, that has now become interested in climate change solutions. Our activities at the nexus of gender equality and climate change for the decade have placed us squarely as a provider of the kind of solutions that are now being sought, as the climate and SDG movements gain speed and the climate financiers and gender financiers start to align.

Over the year, we have seen the W+ Standard receive more and more recognition and interests from funders/investors and carbon market leaders - especially those who are seeking ways to address gender equality within climate goals of their organizations/companies and investments. 2022 will see new initiatives and partnerships with the Swedish Energy Agency, Shell Foundation, Global Green Growth Institute and others to strengthen the market demand for W+ credits and the use of the W+ Standard in impact investing. Our goal – as always – is to assure that women in communities around the globe are leading and benefitting from these opportunities.

As well, new partnerships are forming with ‘old’ partners of WOCAN’s, including OXFAM, and the FAO, to carry out initiatives that utilize WOCAN’s extensive network of members and Core Associates to deliver our brand of high-quality training services for gender integrated planning and monitoring and women’s leadership.

We also welcome a new batch of Board of Directors, who are already bringing new expertise and connections that will expand our abilities to scale up impacts for women’s empowerment/gender equality and climate action.

As the photo above from the COP 26 says, **Hurry up please, its time!**

With best wishes for 2022,

Jeannette Gurung,
Executive Director, WOCAN

Highlights of WOCAN’s Achievements

Committing to the Generation Equality Forum for Scaling Impact for Women’s Empowerment and Climate Action
WOCAN committed to the Generation Equality Forum in its new 5-year program, for Scaling Up Impacts for Women’s Empowerment and Climate Action with the W+ Standard to improve the lives of at least 100,000 women

by at least 10% in relation to time-saving, health, income & assets, knowledge & education, food security and leadership through climate mitigation and adaptation projects. This will be done by:

- Generating at least 1 million W+ credits or tons of W+ labeled carbon credits and selling at least 500,000 of these;
- Increasing the number of women's enterprises/groups managing climate projects;
- Developing the market for W+ units;
- Establishing the Proof of Concept to catalyze new investments, and
- Building a consortia of gender and climate funders and investors. It will provide at least \$500,000 in grants to women's groups through the benefit-sharing from the W+ credit sales, and provide at least 1000 women's groups with a sustainable revenue source.

Addressing rising demand for the W+ Standard In 2021, we presented information about the W+ Standard to dozens of project developers, climate, impact and gender investors interested to use the W+ Standard in their climate and SDG- related projects or investments as awareness of it as an innovative solution to address gender equality and climate change expands. We conducted a feasibility study for the W+ application for a biodigester company in the Dominican Republic, to generate W+ labeled VCUs to be purchased by the Swedish Energy Agency. In a new partnership with the Shell Foundation, the W+ Standard was used to screen African companies supported through their Mobility and Agribusiness portfolios. Of these partners, two in Kenya were selected for the application of the W+ Standard. In other developments, VERRA approved the streamlining of the W+ Standard within its Voluntary Carbon Standard; the first projects to use these linked standards will begin measurement in 2022, to issue W+ labeled carbon credits.

WOCAN was pleased to be invited by US Special Presidential Envoy for Climate John Kerry to present the W+ Standard at the Innovation and Entrepreneurship Roundtable Discussion. The W+ Standard was also presented at a Virtual Talk hosted by the Independent Evaluation Unit of the Green Climate Fund, and UNDP Asia Pacific Regional Dialogue: Turning Climate Promise into Inclusive Action.

Defining a new space for WOCAN: Women Climate Entrepreneurs Based on a new awareness of the paucity of women in the carbon market ecosystem, we conducted a Survey on Women in the Environmental Markets Ecosystem and presented the results from 23 women project developers, carbon brokers, investors and auditors in a webinar on *Women Climate Entrepreneurs and the Enabling Ecosystem*. A second webinar was held on a *Call to Action for Gender Equality in Carbon Markets* for a discussion with colleagues with a common interest in

exploring the potential of climate finance, and carbon markets in particular, as an opportunity for pushing forward on gender equality. Based on the wide interest, we will continue to build networks around these topics in 2022.

Leading on gender and climate at COP26 This COP, like others before it, offered a plethora of opportunities for engaging, connecting and expanding solutions. However, this COP had a much stronger focus on gender, beyond just the narrative, to focus on funding climate solutions that include and benefit women, thus offering new opportunities for the W+ Standard. WOCAN was invited to speak at several events, in addition to its own with the Fair Climate Fund and the Fair Trade Carbon Standard : A Fair Race To Net-Zero– Scaling Fair, Inclusive and Gender-Focused Voluntary Carbon Markets. We also spoke at the Nordic Pavilion: Nordic Approaches to Support Global Carbon Market Cooperation as a partner of the Swedish Energy Agency, on how new carbon markets can promote gender equality (SDG 5). During the UNFCCC Capacity-building Hub event Jeannette shared how WOCAN has developed linkages between the gender networks and climate change networks, using advocacy, awareness and concrete examples to show the linkages between gender and climate change.

Capacity development for Gender Integration in REDD+ in Madagascar and Cote d'Ivoire for the Forest Carbon Partnership Facility (FCPF) With our Core Associates, we delivered an online training course (in French) for Integrating Gender into REDD+ Benefit Sharing Plans for government officials and NGOs in Madagascar and Cote d'Ivoire to improve the integration of gender into the planning, implementation, and monitoring of activities. The training also resulted in networks of gender and climate (REDD+) experts in these two African countries who are able to integrate gender into climate planning, implementation, and monitoring with a focus on results. The course was appreciated for getting participants to understand how to address gender in the Benefit Sharing Plans and build support and capacities within the government agencies to support these plans.

Preparation of 6 REDD+ Gender Action Plans for Pakistan's Ministry of Climate Change With our Core Associates, we conducted gender assessments and prepared six provincial level REDD+ Gender Action Plans for the Ministry of Climate Change in Pakistan and the Readiness Fund for the Forest Carbon Partnership Facility. A four-step approach was adopted which included consultations with key stakeholders at the federal level, followed by consultations with forestry departments and

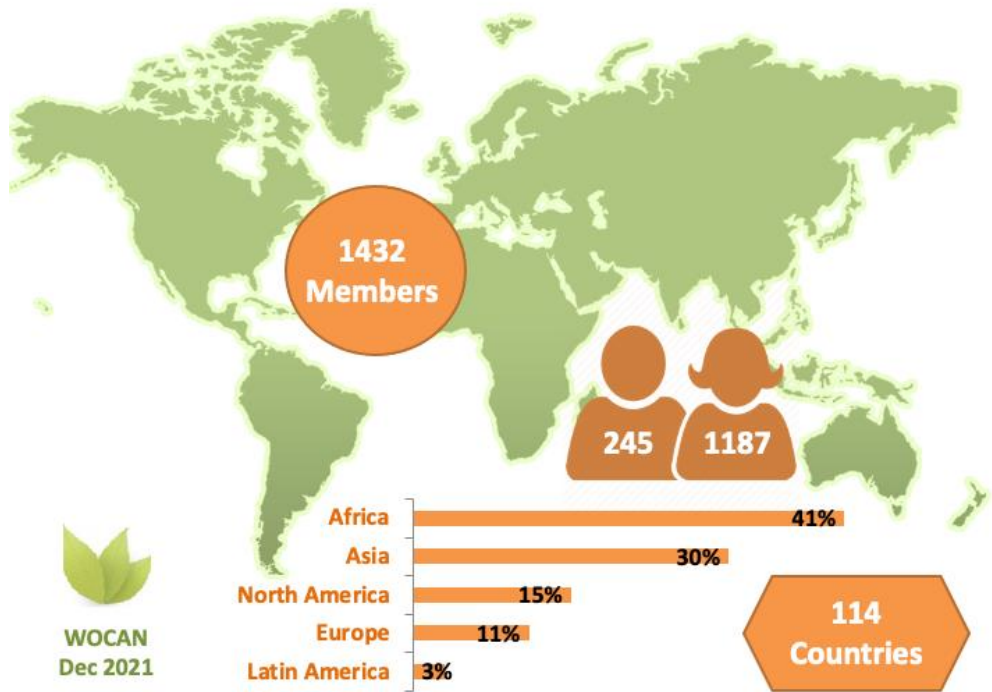
selected communities in the four provinces and two administrative areas. The key findings were the need to build on women's local knowledge of NRM, replicate best practices from projects, and build partnerships with institutions with complementary expertise and resources. The WOCAN team of trainers also delivered a gender-integrated planning workshop for REDD+ staff.

WOCAN Publications 2021: We conducted research, developed guidelines, published a white paper and blog to amplify the nexus of gender equality and climate change. Jeannette is the lead author for the UN Women Empower Project's paper, ["Basics of Mainstreaming Gender into Climate Change and Disaster Risk Reduction Policies"](#), which addresses the conundrum of "how" to address gender in climate change and disaster risk reduction. This paper has highlighted tools and approaches that incentivize gender mainstreaming through the

requirements of climate funds, and one that rewards organizations that produce results for women's empowerment using a market and results-based financing system.

WOCAN and the W+ Standard Advisory Council published the white paper on [How the Scaling of Voluntary Carbon Markets can Amplify Gender Equality Impacts](#). This paper provides a solution that addresses both simultaneously the need to scale up the private sector voluntary carbon market and generate gender co-benefits by applying a transparent and rigorous methodology. WOCAN also published a blog titled [Addressing Gender & Climate will Amplify the Impact of Both Agendas](#) in the Asia Venture Philanthropy Network website to urge investors and project developers to go beyond documenting case studies and start measuring the impact of their innovative finances on the lives of women.

WOCAN Membership



WOCAN’s individual members are trainers, policy advisers, researchers/academics, students, extension agents, heads of government departments or divisions, consultants, directors/coordinators, donor representatives, and staff of international and local organizations with backgrounds in agriculture, forestry, livestock, fisheries, anthropology, sociology, economics, environmental sciences, development studies, geography and other disciplines. Members have varying levels of gender awareness and skills; many women members state that they are the only females in their organizations or departments, others wish to learn about gender and

organizational change from their association with WOCAN. Many have formal gender responsibilities in their organizations and universities, and wish to join a network to learn and share more about gender and natural resource management (NRM). All have a commitment to gender equality and women’s empowerment, related to the agriculture and natural resource management sectors. The men who have joined are looking for ways to integrate gender into their work, and offering their help to build our network of gender-sensitive professional women and men.

Board of Directors

Mary Njenga, Kenya
Evelyn Bata, Rwanda and Canada
Sue Phillips, USA
Dr. Eija Pehu, Finland
Brad Rock, USA

In 2021, WOCAN appointed three new members to its Board of Directors: [Dr. Eija Pehu](#), Science Advisor at the World Bank, [Sue Phillips](#), Founder of Social Development Direct and Gender Tech Enterprises and Advisor to the Taskforce on Scaling Voluntary Carbon Markets, and [Evelyn Bata](#), Executive Board Member of the Adaptation Benefits Mechanism of the African Development Bank. All bring great passion and commitment to WOCAN’s mission, along with a wide range of expertise including entrepreneurship, climate finance, carbon markets, results- based finance, social impact measurement, agriculture research and sustainable development.

WOCAN wishes to offer its gratitude to the three departing board members, who have each served for many years: Kanchan Lama, Margaret Bruce and Lee West. Mary Njenga and Brad Rock will stay on the Board, while Lee West will continue his engagement with WOCAN as an Advisor.

Advisors

Amanda Ellis, USA
Lee West, USA

Staff and Core Associates

STAFF

Jeannette Gurung, PhD	Executive Director
Nisha Onta, PhD	Regional Coordinator, Asia/Pacific Coordinator
Marialena Vyzaki	W+ Coordinator

CORE ASSOCIATES

Asia

Darilyn SYIEM
Somsouk SANANIKONE
Barun GURUNG
Kalyan HOU
Mahmuda KHAN
Phanlany KHAMPOUI
Dibya GURUNG
Marilou IBANEZ
Kalpana GIRI
Abidah BILLAH SETYOWATI

Africa

Noel SANGOLE
Sikhalazo DUBE
Cecile NDJEBET
Colletah CHITSIKE
Sefora MASIA
Unathi KOLANISI
Wangu MUTUA
Danielle RAMIARAMANA

W+ Advisory Council

Edwin Alder, Business Development Manager of Climate Change Services at DNV

David Antonioli, CEO at VERRA

Tanushree Bagh Mukherjee, Senior Program Manager at VERRA

Margaret Bruce, Executive Director at San Francisquito Creek Joint Powers Authority

Christopher Chapman, Manager for Climate, Community and Biodiversity Standards (CCB) and the Sustainable Development Verified Impact Standard (SDVISTA) at Verra

Rachel Vestergaard Frandsen, Founder and CEO at Empower Co.

Cathy Lee, Managing Director at Lee International

Wangu Mutua, Deputy Programme Director for the Swedish Cooperative Centre and Vi Agroforestry in Nairobi

Dr. Eija Pehu, **WOCAN Board Member**, Science Advisor at the World Bank

Sue Phillips, **WOCAN Board Member**, Founder of Social Development Direct and Gender Tech Enterprises, Advisor to the Taskforce on Scaling Voluntary Carbon Markets

Ingo Puhl, Co-Founder of the South Pole Group

Lee West, **WOCAN Advisor**, Co-Founder of EcoAnalytics LLC and Co-Founder and Chairman of San Francisco Carbon Collaborative

Kevin Whitfield, Head of the African Treasuries Carbon and Financial Products Unit of Nedbank Capital

Raju Laudari, Monitoring And Evaluation Specialist-APVAX; and Data Analysis and Survey Specialist-CARES Program, Asian Development Bank

Financial Report

Financial Statement

	Income (USD)	Expenses (USD)
Program	225,000	88,198
Operations	165,000	69,301
Communications	20,763	11,820
Total	\$ 410, 763	\$ 169,319

Balance Sheet

Assets	270,261
Liabilities	0
Retained earnings	19,817
Net income	250,444
Total Equity and Liabilities	\$ 270,261