



Annual Report 2025



2025 marked a pivotal year for WOCAN and the W+ Standard as global momentum accelerated around gender-responsive climate finance.

Through expanded measurement of women's empowerment outcomes, high-profile global engagements, strategic partnerships, and increases in real-world project applications, the W+ Standard strengthened its position as a trusted framework linking gender equality, climate action, and outcomes-based finance.

Through WOCAN's programs, partnerships, and applications of the W+ Standard a certification framework developed by WOCAN to quantify women's empowerment results - efforts intensified to ensure women's contributions to climate solutions were recognized, measured, and financed. And to spread the word more widely about the use of the W+ Standard as a solution as climate funders search for ways to design and implement locally-led climate initiatives that are gender-responsive and supporting local women. The W+ enables companies and investors to support gender outcomes alongside of environment outcomes through the purchase of W+ credits and use of the W+ Standard. Even carbon finance can fund women's empowerment, as demonstrated in 2025 through the first-ever issuance of W+ labeled carbon credits from a renewal energy initiative of a women's organization in India. We have heard many investors express excitement about now having a way to "put the 'S' into the ESG", by recognizing W+ credits as social assets.

A key activity of the year was a W+ market assessment, conducted by Social Finance International and its consortium with support from the Gates Foundation. This team gathered extensive data from diverse groups of corporates, investors and climate funders, to determine the degree of interest in the W+ Standard and W+ credits and the best-case scenario for market building. The resulting roadmap has set WOCAN on the path of scaling up – to specifically incorporate the W+ Standard into voluntary carbon markets and climate funds as a results-based financing mechanism that can bring financial and technical resources to women's groups and organizations in need of resources to meet their adaptation needs. 2026 will be a year of expansion for WOCAN and the W+ Standard – we look forward to engaging with many of you in this journey.



Jennette D. Curung

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ABOUT WOCAN

2025, WOCAN marked 21 years of action, reflecting more than two decades of sustained engagement with women leaders, women's grassroots organizations, policymakers, and global institutions working at the intersection of gender equality, agriculture and natural resource management and climate change.

Over its 21-year history, WOCAN has played a catalytic role in elevating women's leadership in climate discourse, strengthening the evidence base for gender-responsive climate action, and building bridges between women on the frontlines and decision-makers shaping climate finance and policy. This long-term engagement has enabled WOCAN to combine deep field experience with knowledge of global climate finance to come up with solutions for the challenging questions on how to design, implement and support women-centered initiatives required for gender-responsive, and even transformational- climate action.

The W+ Standard was created to address a persistent gap in climate initiatives: women's critical contributions were invisible and rarely measured, valued, or financed. WOCAN developed the W+ Standard in 2014 – to date the world's only certification framework designed to measure, verify, and monetize women's empowerment outcomes within climate and development projects.

The W+ Standard enables projects to move beyond participation metrics and quantify material changes in women's lives—converting these outcomes into verified W+ credits that can attract climate and impact finance.

Programs - W+ Standard

The W+ Measurement Framework

Within this broader WOCAN-led theory of change, the W+ Standard measures outcomes across six empowerment domains:

- Time Savings
- Income & Assets
- Education & Knowledge
- Health
- Food Security
- Leadership



Projects apply standardized indicators at baseline and end line to capture changes over time. This methodology allows WOCAN and its partners to aggregate results across sectors and geographies and portfolios, strengthening evidence for policy influence and market adoption.

Through this integrated approach, WOCAN ensures that women are not only beneficiaries of climate action, but recognized actors, decision-makers, and recipients of climate finance, driving more just, effective, and sustainable climate outcomes.



Year in Review: Highlights & Milestones

The year 2025 represented a defining moment for WOCAN as the organization consolidated over two decades of learning while laying the foundation for the next phase of growth and scale. Across programs, partnerships, and platforms, WOCAN strengthened its role as a global standard setter and thought leader on gender-responsive, outcomes-based climate finance.

A central strategic focus for WOCAN in 2025 was strengthening the foundation for scaling the W+ Standard in a way that is credible, sustainable, and aligned with market realities. Two complementary processes—the W+ Market Sizing Study and an internal organizational assessment—were undertaken to provide this strategic direction.

W+ Market Assessment Study

Supported by the Gates Foundation, WOCAN commissioned a comprehensive W+ Market Assessment Study to better understand the current and potential demand for women's empowerment outcomes within climate and development finance. The study was implemented by a consortium led by Social Finance International, with partners including the British Asian Trust, Consulting for Sustainable Solutions, and the University of Cambridge Institute for Sustainability Leadership.

The study engaged a wide range of market actors, including investors, corporate buyers, carbon market intermediaries, project developers, philanthropic funders, and enabling institutions. Its objectives were to:

- Identify potential buyer segments for W+ credits and women's empowerment outcomes
- Assess willingness to pay for verified social outcomes linked to climate action
- Understand how W+ outcomes could complement existing carbon and impact finance instruments
- Identify barriers, risks, and enablers for scaling outcome-based finance for women

Findings confirmed a growing interest among climate and impact finance actors in credible, standardized social outcome metrics, particularly where these outcomes strengthened project integrity, benefit-sharing, and risk management. At the same time, the study underscored the importance of clear governance, robust verification, and careful market development to avoid dilution of impact or mission drift.

These insights provided WOCAN with an evidence-based foundation for shaping its market engagement strategy and prioritizing high-integrity growth of the W+ ecosystem.

2025

Year in Review: Highlights & Milestones

WOCAN Organizational Assessment

In parallel, WOCAN undertook an internal organizational assessment to ensure that its institutional structure, systems, and partnerships were fit for purpose in a scaling environment. The assessment examined WOCAN's governance arrangements, operational capacities, partnership models, and resourcing needs in light of the expanding interest in the W+ Standard.

This process reaffirmed WOCAN's core role as the developer, steward, and guardian of the W+ Standard. It highlighted the importance of strengthening standard governance and strategic partnerships to support scale while safeguarding credibility and impact.

Together, the Market Sizing Study and organizational assessment provided WOCAN with a clear strategic roadmap for the next phase of growth. They informed decisions related to prioritizing markets and partners, strengthening internal systems, and sequencing expansion to ensure that scaling the W+ Standard remains aligned with WOCAN's mission to advance women's leadership and gender-responsive climate finance.

2025

Year in Review: Highlights & Milestones

Throughout 2025, WOCAN's work translated into tangible, measurable outcomes for women participating in climate and development initiatives.

By the end of the year:

The W+ Standard had been applied across more than 25 projects spanning over 15 countries, reflecting its adaptability across sectors such as renewable energy, forestry, agriculture, landscape restoration, transport and financial services.

Approximately 200,000 women were reached through projects using the W+ framework, with verified improvements recorded across W+ Domains of Income & Assets, Knowledge & Education, Time Saving and Leadership.

25 projects progressed through independent validation and verification processes, strengthening confidence in the credibility of W+ results.

W+ credits continued to be issued, demonstrating the feasibility of channeling climate and impact finance directly to women through outcome-based mechanisms.

The W+ Standard was applied alongside leading carbon and environmental standards, contributing to stronger social safeguards, benefit-sharing arrangements, and overall project integrity.

These results underscored WOCAN's core value proposition: that women's empowerment outcomes can be rigorously measured, independently verified, and positioned as investable assets within climate finance systems and projects in ways that directly benefit women's groups and organizations .



Year in Review: Highlights & Milestones

In 2025, WOCAN earned industry wide acclaim for its role as a global thought leader at the intersection of gender equality, climate action, and outcomes-based finance. Through sustained engagement in high-level policy forums, investor platforms, and practitioner networks, WOCAN advanced the case for integrating women's empowerment as a core pillar of effective and equitable climate solutions.

WOCAN maintained a strong presence at major international and regional events, including COP30 in Belém, Brazil; New York Climate Week; Annual Conference of Asia Venture Philanthropy Network (AVPN), and Grow Asia. Across these forums, WOCAN hosted, co-convened, and contributed to sessions that focused on gender-responsive climate finance, the integrity of social outcomes within carbon and climate markets, and the role of women's leadership in driving climate resilience and sustainable development.

COP30, Belém

At COP30 in Belém, WOCAN engaged with policymakers, multilateral institutions, civil society organizations, and private-sector actors to highlight the importance of embedding gender outcomes within climate finance mechanisms. For the first time, WOCAN was invited, by three different organizations, to host sessions for the Global Landscape Forum, World Green Economy Organization, and Global Carbon Council, to present the W+ Standard as an outcome-based approach that can provide a solution to the strengthened accountability, transparency, and social integrity that climate and carbon market players are seeking.

AVPN and Grow Asia

WOCAN also engaged actively with regional platforms such as the Asian Venture Philanthropy Network, AVPN, and Grow Asia, contributing to discussions on inclusive investment, sustainable agriculture, and climate-resilient livelihoods. Through these networks, WOCAN amplified learning from its programs and partnerships, while also building relationships that support future collaboration, innovation, and scale. Engagement in these forums reinforced WOCAN's commitment to working across sectors and regions to advance shared goals on gender equality and climate resilience.

New York Climate Week

During New York Climate Week, WOCAN convened and participated in a series of strategic dialogues that brought together investors, corporates, development partners, and women leaders, including senior staff of the Green Climate Fund and the Gates Foundation. These engagements focused on practical pathways for directing capital toward gender-responsive climate action, including the use of outcome-based finance that recognizes W+ credits as social assets. WOCAN's leadership helped bridge conversations between market actors, funders and grassroots realities, reinforcing the importance of grounding climate finance in lived experience and evidence from the field.

Year in Review: Highlights & Milestones

W+ Expert Team

For the first time, W+ Experts met in person, bringing together experts from Cambodia, India, Madagascar, Mexico, Nepal, New Zealand, and the United States for a week-long learning exchange in Bangkok. Drawing on WOCAN's 10 years of experience, the convening strengthened assessment practices, deepened peer learning, and reinforced a global community committed to maintaining the integrity and quality of W+ implementation.

Impact: The convening enhanced the consistency, credibility, and long-term sustainability of W+ assessments worldwide.

W+ Website

W+ partnered with Mighty Fine Studio to redesign its website as a Shopify-based e-commerce platform, enabling institutions and individuals to directly purchase W+ Credits. The new platform improves accessibility and user experience, positioning W+ Credits as a practical, outcomes-based investment tool linking gender equity, climate action, and verified impact. The launch was reinforced through high-profile engagements at New York Climate Week, increasing visibility, strengthening market confidence, and supporting the scale of gender-responsive climate finance through inclusive digital infrastructure.

Carbon Project

2025 marked the first time a carbon project received W+ certification and credits. SEWA Solar Water Pumps project in India, recording a 424.8% improvement in women's outcomes and generating verified W+ units, demonstrating how women's empowerment can be credibly integrated into climate finance.

Climate Change Solutions

Increasing numbers of leading climate funders committed to using the W+ Standard in climate projects in Africa and Asia/Pacific, including World Resources Institute and The Nature Conservancy, to demonstrate how gender outcomes can be systematically embedded within climate, forest, and nature-based solutions. These engagements positioned W+ as a practical mechanism for translating gender commitments into financeable, measurable results.

Publications on Capacity Development

A Crack in the Ceiling: Revealing Outcomes for Women’s Leadership in Forest and Agricultural Landscape Initiatives

Authors: K. Siegmann, M. Gonzalez Sanudo, P. Kristjanson, J. Mollins, B. Gurung, J. Gurung, I. Angulo, R. Martinez

In this FOLUR brief, we explore how the inclusion of several affirmative actions in the design and implementation of project activities has allowed Indigenous women to engage in productive undertakings despite insecure rights. We examine how women are being gradually integrated into decision-making and empowered in land management processes within their communities, creating both environmental and social benefits.

Uniquely for a project implemented in multiple sites with a principle focus on reducing deforestation, the Mexico Dedicated Grant Mechanism (DGM) for Indigenous Peoples and Local Communities Project, and use of the W+ Standard—an internationally recognized certification standard that measures women’s empowerment—provide us with hard evidence of how such efforts are not only reaping environmental benefits, but measurable and valuable social gains as well. This has long posed a significant challenge, requiring innovative approaches to effectively capture full impact and value of projects.

Blog: Threefold Benefits of Empowering Women to Tackle Climate Crisis

On International Women's Day, WOCAN published this article in the Guardian Newspaper, that emphasized women’s empowerment as the key to unlocking more value and bigger wins for climate impact investments and nature-based solutions.

It highlights how the W+ Standard is a market based system that incentivizes and rewards women’s empowerment outcomes.

[Read Full Blog](#)

Publications on Capacity Development

BLOG: COP30 Reflections: Why Gender-Responsive, Locally Led Climate Finance Is Gaining Momentum- by Jeannette Gurung

WOCAN participated in COP30 in Belém, Brazil, alongside more than 60,000 delegates. While much media coverage focused on limited progress in areas such as fossil fuel phase-out, we observed a strong and growing shift toward climate finance that is gender-responsive, locally led, and outcomes-based — a trend also evident at New York Climate Week.

Through our role as speakers and moderators in seven sessions and numerous discussions with climate finance leaders, it became clear that WOCAN's W+ Standard is well-aligned with this direction.

[Read Full Blog](#)



Programs: Research and Capacity Development

WOCAN convened a national workshop in Nepal in collaboration with the REDD Implementation Center, Women Rights and Resource Network, and Female Foresters Nepal to share learning from W+ case studies conducted in Nepal and Mexico. The workshop brought together 38 participants (30 women and 8 men) from government institutions, Indigenous Peoples' organizations, academia, and civil society from across Nepal.

Key takeaways are:

- Strong recognition that social metrics like the W+ Standard are vital to ensuring the integrity of REDD and carbon projects.
- Deep appreciation for how the W+ Standard shines a light on the often invisible contributions of women, who are essential for successful project implementation
- Huge potential to apply the W+ Standard in various climate related projects in Nepal
- Need for more in-depth discussions with institutions to explore collaboration and application of the W+ Standard.



W+ Experts Meet in Bangkok

Members of the W+ Experts, including eight from Cambodia, India, Madagascar, Mexico, Nepal, New Zealand and the US, met in Bangkok for a week long session to review and update their knowledge and practices for W+ assessments based on WOCAN's 10 years of experience; share experiences from the field, and explore how to sustain the strong connections established amongst themselves.



Strategic Partnerships

Strategic Partnership: Social Finance International

WOCAN initiated a strategic partnership with Social Finance International to advance outcomes-based finance for women's empowerment and climate impact. This partnership evolved around Social Finances' analysis of the W+ market, but also builds on their extensive knowledge of outcomes based financial systems.

The collaboration focuses on positioning women's empowerment outcomes—measured and verified through the W+ Standard—as a credible impact assets that can be bundled with, or traded alongside, carbon credits. This work contributes to emerging efforts to make carbon and SDG outcome markets more equitable, particularly for high-impact enterprises in sectors such as clean cooking, distributed renewable energy, and climate-resilient agriculture.

Through this partnership, WOCAN and Social Finance are supporting the development of transparent, outcome-based finance models that improve revenue sharing, attract private capital, and enable women-led and community-based initiatives to scale their impact. The collaboration reflects a shared commitment to building inclusive markets that value both environmental and social outcomes.



Strategic Partnership: Value Network Ventures (VNV)

WOCAN strengthened their partnership with Value Network Ventures (VNV) to advance gender-responsive, outcomes-based climate finance using carbon finance. With the support of CGAP (World Bank), WOCAN conducted the W+ assessment of a VNV carbon project with SEWA (Self-employed Women's Association), generating the world's first carbon project with W+ certification, demonstrating how carbon finance can fund women's empowerment initiatives.

The collaboration was highlighted at global platforms, including New York Climate Week and COP 30.

This partnership reflects VNV's commitment to embedding women's leadership and verified impact into climate finance systems at scale and is expected to lead to more dual certified projects in Asia and Africa in 2026.



Strategic Partnerships

Strategic Partnership: UN-REDD Programme



WOCAN continued their collaboration with the UN-REDD Programme to strengthen gender-responsive approaches in forest and climate finance.

WOCAN W+ Experts conducted W+ assessments in two UN-REDD projects, funded by the Green Climate Fund:

Ghana Shea Landscape Emission Reductions Project (GSLERP) and REDD+ Results-Based Payments (RBP) for 2014 and 2015

The partnership reflects a shared commitment to ensuring that forest-based climate action delivers verified benefits for women, Indigenous Peoples, and local communities, while enhancing the effectiveness and integrity of global REDD+ finance.

Partnership Highlight: Oxfam

In WOCAN provided a W+ assessment to the RiceTech Cambodia Project, implemented by Sansom Mlup Prey with support from Oxfam, to measure stwomen's empowerment within climate-resilient, organic rice value chains.



The project operates across six remote villages, improving women farmers' skills, productivity, and access to premium organic markets to increase incomes while strengthening women's agency and resilience in environmentally protected and resource-constrained contexts by providing training in climate-smart and organic agriculture, quality control, certification, and improved access to storage and milling facilities.

By. This partnership demonstrates how gender-responsive measurement can enhance climate-smart agriculture, equitable value chains, and sustainable livelihoods.

The Nature Conservancy



The Nature Conservancy's Coral Triangle Project provided support to conduct W+ assessments in four areas of three countries: Indonesia, Papua New Guinea and Solomon Islands. This partnership advances learning on how women's leadership and community engagement strengthen conservation outcomes, ecosystem restoration, and long-term climate resilience.

Strategic Partnerships

Business Fights Poverty

Business Fights Poverty is a global community dedicated to harnessing the power of business to address social issues. It's a community of individuals and organizations passionate about social change, particularly in the business sector, with a focus on sustainability, social impact, and policy. The community fosters collaboration across sectors and borders, to amplify the partner's efforts and create meaningful, global change.



WOCAN is thrilled to be one of the Impact Partners. We are looking forward to impactful collaboration with the diverse Business Fights Poverty community towards a more equitable social impact.

Natural Climate Solutions Alliance of the World Council for Sustainable Development (WBSCD)

WOCAN is an active member of the Natural Climate Solutions (NCS) Alliance, an alliance of carbon credit buyers, standards bodies, NGOs, and market stakeholders working to strengthen the integrity of the voluntary carbon market. Through this partnership, WOCAN contributed its expertise on gender equality and women's empowerment to the development of the Gender Due Diligence Guide for Buyers of NCS Carbon Credits.



The Guide positions gender equality as a core benefit of NCS projects—rather than an optional add-on—and provides practical guidance for buyers, investors, developers, and standard setters to integrate gender considerations into due diligence processes.

World Resources Institute

Through collaboration with the World Resources Institute, WOCAN will provide technical assistance to pilot the W+ Standard within the WRI Terra Fund portfolio, by conducting W+ assessments in two projects in Northern Kenya in 2026. This partnership strengthens evidence and advocacy for integrating gender-responsive metrics into climate and environmental decision-making.



Funders

WOCAN works with a diverse group of global donors, multilateral institutions, NGOs, and research organisations to advance gender-responsive climate action, forest governance, and outcomes-based finance. These partnerships support the development, application, and scaling of the W+ Standard, while strengthening advocacy, policy influence, and market innovation.

Gates Foundation The Gates Foundation has supported WOCAN's work to advance data-driven approaches to women's empowerment in agriculture and climate adaptation. Through this partnership, WOCAN has contributed to evidence-based frameworks that link gender equality with resilience, productivity, and long-term development outcomes, reinforcing the role of women as drivers of climate solutions.

UNDP / UN-REDD Programme

Through collaboration with UNDP and the UN-REDD Programme, WOCAN supports the integration of gender equality and social inclusion into REDD+ and forest-based climate finance. This partnership strengthens safeguards, benefit-sharing mechanisms, and institutional capacity, ensuring that women's leadership and non-carbon benefits are recognised within forest governance and results-based payment systems. The W+ Standard was applied to two UNREDD GCF funded projects this year, in Ghana and Costa Rica.

CGAP / World Bank Group

In collaboration with CGAP and the World Bank Group, WOCAN contributes to global dialogues on inclusive finance, carbon markets, and outcome-based climate investment. These partnerships support thought leadership on how verified social outcomes—such as women's empowerment—can be embedded into climate finance systems to improve equity, transparency, and investor confidence.

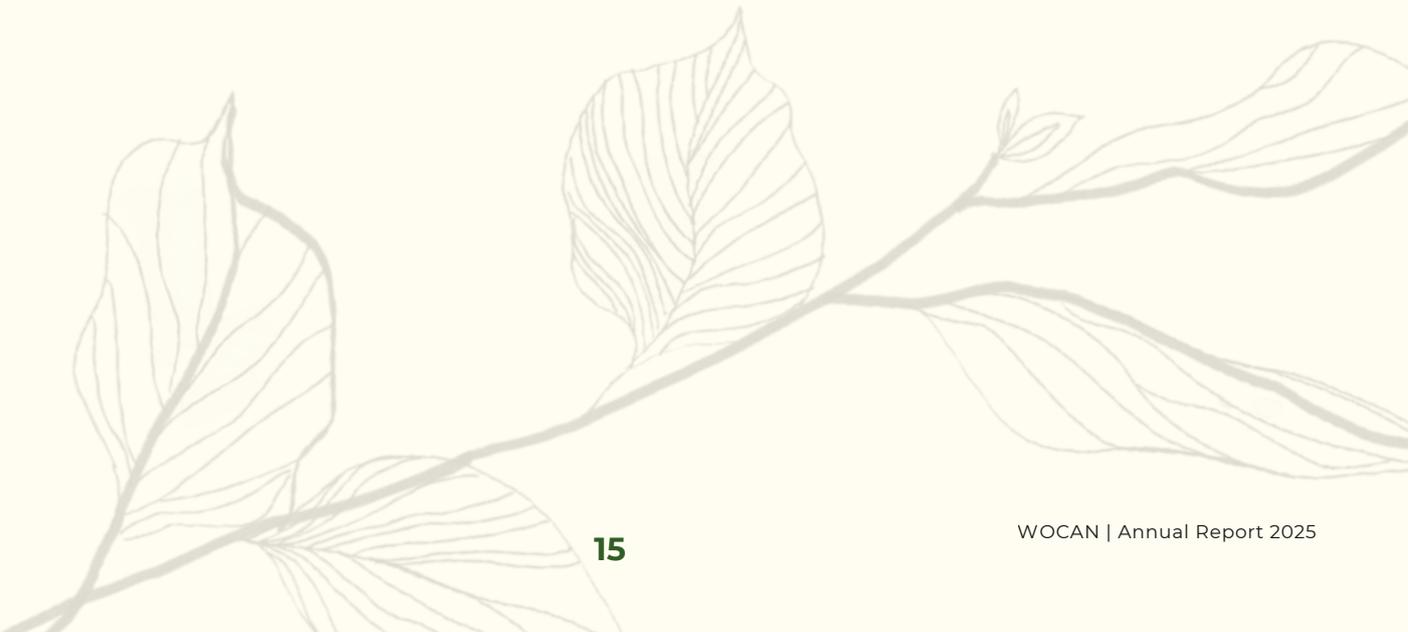
Networks, Advocacy, and Thought Leadership

Networks, Advocacy, and Thought Leadership

Through these partnerships, WOCAN plays an active role in global networks shaping climate finance, forest governance, and gender policy. By combining rigorous measurement, field-based evidence, and strategic advocacy, WOCAN influences policy dialogues, market development, and investment frameworks that recognise women as leaders and value their contributions to climate solutions.

WOCAN is invited into global policy, finance, and market forums for its recognized leadership in gender-responsive, outcomes-based climate finance. Partners and conveners value WOCAN's ability to translate gender commitments into credible, measurable outcomes, grounded in field-tested methodologies and global standards.

WOCAN's technical expertise—particularly through the W+ Standard—positions the organization as a trusted authority on integrating gender metrics into climate finance, carbon markets, and nature-based solutions. WOCAN is further valued for bridging policy, practice, and markets, bringing evidence from women-led and community-based initiatives to inform investment frameworks, safeguard social integrity, and support equitable benefit-sharing.



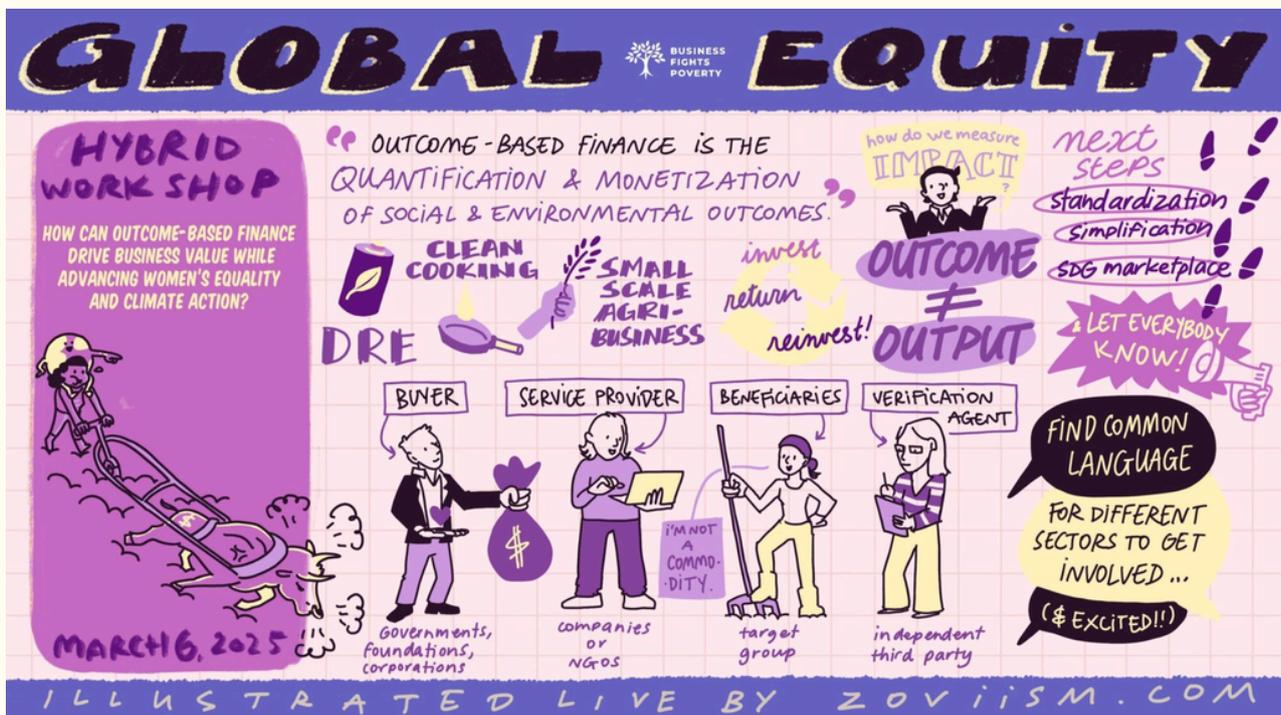
Networks, Advocacy, and Thought Leadership

Business Fights Poverty Global Equity Summit 2025 | Hosted with IFC

At the Business Fights Poverty Global Equity Summit 2025, WOCAN participated in a high-level panel hosted with the International Finance Corporation examining how outcome-based finance can advance women's equality while delivering business value and climate impact. The discussion highlighted the role of impact measurement in unlocking private investment in clean cooking, renewable energy, and agribusiness, and explored strategies to scale gender-responsive, market-ready financing models through collaboration between the private sector, governments, and impact investors.

Gender-Inclusive Carbon Markets: Innovative Solutions for Women's Participation and Benefits

WOCAN contributed to a webinar on advancing gender inclusion in carbon markets, with a focus on emerging economies. The session explored how standardized measurement of gender outcomes and innovative finance mechanisms can strengthen social integrity, improve project design, and enhance overall project value. Jeannette Gurung presented the W+ as a practical, outcome-based framework for quantifying women's empowerment and supporting equitable benefit-sharing within carbon projects.



Policy Engagement and Influence

Integrating Gender into Blue Carbon Policy

Marianne Gilchrist, W+ Expert and WOCAN Core Associate, spoke at the APEC Blue Carbon Conference in Taipei, hosted by the Ocean Affairs Council and the Taiwan Institute of Economic Research. She joined fellow panelists Dr Pham Thu Thuy, Lauren Babuik, and Dr Hsiao-Chun Tseng to explore how inclusive participation can strengthen blue carbon ecosystems. Marianne shared how the W+ Standard offers a results-based framework to measure and reward women's empowerment within environmental and climate projects. By linking W+ Credits with carbon credits, projects can deliver measurable outcomes for both climate and equality.



Grow Asia Governance Council

Nisha Onta represented WOCAN at the Annual Meeting of the Grow Asia Governance Council and attended the Investment Forum on 16-17 September in Singapore.

Key Takeaways

- Increased focused on regenerative agriculture across all sectors.
- Emphasis on building trust by showcasing evidence and validating impacts.
- Though funds are dwindling for such forums there is greater need for multi-sector platforms such as Grow Asia.



Events, Convenings, and Global Forums

Global Engagements & Events

During Climate Week NYC, WOCAN convened and participated in several strategic events that brought together investors, corporates, policymakers, development institutions, and grassroots leaders to explore the growing role of outcomes-based finance for women and climate.

Across Climate Week engagements, WOCAN emphasized that women's empowerment is not only a social imperative but also a material driver of climate effectiveness and investment performance. These discussions strengthened relationships with existing partners and expanded engagement with potential buyers, investors, and collaborators interested in high-integrity, gender-responsive climate solutions.



Beyond Carbon

Beyond Carbon Session at NY Climate Week : Empowering Women, Financing Climate Adaptation – This session showcased pioneering projects in India applying the W+ Standard to quantify women's empowerment outcomes alongside carbon reductions, including women-led solar water pump enterprises and livelihood activities linked to mangrove restoration. Speakers demonstrated how gender outcome (W+) credits created new revenue streams while strengthening climate resilience and community well-being.



The Gender Dividend

The Gender Dividend: Investing in Women for Climate Impact – This dialogue examined how outcomes-based finance unlocked a new class of investable opportunities delivering measurable results for women, communities, and the planet. The discussion highlighted practical models that aligned capital flows with gender equity, climate resilience, and financial returns.

Events, Convenings, and Global Forums

At COP30 in Belém, Brazil, WOCAN and the W+ Standard advanced global dialogue on gender-responsive, outcomes-based climate finance, demonstrating how verified impact for women strengthens climate resilience and investment integrity.

WOCAN's engagement opened with The Gender Dividend, highlighting how outcomes-based finance links investment to measurable benefits for women and climate action, followed by Harvesting Hope, an official UNFCCC side event showcasing gender-responsive financing for climate-resilient agriculture that supports women's livelihoods and food security.

At the Global Landscapes Forum Pavilion, Financing What Works explored how outcomes-based, gender-responsive investments improve transparency and effectiveness in climate adaptation finance.

Sessions at the World Green Economy Organization Pavilion further expanded this agenda. Building Gender-Responsive Food Supply Chains for Climate Resilience emphasized women's roles across food systems, while Gender-Responsive Climate Finance: Designing Inclusive Investment Mechanisms examined inclusive investment frameworks centered on equity and accountability.

The session Beyond Carbon: Beyond Carbon: Empowering Women, Financing Climate Adaptation – This session showcased pioneering projects in India applying the W+ Standard to quantify women's empowerment outcomes alongside carbon reductions, including women-led solar water pump enterprises and livelihood activities linked to mangrove restoration. Speakers demonstrated how gender outcome (W+) credits created new revenue streams while strengthening climate resilience and community well-being.

Across all six events, a clear message emerged: gender equality is essential to effective climate action. By centering verified outcomes for women, WOCAN and the W+ Standard showed how climate finance can move from commitments to measurable, scalable impact.



Digital Growth & Visibility

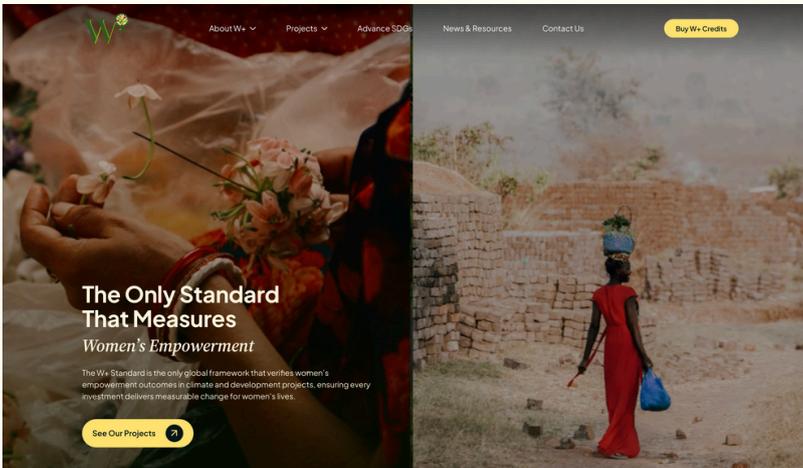
Website Revamp and E-Commerce Platform Launch

In 2025, W+ hired with Mighty Fine Studio to redesign its website into a modern e-commerce platform that expands access to women's empowerment credits. The new platform enables both institutions and individuals to easily purchase W+ Credits, strengthening the connection between gender equity, climate action, and verified impact.- through a shopify platform.

The redesigned website prioritizes accessibility and clarity, presenting W+ Credits as a practical, outcomes-based investment tool. By simplifying the purchasing process and improving user experience, the platform supports broader participation in financing women-led climate and development solutions.

The website launch was reinforced through three high-profile engagements during New York Climate Week, including expert panels featuring W+ and WOCAN leadership alongside global climate and finance stakeholders. Together, the digital relaunch and Climate Week engagements increased visibility, strengthened market confidence, and positioned W+ as a credible bridge between gender-responsive finance and climate outcomes.

This partnership reflects WOCAN and W+'s commitment to innovation, transparency, and scaling impact through inclusive digital infrastructure.



The W+ Standard Featured on CNN Türk

CNN Türk spotlighted how the W+ Standard ensures women's empowerment outcomes are verified and monetized within carbon projects.

The article explored the W+ Standard's impact, demonstrating how measuring women's social and economic gains drives sustainable climate solutions.



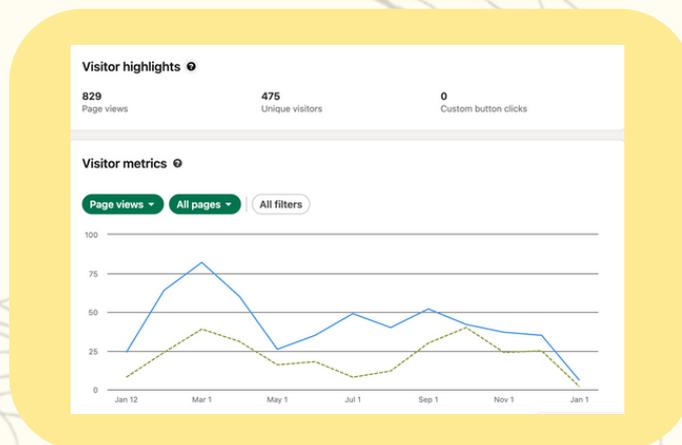
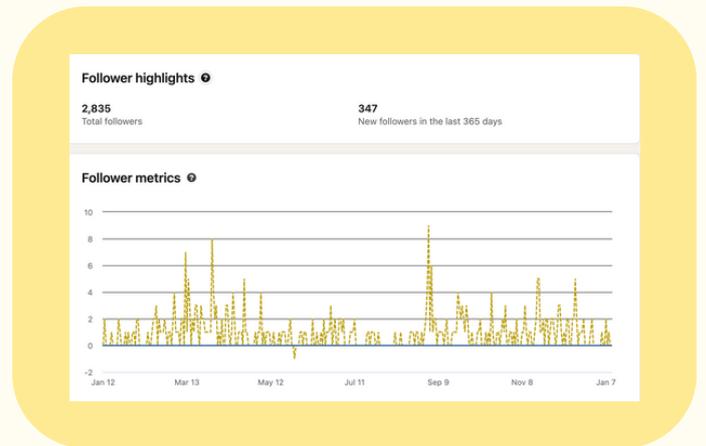
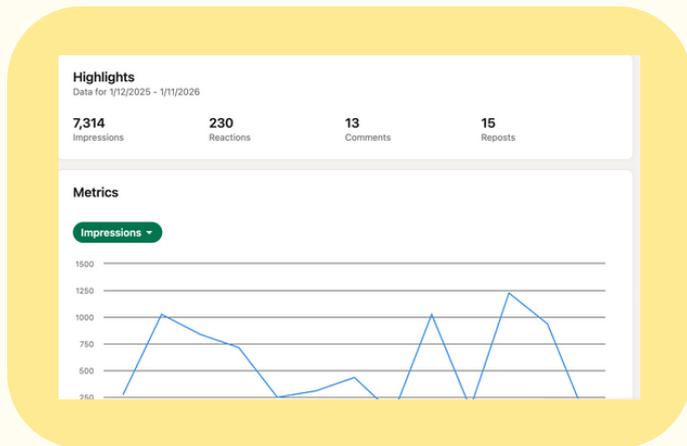
[Read more on CNN Türk](#)

LinkedIn Outreach

LinkedIn Outreach

LinkedIn served as WOCAN's primary digital platform for professional engagement in 2025, supporting knowledge sharing, partnership visibility, and thought leadership on gender-responsive climate finance. Content showcased WOCAN's fieldwork, global engagements, research outputs, and advocacy efforts, reaching policymakers, investors, and practitioners worldwide.

Throughout the year, WOCAN strengthened its LinkedIn presence and visibility, generating 7,314 impressions and meaningful engagement, including 230 reactions, 13 comments, and 15 reposts. The LinkedIn page recorded 829 page views from 475 unique visitors, while the follower base grew to 2,835, with 347 new followers added—representing approximately 14% year-on-year growth. Collectively, these metrics reflect increasing interest in WOCAN's leadership on gender-responsive climate finance and women's leadership.

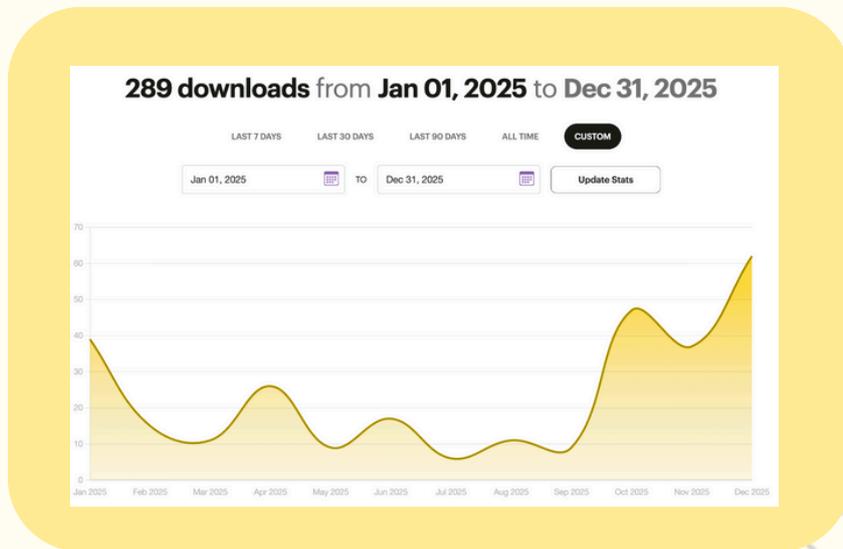


Podcast Series: 10 Solutions for Feminist Climate Resilient Recovery

Podcast Outreach: 10 Solutions for Feminist Climate-Resilient Recovery

In 2025, WOCAN's 10 Solutions for Feminist Climate-Resilient Recovery podcast series served as a key digital platform for advancing dialogue on feminist climate resilience and post-crisis recovery. Through conversations with international thought leaders, the series translated complex ideas around climate resilience, resource stewardship, and gender equality into accessible, solutions-oriented discussions.

Across the reporting period (January–December 2025), the podcast generated 289 total downloads, with listenership building steadily over the year and peaking in the final quarter. This upward trend reflects growing audience interest and sustained engagement with feminist climate-resilient recovery themes. Collectively, the series strengthened WOCAN's thought leadership, extended its global reach beyond social media, and reinforced its role as a trusted convenor of knowledge and advocacy in the climate and gender space.



WOCAN - Membership

In 2025, WOCAN's global membership continued to grow, increasing from 1,528 to 1,548 members, reflecting sustained engagement across its network. Women remain the majority of WOCAN's membership, rising from 1,272 to 1,287, while male membership increased from 256 to 261. This growth underscores WOCAN's expanding reach and its role as a trusted global platform for women leaders, practitioners, and allies advancing gender-responsive climate action, sustainable agriculture, and natural resource management.



WOCAN Membership 2025

We went from 1528-1548 members
Female: 1272- 1287
Male: 256-261

Not a member yet? Join WOCAN's growing global network and be part of advancing gender-responsive climate action. Members receive the latest updates through monthly newsletters from WOCAN and the W+ Digest.

As WOCAN enters its third decade of action, the organization does so at a moment of both opportunity and responsibility. Global demand for climate finance is accelerating, scrutiny of social integrity within climate markets is increasing, and there is growing recognition that gender equality is central to effective and durable climate outcomes. Against this backdrop, WOCAN is focused on consolidating its role as a trusted steward of gender-responsive climate action while preparing for the next phase of impact and scale.

Priorities for the Coming Year

In the year ahead, WOCAN will prioritise actions that strengthen the integrity, reach, and effectiveness of its work, particularly through the continued evolution of the W+ Standard.

A central priority will be to responsibly scale the adoption of the W+ Standard across high-impact sectors and geographies. Building on insights from the W+ Market Sizing Study, WOCAN will deepen engagement with climate finance institutions, carbon market actors, corporates, and philanthropic partners to expand demand for verified women's empowerment outcomes, while maintaining rigorous standards and safeguards.

Another priority will be to ensure meaningful benefit-sharing for women and women's organisations. WOCAN will work with partners to reinforce mechanisms that channel financial value back to women on the frontlines of climate action, supporting agency, leadership, and long-term resilience rather than short-term gains.

In parallel, WOCAN will continue to invest in research, learning, and capacity development, using evidence from field applications to refine methodologies, inform policy engagement, and contribute to global knowledge on gender-responsive climate finance.

Strategic Opportunities and Risks

Looking ahead, WOCAN operates within a dynamic and evolving landscape that presents both strategic opportunities and risks.

On the opportunity side, there is increasing interest among investors, policymakers, and market actors in outcomes-based finance, social integrity in carbon markets, and credible metrics for gender equality. This creates space for the W+ Standard to play a catalytic role in shaping how women's empowerment is valued within climate finance systems. Expanding alignment with multilateral funds, national climate strategies, and emerging market mechanisms presents further opportunities to embed gender outcomes at scale.



Contact Us

WOCAN welcomes engagement from members, partners, practitioners, policymakers, and institutions working to advance women's leadership and gender-responsive climate action. We invite you to connect with us, learn more about our work, and explore opportunities for collaboration

Websites

Women Organizing for Change in Agriculture and Natural Resource Management

www.wocan.org,

The W+ Standard

www.wplus.org,

Our websites provide access to program information, case studies, research outputs, technical guidance, and opportunities to engage with WOCAN's work and the W+ Standard.

Email

General Inquiries:

info@wocan.org

coordinator@wplus.org

This email may be used for questions related to membership, partnerships, programs, research, events, and general organisational matters.

Social Media

WOCAN maintains an active presence on social media to share updates, insights, and opportunities related to women, climate action, and outcomes-based finance.

- LinkedIn: Women Organizing for Change in Agriculture and Natural Resource Management (WOCAN)
- LinkedIn - The W+Standard
- Instagram - @_wocan_

Through these channels, WOCAN engages with a global community of practitioners, investors, policymakers, and advocates committed to advancing equitable and effective climate solutions.







Annual Report 2025

