

Context & Objective

Objective

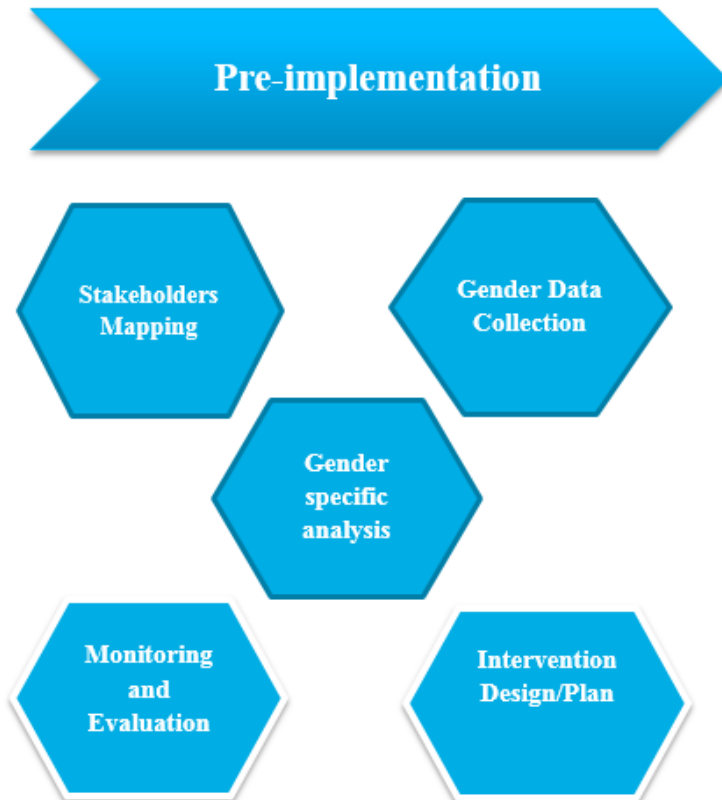
The goal of this project is to promote women's economic outcomes in the wild-harvest sector through coordinated efforts by the Women's Business Association (WBA) targeting skills and enhanced value-chain participation, and through policy support for improvement of the sector's regulatory environment and inclusion of women in formal decision-making.

Addressing constraints thru analytics, PPD and capacity building will help to:

- *Close gender data and knowledge gaps;*
- *Increase the agency/influence* of women and their business organizations in the sector on the community and public decision-making; and
- *Enhance economic opportunities* of women by supporting the crossover to more productive and higher-value activities within the value chain, linking them to value chain actors, particularly to producers groups and markets.

Framing Objectives

Discussions led to an overall agreement on concept but resulted in several questions on scope/focus, design and intended impact, which the team was asked to address through pre-implementation work :



Three Main pre-Implementation Objectives / Tasks :

1. **Value Chain Selection:** Review 3 Value Chains per country and identify 1 value chain with the highest potential to growth and benefit women
2. **Value Chain Stakeholder Mapping:** Map the selected value chain through a gender lens
3. **Gender Baseline Data Collection:** collect gender disaggregated data about actors along the VCs
4. **Gender Specific SWOT Analysis:** Identify the specific challenges that women face (and opportunities to address them and improve economic benefits to women)
5. **Intervention Design:** identify the intended impact of the project and identify set of activities that will achieve this impact

Value Chain Selection Methodology

Criteria for growth potential

- Positive growth trend of the value chain, unmet market demand
- Available sales outlet, high interest of buyers in buying the product
- Scope for expanding production and/ or scope for value addition through processing or
- product improvement (new products for which there is a market)
- Low costs of the value chain vis-a-vis competitors
- Other competitive advantage of the value chain vis-a-vis competitors (unique product/ local specialty)
- Potential for collaboration and coordination between actors for value chain upgrading
- Sufficient technological and managerial level of enterprises in the sector for upgrading and innovation
- Access to infrastructure, qualified labor force, raw material, inputs
- Sufficient access to financial services
- Sufficient access to business development services for quality improvement of the production process

Potential to contribute to increased women empowerment and gender equality

- High share of women employed in the value chain as compared to the economy at large
- High number of women entrepreneurs in the value chain.
- Women control equipment/ assets
- Women have or can acquire skills needed for profitable value addition opportunities through processing product & diversification
- Women control the sales income and the enterprise
- Close to household within community area (geographically)
- Low entry barriers for small-scale and poor entrepreneurs (small scale of production, low start-up costs, not requiring major capital investment, using low-tech skills).
- Low entry barriers for women entrepreneurs (time and mobility, access to technology and assets, cultural constraints)
- Offering new opportunities for women
- New activities are in line with livelihood conditions (year-round income, using family labor, rapid returns, contributing to food security, keeping the environment intact, not reducing availability of clean water)

Results of Value Chain Selection

Sub-sector or value chain	Fish production	Greenhouse	Wild Harve
Growth potential			
	19	55	59
Women's empowerment and gender equality			
	40	58	72
Total	93	113	131

Results of :

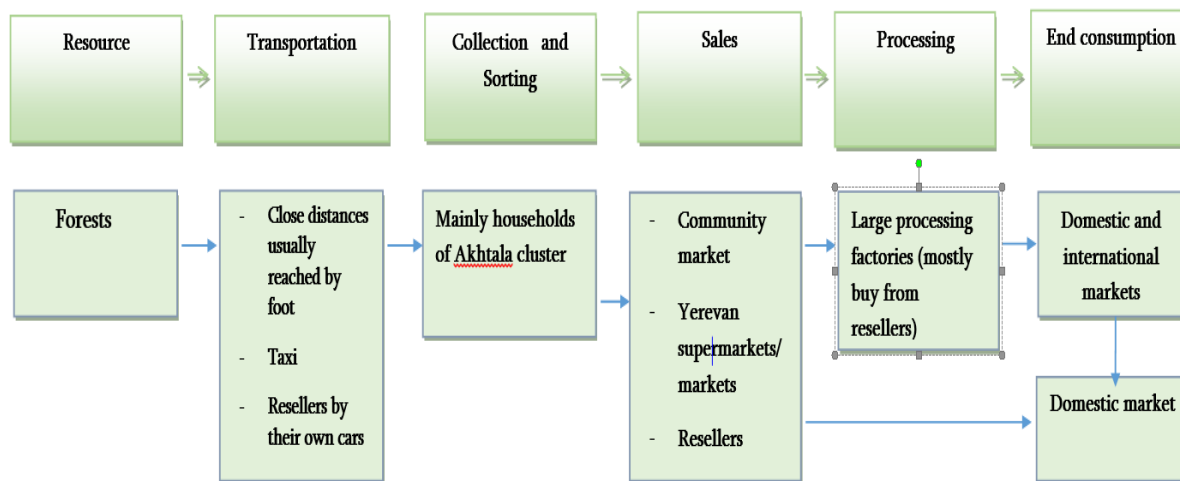
- 2. Value Chain Stakeholder Mapping,**
- 3. Gender Baseline Data Collection and**
- 4. Gender Specific SWOT Analysis**

for Armenia Wild Harvest

Armenia Wild Harvest: Results of Stakeholder Mapping

Armenia's wild harvest VC is poorly developed but has good growth potential

WILD BERRY VALUE CHAIN



CHALLENGES

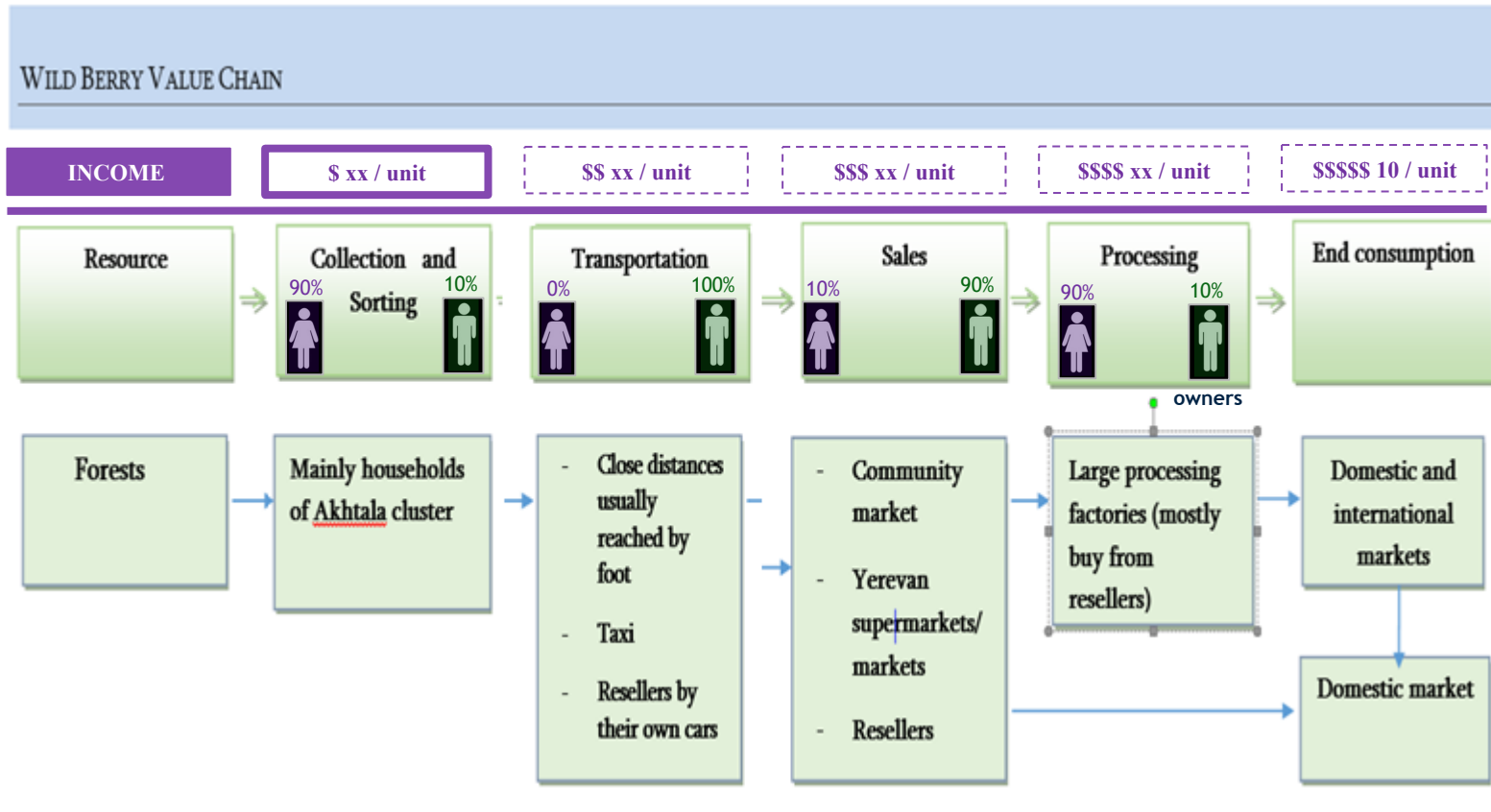
- Overall poorly developed VC with low turnover, income, profits across VC.
- Highly seasonal, informal part-time self-employment.
- Highly informal/no legally registered entities: episodic interactions, unpredictable relationships between buyers with no contractual arrangements.
- Instability of supply side and little information about demand.
- Low value-crops and low mechanization.

Opportunities

- Despite having the least developed value chain, wild harvest still holds a great potential to become one of the well-developed and profitable VCs (no capital investment requirement, low barriers for entry, high supply/demand)
- Transformation of the poorly developed wild harvest value chain into the market-based and productive one will largely depend on business and technical knowledge of value chain' actors.
- Moving marketing system from episodic interactions to more predictable relationships with buyers backed by contractual arrangements.
- Introduction of new technologies that will change labor patterns and income control combined with shift to high-value crops oriented to niche market will upsurge chances of value chain to become competitive and profitable.

Armenia's Wild Harvest: Gender Baseline Data Collection and Gender Specific SWOT Analysis

Armenia's highly feminized Wild Harvest VC is currently generating limited income for women



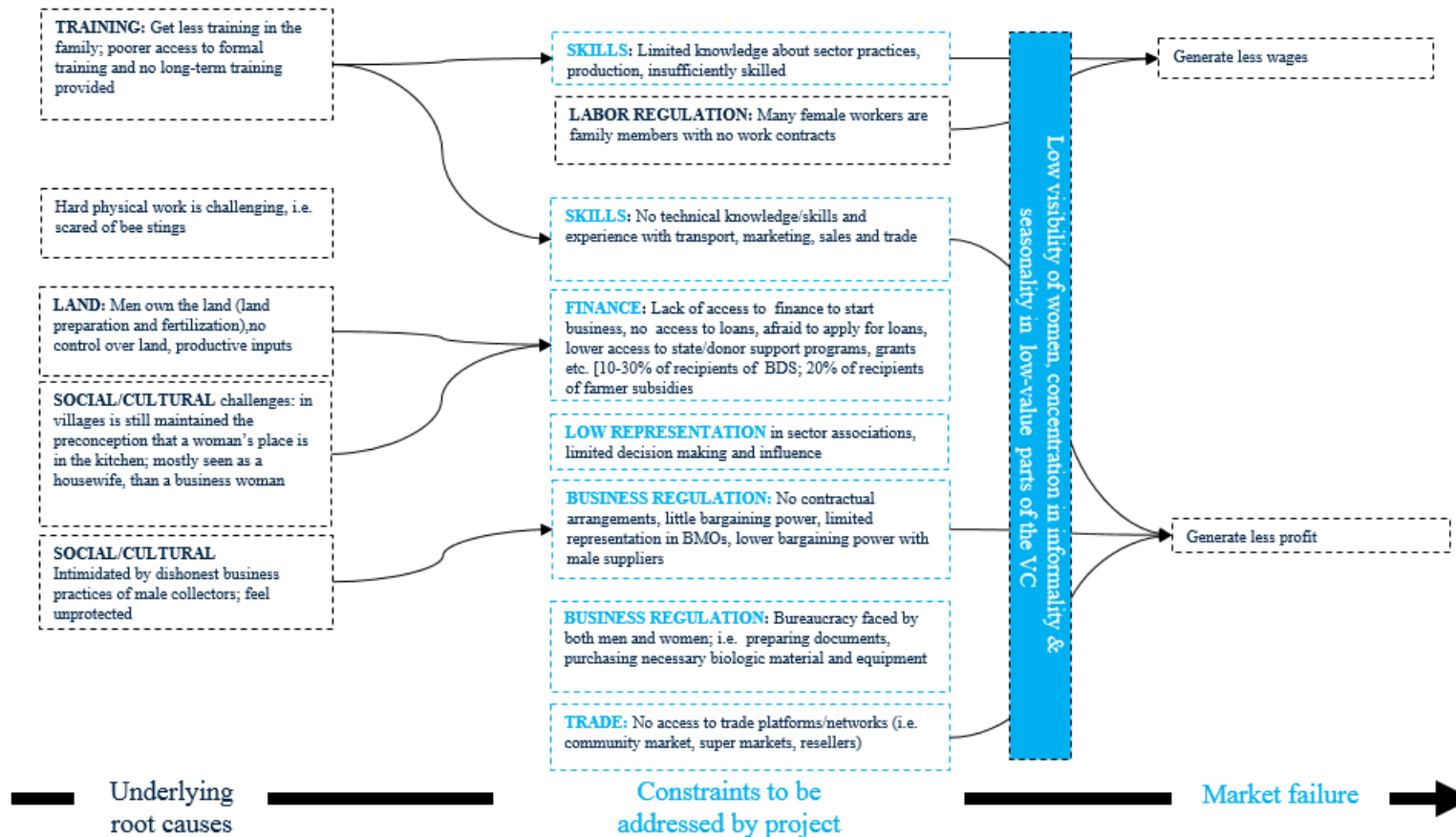
GENDER - SPECIFIC CONSTRAINTS

- No control over land, credit productive inputs
- Seasonal, informal (less/unpaid), self-employment
- No technical knowledge/skills and experience with transport, marketing, sales and trade
- Poorer access to training and no long-term training provided
- No access to trade platforms/networks (i.e. community market, Yerevan super markets, resellers)

Intervention Design

Intervention Design: Focusing on constraints to address

Based on analysis from pre-implementation , the market failure is an underrepresentation of women in the formal, higher-income and value-add links of the VC



Intervention Design: Identifying key activities of implementation



Constraints to be addressed

SKILLS: Limited knowledge about sector practices, production, insufficiently skilled

LABOR REGULATION: Many female workers are family members with no work contracts

SKILLS: No technical knowledge/skills and experience with transport, marketing, sales and trade

FINANCE: Lack of access to finance to start business, no access to loans, afraid to apply for loans, lower access to state/donor support programs, grants etc. [10-30% of recipients of BDS; 20% of recipients of farmer subsidies]

LOW REPRESENTATION in sector associations, limited decision making and influence

BUSINESS REGULATION: No contractual arrangements, little bargaining power, limited representation in BMOs, lower bargaining power with male suppliers

BUSINESS REGULATION: Bureaucracy faced by both men and women; i.e. preparing documents, purchasing necessary biologic material and equipment

TRADE: No access to trade platforms/networks (i.e. community market, super markets, resellers)

Constraints to be addressed by project

Intervention Design: Identifying intended project impact

Component 1. Dialogue on regulatory issues affecting women in the value chain

Component 2. Enhancing inclusion in economic activities and boosting women participation

Component 3. KM materials on gender

Expected Results

- As chain actors, women become *visible* as crop specialists and their contributions are recognized and valued.
- Women *move into activities further up the chain*, and they *control* the income that they earn. They gain the skills required and are confident.
- *Constraints to women leadership are removed*; developing chain partnerships and removing constraints to participation in decision-making.
- Women have the *capacity and opportunity* to own businesses and partner with other chain actors.

Thank you!