

TechnoServe: Business Solutions to Poverty

WIN Newsletter

July 2019



Summary

WIN has had a busy July further increasing our knowledge and role in different streams, developing strategies and building partnerships with core players.



Picture 1: Neeti Katoch, Regional Gender Advisor, delivers a training on gender-sensitive intervention design using the WIN WEE framework

WIN received a visit from Neeti Katoch, Africa Regional Gender Advisor at TechnoServe. Neeti provided two trainings on conducting gender analyses and designing gender-sensitive interventions. Neeti held sessions with each of the intervention managers in WIN to review their work with a gender lens.

WIN also welcomed one new team member in July – Higino Manjate. Higino comes with a wealth of experience in business consulting and market analysis. His experience spans roles in agriculture, financial services and entrepreneurialism, from ICC, to Building Markets and Millennium Bim. We are excited to have another man on the team, fighting for women's economic empowerment.

Access to equipment

Following the delivery of the business plan, WIN's partner **Bernina** decided to go ahead and open an incubator, which will give low-income women better access to good quality sewing machines. The incubator will be behind Bernina's shop in a trial phase. If successful, it can be moved to a larger location in Maputo. The incubator will be launched on 6th August.

WIN continues its work in Fajardo market to better understand the market demand of women market sellers for **cold storage**. With WIN's support, a woman market wholesaler, Sra Rodrigues, has opened up her cold storage facility to others. The market environment is tough. But daily market observations, conversations and data collections are helping WIN to develop the most robust evidence yet on whether and how cold storage can help market stallholders. WIN intends to share its findings with other actors in the coming weeks.



Picture 2: Bernina developed marketing materials for the incubator, with WIN's support

Wholesale supply and distribution

In July, WIN's partnership with CAVAs resulted in the opening of a new wholesale shop in Xiquelene market to serve women retailers. The shop is currently selling imported goods to test a proof-of-concept for the



Picture 3: WIN research shows rural women retailers offer a mix of agricultural produce and FMCG goods

store. The ultimate objective is to supply with local goods. WIN is supporting with the development of the business model for CAVAs.

WIN concluded the retailer portion of its rapid market research on distribution models. WIN has spoken with 24 women retailers across districts of Maputo Province, stretching from Boane to Bobole, and up to Gaza Province. WIN is now conducting interviews with distributors to better understand and map the networks and services provided to retailers that work in this important segment. In August, WIN will conclude its strategy for the distributors; however, some potential partnerships are already emerging:

- **Coca-Cola:** WIN has submitted a draft concept after a series of meetings with Coca-Cola exploring synergies. Two opportunities are emerging. One is to review the work done in Coca-Cola’s “5by20” initiative to empower women distributors. WIN would like to explore how this can be turned from an initiative into a business-as-usual operation. The second is to review how Coca-Cola can better support women involved in collection of PET. Coca-Cola has a goal of “100by21”, that is, by the end of 2021 for the equivalent of 100% of its PET sold in Mozambique to be recycled.
- **Cash vans: COGEF, Tropigalia** and other distributors are experimenting with cash vans, to take their products closer to retailers. WIN is exploring how it can support further development of this model, so that retailers have easy access to the products that their customers are demanding, and knowledge of how to sell the products.

Access to financial services

WIN has built on the strategic mapping carried out in partnership with ICC, by initiating conversations with major financial services players that have offerings relevant to women entrepreneurs. In July, WIN providing a number of informal advisory and linkages, as well as working on the development of more formal partnerships, including:

- **Vodacom / M-Pesa:** Two meetings held to discuss a potential partnership looking at the Xitique savings product. WIN has provided some initial feedback and is reviewing market research conducted by M-Pesa. WIN also met with FSD and GIZ to ensure coordination on this, and other topics
- **BancABC:** WIN’s sister project, Business Women Connect, is supporting BancABC with agent training. WIN is proposing a role to help BancABC turn some of the BWC concepts of female agent recruitment and training into business-as-usual practices. We are exploring how to work together to review BancABC’s product offering, client recruitment strategies, and partnership development with women customers in mind
- **MyBucks:** Initial meeting held to explore potential of support in operationalizing the company’s gender strategy
- **Hollard:** Following meetings in June, WIN facilitated introductions to women’s savings groups in coordination with Co-Vida, to enable Hollard to test its ideas for new insurance products with the target market
- **Barclays:** Two meetings held to discuss the new trader account product, which will ease conditions for wholesalers serving informal market. WIN made an introduction



Picture 4: Israel Muchena of Hollard conducts a focus group with women, co-facilitated by WIN and Co-Vida, to learn about the demand for insurance products

between Barclays and Mowoza, which works with women wholesalers in Zimpeto market, to explore product distribution ideas further

- Further meetings have been held with Millennium Bim, RecargaAKI and Letshego

In the coming months, WIN will hone in on priority actors from the list above, to develop formal partnerships around testing of new models and approaches.

Management tools and training

WIN is working in consortium with **ANEP** and four other donor-funded projects to revive the “Habilidades para a vida” (life skills) component of the **national curriculum** used in vocational colleges. WIN’s consultant project managed a rapid market study conducted by the project partners, and consolidated a proposal that will be presented to ANEP in a workshop in early August. Two critical components are to introduce entrepreneurship skills and gender into the curriculum. Once agreed at a high level, WIN has agreed in principle to co-fund a consultant to detail the curriculum and develop training materials for teachers.

WIN is also exploring potential to pilot and expand reach of apps that can be used by women retailers and other entrepreneurs.

Horticulture

WIN is finalizing its strategy for horticulture in the south of the country, led by TechnoServe fellow, Paula Rabello. In July WIN conducted several meetings to explore ideas with potential partners, which are now being considered for prioritization. These include input and irrigation suppliers and distributors, as well as horticulture produce aggregators and end-buyers.

A key contribution WIN is making to this space is a gender analysis which studies **household dynamics of horticulture farmers** in the south. All WIN team members are playing the role of enumerators, as a way of delivering on-the-job training to those without a specific background in gender analysis techniques. The final study will be shared with other actors in August.



Picture 5: Conducting focus groups with women horticulture producers in Infulene, just outside of Maputo city, to understand gender dynamics at home and on the machamba.

Closing notes

The date is nearly set for WIN’s official launch event, which will take place in September. We are looking forward to showcasing the program and some of our partnerships, and to facilitating a conversation about the roles that women entrepreneurs can play in driving forward the economy.

WIN is constantly on the look-out for consultants, which will be required to drive forward some of the large-scale partnerships that we expect to land in the second half of this year. Any interested people should send CVs to the Julia Sorensen (jsorensen@tns.org).