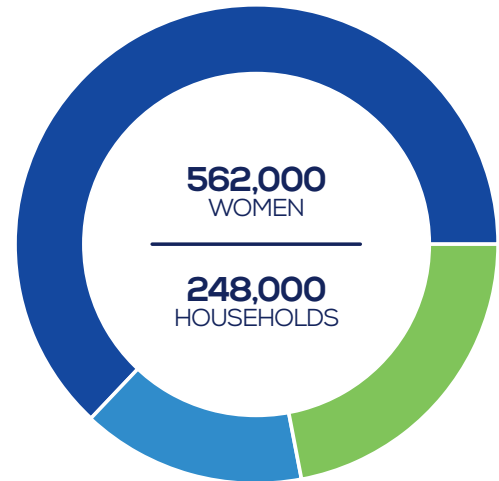


Overview of Gender Impact

SWFF broadly supports integrating women and gender equity into SWFF innovators' operations, marketing, and technology adoption. Over the 4 open calls for innovations, SWFF required applicants to show that their innovations contribute to more equal gender relations and that they will benefit women.

Through the 40 innovations supported by SWFF, 562,000 women in 248,000 households have been impacted directly and indirectly as customers and household members. Of the current 27 innovators in the program, seventeen innovators have specific customer outreach to women and a customer base comprised of at least 25% women (ranging as high as 100% women customers).



27 OVERALL INNOVATORS
17 SUBSTANTIAL WOMEN CUSTOMER FOCUS
6 MALE CUSTOMER CONTEXT
4 CUSTOMER GENDER UNKNOWN

Featured Innovator



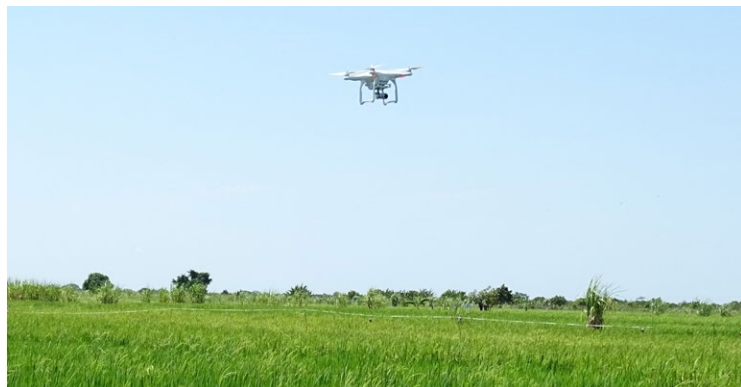
WORLD HOPE

In partnership with Penn State, World Hope is producing and distributing affordable greenhouses that enable a year-round growing season and reduction in water use.

World Hope directly targets women as end-users, bridging typical barriers to technology adoption by developing training, troubleshooting, and decision support tools for new farmers. They also mitigate land ownership and access to capital challenges faced by women by partnering with community groups that already own land and providing assistance for microfinance loans.

In one instance a woman farmer, whose greenhouse is located in Xai Xai, Mozambique was able to double her crop yield of tomatoes that she sold to support herself. Whether it is as members of women's cooperatives (such as those in Makumbana and Mayoloh, Sierra Leone) where women take on leadership roles in greenhouse management and split the resulting income, or as farm laborers in Chokwe, Mozambique, where women received 25% season-end income bonuses from their male boss due to increased crop productivity, women have benefited from rising incomes and quick payback periods on the units.

Featured Innovators



FUTUREWATER

FutureWater provides smallholder farmers with Flying Sensor data that is critical to improving their application of limited resources such as water, seed, and fertilizer by detecting crop stress up to two weeks before it is observable by the human eye.

In a context where landownership is male-dominated, FutureWater is finding market sustainable methods of providing data to farmers who are 71% women, through close cooperation with local governing bodies where women are both in positions of leadership as well as the roles of farmers.



REEL GARDENING

Reel Gardening has developed unique seed system of pre-packaged paper strips with seeds and fertilizers simplify startup of home gardens that guide users to use 80% less water.

Reel Gardening is able to use profit from selling to high- and middle-income households to provide community gardens to low-income households, schools, and community gardens, which to date has trained more than 800 women and 1,500 children in organic farming, and has lead its alums to found 16 independent micro-enterprises.

As a women-led business, 8 of 9 staff are women, with 4 who were previously unemployed mothers who have been trained to manufacture the product in their workshop.

HELPING INNOVATORS REACH WOMEN CUSTOMERS

SWFF has focused on providing actionable information to innovators, who have as a group already “bought-in” to the importance of women in their business/sustainability models. SWFF has specifically supported innovators to increase their sales to women in the following ways:

- Developed the “SWFF Gender Report” to identify successes, challenges and critical barriers of women at the water-ag nexus.
- Authoring a “Missing Markets” toolkit, which is a practical workbook that leverages case studies and checklists to improve technology design, marketing, and sales to women smallholder farmers. By pairing this with 16 country-specific market assessments, innovators have immediately actionable insights in the countries where they operate, and the tools to assess new markets that they may enter. The material within was informed by survey data from 250 women farmers, 22 active innovators across 3 programs, and gender, agriculture and social entrepreneurship experts.
- Questionnaire design for an innovator to collect feedback from potential women customers and inform product design.
- Branding and market linkage support for an innovator whose women farmers’ success stories are a key driver in their marketing strategy.

PARTNER WITH US

Securing Water for Food represents a multi-governmental partnership aimed at tackling one of the world’s greatest challenges – water and food security. To reach our goal, we seek connections and strategic relationships that help our innovators test, implement, and scale water-for-food solutions.

Interested in partnership opportunities? Contact securingwaterforfood@gmail.com.



www.securingwaterforfood.org