



Gender Impact for Entrepreneurs

TRAINING MODULES OVERVIEW



The
Incubation
Network

&



VALUE
FOR
WOMEN

PRESENTS

**GENDER IMPACT
FOR ENTREPRENEURS**



INTRODUCTION

Gender Impact for Entrepreneurs

By nature, entrepreneurs and their teams are working hard to solve a problem: whether it's a gap in the market, or an environmental or social issue. There is a common misconception that tackling gender inequality is either irrelevant to the mission of the entrepreneur, or requires knowledge or resources that are unavailable to them. The truth is that creating a gender-forward business is achievable for all, and can not only strengthen a business from an economic standpoint but also create conditions that empower women as key stakeholders in the market system.

The Incubation Network is presenting its first set of training modules on applying a gender lens to startups and growing businesses in collaboration with Value for Women, a leading gender-advisory agency.

The program was developed based on interviews and brainstorming conversations held by Value for Women with various stakeholders in The Incubation Network, including entrepreneurs, incubators, and Venture Team staff. Overall, the modules were developed to speak directly to the practical business realities of the targeted entrepreneurs. The modules have also been designed to go beyond theory, and include a number of practical tools that can be immediately used on specific business areas.

The Benefits

From these network-exclusive modules, members of The Incubation Network stand to gain:



Understanding of the social and economic benefits of applying a gender lens



Knowledge in the ways in which gender intersects with issues of ocean plastic pollution (waste management, recycling, circular economy, climate change, and ecosystem building) especially in the South and Southeast Asian region



Access to practical strategies and tools to apply in their own workforce

The User

Gender Impact for Entrepreneurs is for innovative entrepreneurs who are working on ocean plastic waste management and recycling in South and Southeast Asia, but equally applicable to businesses in other sectors. It is designed for startups or growing businesses, and Entrepreneur Support Organizations (ESOs) who may wish to incorporate the materials into their own programs.

LOCATION



**South and
Southeast Asia**

DESIGNED FOR

**Entrepreneurs
and Startups**

and ESOs, to use in their own programs

The Specifics

Components of the Gender Impact for Entrepreneurs Modules



Network-exclusive resource

for members of The
Incubation Network



4 topics

that are modular and
accessible in their own time



Multimedia resource delivery:

video, self-assessments,
checklist, and facilitator's
guide - to ensure maximum
engagement and drive
learning to action



A peek into the modules

MODULE
01

How to apply a gender lens to your business

In this introductory module, understand what is meant by having a business-first approach and how its application can bring not just social but business incentives for you. Get an overview of the 4 gender lenses and how they apply to waste management, then use the self-assessment tools to get started.

MODULE
02

Expanding market reach by better understanding & serving women customers

In this module, learn the importance of focusing on women customers with practical examples from the sector and engage with two tools that can be applied in your own businesses - focusing on market research, and on inclusive communications.

MODULE
03

Expanding your reach: Gender-inclusive distribution networks

In this module, we share the benefits of working with women in your value chain, as well as certain restrictions that may make it difficult for women agents to execute their jobs, and we give you practical suggestions on addressing these in a cost-effective manner.

MODULE
04

Fundraising with a gender lens

In this module, we explain to you the main concepts around gender lens investing and what investors are looking for. We also give you pointers on how to address this in your pitches moving forward.



Additional Material Facilitator's Guide

The guide is designed for Entrepreneur Support Organizations (ESOs) who are keen on including gender-inclusion topics in their modules but do not have the capacity or resources to.

This facilitator's guide will touch on the following:

- 01** Introduction to the topics and the objectives of each
- 02** Suggested ways to integrate the topics into (hybrid) programmes (for example, what could be given as homework/ self-study, and what could be discussed in a group setting?)
- 03** Suggested discussion topics
- 04** Suggestions around framing



The Incubation Network is an impact-driven initiative that sources, supports and scales holistic innovative solutions to combat plastic pollution through strengthening entrepreneurial ecosystems with a diverse network of key partners.

Part of a highly collaborative community of startups and entrepreneurs, investors, partners and programs, The Incubation Network works together with industry players to tackle key barriers to address plastic leakage and advance a circular economy. This includes sourcing and supporting, to scaling early-stage or pre-investment solutions, and connecting compatible ecosystem players to reinforce the value chain in waste management and recycling.

Established in 2019, The Incubation Network is a partnership between non-profit organization, The Circulate Initiative and impact innovation company, SecondMuse.

The Incubation Network is open to interested collaborators, corporations, and mentors, looking to address plastic leakage and advance a circular economy in South & Southeast Asia.

For more information, visit www.incubationnetwork.com.



Value for Women (VfW) is a woman-led global social enterprise that provides boutique gender advisory services. We were formed 9 years ago out of a keen desire to make gender inclusion a more accessible practice for businesses and impact investors, and to translate those practices into on-the-ground, context-relevant action.

We work closely with our partners to design and implement business tools, blended capacity-building initiatives, technical assistance and research. We believe firmly in the micro, small and medium enterprise (MSME) sector as a key for economic and social growth, and that women's empowerment and gender inclusion are intrinsic to this.

As a fully global team, we take pride in our majority-women team, representing 11 nationalities, speaking 16 languages, based in over 15 countries. We enjoy working with local, forward-thinking partners and are always excited to explore new opportunities for collaboration.

Don't hesitate to reach out to us at info@v4w.org, or visit our website www.v4w.org for more information.

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How to reach us

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