



# Women Inclusion, Empowerment, and Leadership In Cooperatives (WIELCOOP) Training Of Trainers Guide



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# WIELCOOP — Components for blended learning

## A 5-module TOT Guide with:

- ✓ Facilitator Guides
- ✓ PPT Slides
- ✓ Videos
- ✓ Handouts

### LANGUAGES:

- English
- Spanish
- French
- Swahili



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# WIELCOOP TOT Guide — Content



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Introductory Module  
for Trainers:  
**Facilitation and Adult Education Skills**



Module 1:  
**Cooperatives and Gender Equity**



Module 2:  
**Co-op Level Gender Analysis Findings and Recommendations**



Module 3:  
**Women's Leadership and Social Empowerment in Cooperatives**

Module 4:  
**Women's Economic Empowerment**

Module 5:  
**Commitment to Gender Equity in Cooperatives**

**Gender Action Plan**



# WIELCOOP— one of ten multi-language videos



**Lessons Learned from Women's Committees (Madagascar; English subtitles)**

[https://www.youtube.com/watch?v=-Ki\\_nm-9Oig](https://www.youtube.com/watch?v=-Ki_nm-9Oig) (3:30 min)



# WIELCOOP— Another gender training tool?

**START POINT IS  
WOMEN'S  
CONTRIBUTIONS**

to producer orgs.,  
cooperatives in  
particular

**FOCUS ON  
IDENTIFICATION  
OF BARRIERS**

that are concrete and  
actionable, for women  
participation &  
leadership

**END POINT IS A  
"GENDER  
ACTION PLAN"**

to ensure learnings and  
reflections are turned  
into concrete actions

**FLEXIBLE,  
MODULAR  
APPROACH**

**BLENDED  
LEARNING**



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# WIELCOOP— What has been its impact?

Women participation in co-op membership **increased by 62%** in co-ops coached via USAID-funded CDP CECE project.





## WIELCOOP– Advantages of blended learning

- Use of multiple media and senses allows reaching diverse learners
- Videos are powerful and great discussion starters
- Handouts for written responses and note taking increase information retention
- Trainers appreciate having different options to convey key messages in various ways





# WIELCOOP– download it here

<https://businessschool.coop/en/wielcoop/>



businessschool.coop/subprojects/wielcoop/

### DOWNLOAD THE WIELCOOP FILES

Please send us the following information and you will receive an email with the WIELCOOP files.

First name \*

Last name \*

Title \*

Organization Name \*

Type of organization \*

Email \*



*Thank* *You*

