

**Day 2**

**Gender  
Transformative  
Business Models &  
The Innovation  
Library**



# Session Overview

- Introduction to Gender Transformative Business Models
- Identifying Gender Innovations with the Innovation Library
- Moving Forward with the Innovation Library & Questions for Discussion

# What is a Gender Transformative Business Model

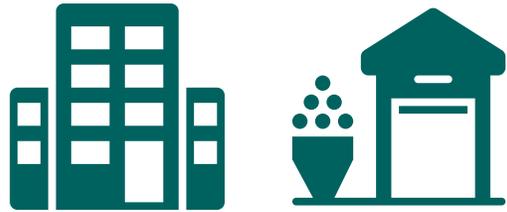
Gender Transformative Business Model (GTBM) is one of the three pillars of the IDH Gender Strategy. GTBMs are business models that contribute to **greater commercial viability** while **empowering women** for their economic and social benefit by addressing the root causes of gender inequality, including:

- Building individual capacities (e.g. offering training, education, and resources to women)
- Addressing harmful gender norms (e.g. challenging and dismantling these harmful gender norms and stereotypes)
- Strengthening institutional rules and practices





# We observe a combined business and impact case for implementing Gender Transformative Business Models



## Businesses

- Increased productivity and profitability
- Stronger employer-employee relationships
- Lower credit losses
- Reduced risks (reputational, operational)



## (Women) Farmers

- Better access to services and resources
- More income
- Control over financial resources and household benefits



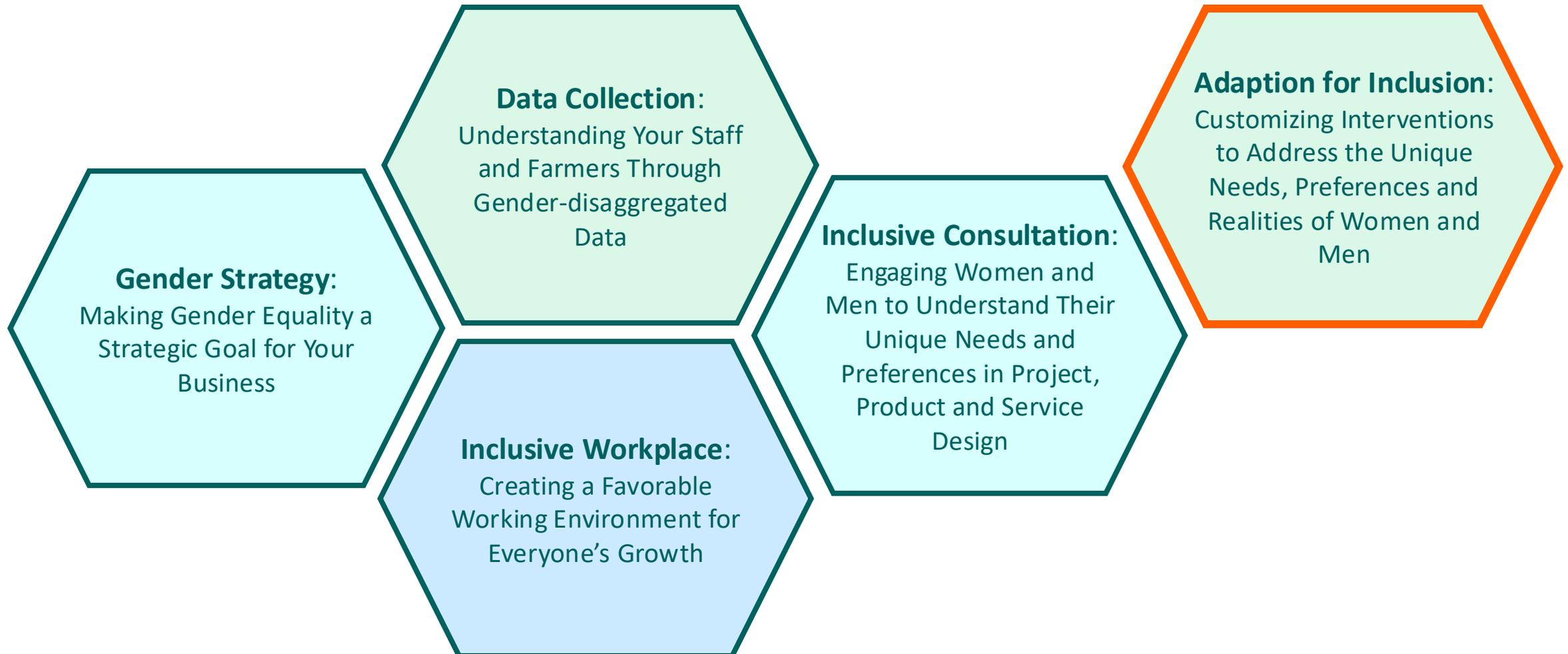
## Government & Support Organisations

- Economic growth
- Poverty alleviation
- Gender equity

Read more details: <https://farmfitinsightshub.org/resources/gender-transformative-business-models#what-are-gtbms>



# We define five key components for implementing a Gender Transformative Business Model





# Addressing Gender Equality with help from the Innovation Library – Interactive Demo

Imagine the following scenario:

1. You are **bean off-taker and processing company** operating in a rural region of East Africa
2. The majority of farmers engaging in bean production are (young) women faced with structural barriers in access to finance and productive resources
3. A key concern for the businesses is how to provide services to and source produce from these women smallholder farmers in an efficient way

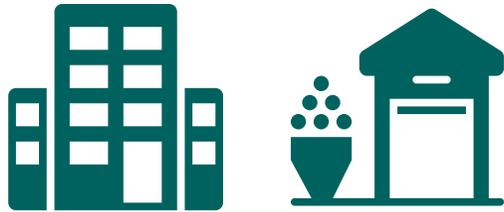
**Your task:** Take a few minutes to identify **farmer-related and business-related objectives** you would like to achieve and use the Innovation Library to **explore potential, practical solutions** to the challenges you're experiencing.



<https://farmfitinsightshub.org/innovation-library>



# The Smallholder Innovation Library saves time for users, enabling faster and better-informed decision-making



## Businesses

- Understand which innovations are suitable and feasible for *their model*
  - ✓ Faster decision making
  - ✓ Reduced risk of failure
  - ✓ Smarter scaling and growth



## Support Organizations & BDS Providers

- Design interventions with a clearer sense of what to recommend and expect
  - ✓ Targeted, context-relevant support
  - ✓ Improved guidance and access to insights
  - ✓ More effective resource allocation



# The Innovation Library will continue to bridge key knowledge gaps on business model innovation

Where we want to go...

## More Knowledge



Additional smallholder-inclusive business model innovations



Integration of more quantitative data



Extra Innovation Guides and Case Studies



Increased addition of external resources

## Improved Usability & Interactivity



Crowdsourcing of smallholder-inclusive business model innovations



Integration of practical tools



Contact form for implementation advisory



Enhanced navigation and filters



# Questions for discussion

1. What innovations are most appealing when supporting Agri-SMEs to better engage women (and youth)?
2. How do you see your organization using the tool? Does it make your work easier?
3. What is the use case of the Innovation Library for the Agri-SMEs or BDS Providers that you work with?

Day 2

Deep-dive

# Thank You

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Ministry of Foreign Affairs



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