



## Gender makes Business Sense+ (GmBS+)

### Boosting the economy with gender equality

#### Gender equality is good for business

Studies show that women's economic empowerment is essential for inclusive growth in Africa! If women in agricultural enterprises have access to inputs, knowledge, and other production factors, they could increase yields by up to 30%, raising the total agricultural output in the global South by up to 4% and reducing food insecurity by up to 17% (FAO 2011).

Agribusiness training focusing purely on production and business planning has not been enough to put out the desired impact on Africa's agricultural sector. Typically, women receive a certificate but are not empowered at the training centre level. Trainings are business centered but not gender-transformative, which undermines the results of the existing and created businesses.

GmBS+ is based on human-centred design and anchored in a holistic approach that explores business development skills and mindset, culture, and belief systems regarding gender. As such, it initiates sustainable change in gender relations that is irreversible. The material is built on the work undertaken by GIZ projects: Agricultural, Technical, Vocational, Education and Training for Women (ATVET4W) regarding gender transformative change and Employment for Sustainable Development in Africa (E4D) in cooperation with AUDA-NEPAD.



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Implemented by

## What is GmBS+?

GmBS+ is a 5-day practical capacity development journey for agripreneurs that enhances their understanding of business with an integrated gender dimension to thrive with a new mindset. The GmBS+ journey shows how a collaborative approach between women, men, public and private sector, and communities can systematically change the gender imbalances in all agribusiness value chain segments. The purpose of GmBS+ is to improve the well-being of the agripreneur and their communities by creating thriving and profitable agribusinesses that enable employment opportunities.

Participants of the training – both women and men – are equipped with practical business management skills, business tools, financial know-how and understanding of the socioeconomic impact of gender dynamics to make better business.



That is Maimouna! She accompanies the agripreneurs in their learning journey.

## Why is GmBS+ transformative?

GmBS+ is about Gender Transformative Change, systematically tackling power relations at the root causes, by initiating behavioral change at various levels and stages, from agripreneurs but also from policy actors in national ministries and GmBS+ facilitators in the field.

Through the experience-based learning approach, women and men agripreneurs raise their awareness on the potential of gender equality for their business and start to make more inclusive business decisions that are collaborative, cost-efficient and strategic. Women particularly benefit from this training because it creates a safe environment for them to discuss their business ideas and challenges alike, thus gaining insights that will increase income and profit share.

## Why is GmBS+ good for business?

From developing their business vision to managing their business finance, agripreneurs acquire the tools as well as the mindset to improve their business. With GmBS+ agripreneurs develop their knowledge and skills with numerous practical business cases and learn how to use an extensive gender and business toolbox.

### Benefits



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<b>Contact</b>	Linh Feldkoetter, <a href="mailto:linh.feldkoetter@giz.de">linh.feldkoetter@giz.de</a>

<b>Design/Layout</b>	Julika Stauber, Lou Lefort
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