



CAREC Gender Strategy 2030

Overview

9 August 2022 | Istanbul, Türkiye



Outline

A decorative graphic consisting of a thick white horizontal bar at the top, followed by several thin white horizontal lines below it, all set against a blue background.

01 Rationale and Context

02 Strategy Implementation:
Gender TA

03 Strategy Implementation
Status Update

04 Communication Strategy

Rationale – Why Gender Strategy for CAREC?



Rationale – Investing in women makes economic sense

Better returns to investments

Gender Lens investors receive excess returns of 3.5%, on average ^a

Better performance in climate risk mitigation

Boardroom gender diversity is linked to better performance on developing policies and methods to address CC ^b

Foster creativity and innovation

Gender diversity is associated with greater R&D and innovation ^c

Secure a larger talent pool

Transition to net zero and resilient economies will create 65m jobs requiring participation of men and women ^b

Reach new market segments

Targeting the needs of women opens up last-mile markets and grows sales of clean energy products ^d

a Credit Suisse.2019. CS Gender 3000 Report

b 2X Climate Finance Task Force. 2021. Ways to Gender-Smart Climate Finance: Climate Change Mitigation.

c Boris Groysberg, Yo-Jud Cheng. Diversity at the Board Level Can Mean Innovation Success. MIT Sloan Review.

d IFC Gender Case Study. Women Entrepreneurs Light the Way for Solar Products in India.

Context and Rationale

- CAREC countries share **common challenges** in improving the quality of lives of women.
- **Opportunities have been missed** to mainstream gender effectively across regional projects supported under CAREC.
- CAREC countries **can learn from each other** on strengthening their national approaches on gender mainstreaming.
- **Regional support under CAREC** can add value to national efforts and programs for gender.
- All CAREC countries have **committed to the SDGs and to key international gender equality agreements.**

Table 1: UNDP 2021 Gender Inequality Index Ranking for CAREC Countries

Country	Value	Ranking
China	0.168	39
Kazakhstan	0.190	44
Uzbekistan	0.288	62
Tajikistan	0.314	70
Mongolia	0.322	71
Azerbaijan	0.323	73
Georgia	0.331	76
Kyrgyzstan	0.369	82
Pakistan	0.538	135
Afghanistan	0.655	157
World	0.436	—

Source: UNDP Human Development Reports.
 Note: There is no overall ranking for Turkmenistan in the Gender Inequality Index

Context and Rationale



Context and Rationale: Key Entry Points

Agriculture and Water Cluster

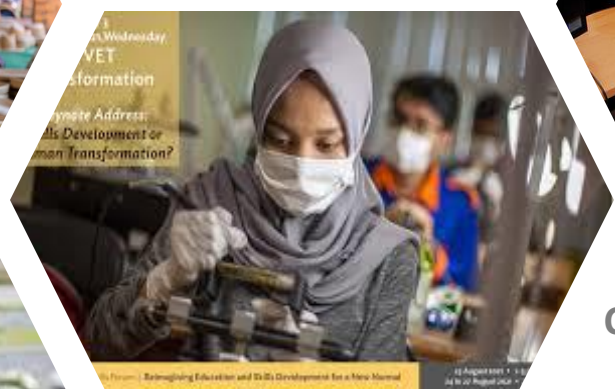
Trade, Tourism, and Economic Corridors Cluster



Information and Communication Technology



Economic and Financial Stability Cluster

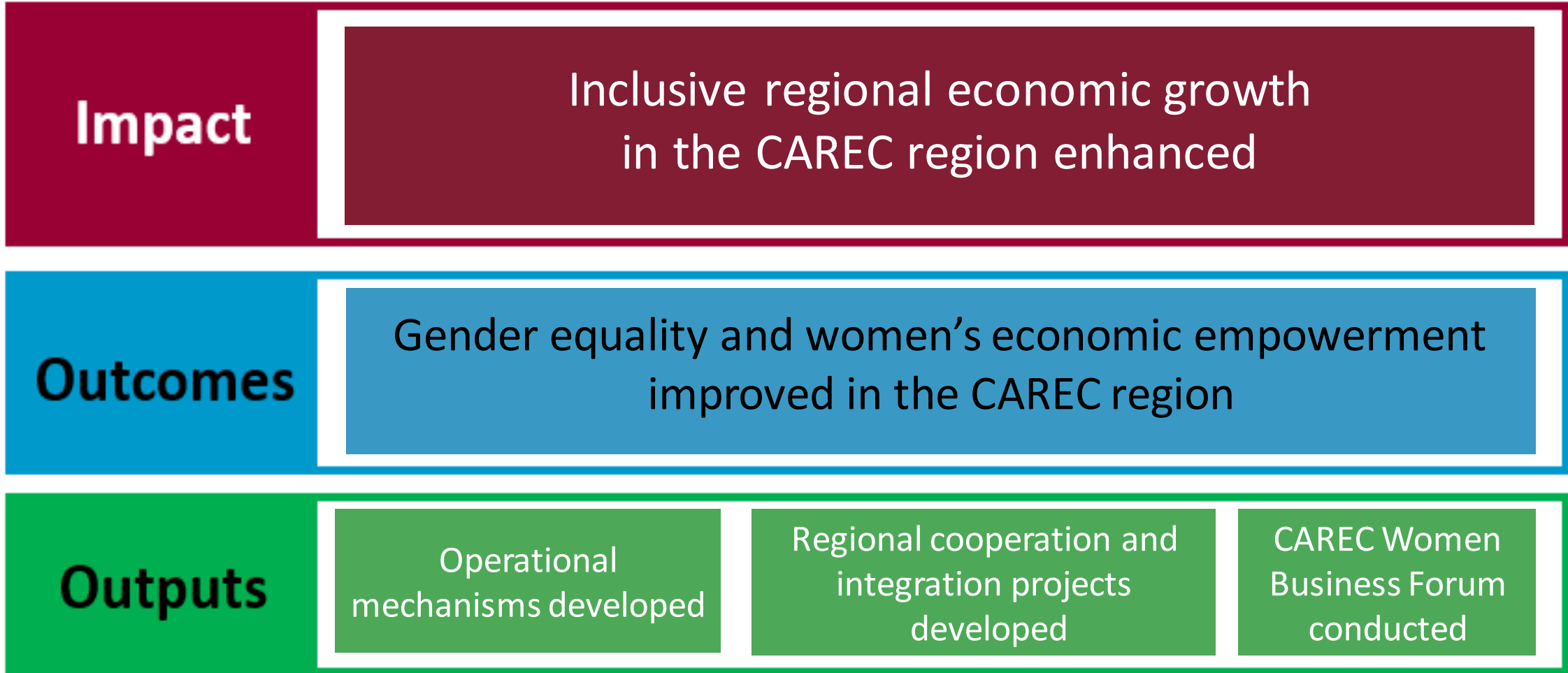


Human Development Cluster



Infrastructure and Economic Connectivity Cluster

Implementation: Gender TA Results Chain



Results



Implementation: Gender TA Outputs and Key Indicators

1

Operational mechanisms developed

- Regional Gender Expert Group (RGEG)
- Online CAREC gender database
- Regional Gender Action Plan
- Regional knowledge exchange dialogue

2

Regional cooperation and integration projects developed

- 2 Piloted activities
- 2 Concepts for regional/national projects
- 3 Knowledge products

3

CAREC People's Forum conducted

- 3 CAREC People's Forum dialogues
- A virtual information and knowledge sharing platform

Note: **\$300,000** will be financed on a grant basis by ADB's Technical Assistance Special Fund (TASF 7) to support innovative ideas, piloting activities, and developing regional cooperation and integration projects focusing on women's economic empowerment.

Implementation: Gender TA Outputs and Key Activities

	2021	2022	2023	2024
Output 1: Operational mechanisms developed	Develop the RGEG TORs and an operational plan by Q4	Establish the RGEG with finalized TORs and the list of experts by Q2	Develop and launch a CAREC gender database including a user guide by Q4	Operate the gender database with capacity development activities by Q3
Output 2: Regional cooperation and integration projects developed			Develop a regional plan for WEE and participation by Q4	Convene regional knowledge exchange dialogues by Q3
Output 3: CAREC People's Forum conducted	Develop a concept for the establishment of a CAREC People's Forum by Q4	Prepare implementation and reporting plans by Q1. Start pilot activities to support the implementation of a People's Forum in Q2.	Pilot activities and develop two concepts of regional or national projects for WEE and participation by Q1 Conduct studies on improving gender equality and women's economic empowerment by Q4	Produce, disseminate, and discuss the knowledge products as planned by Q3 Convene, monitor, and report on CAREC People's Forum dialogues by Q3

Gender TA Status Update: Completed key activities by 2022

Key activities

1.1 Develop the **RGEG TORs** and an operationalization plan for the CAREC Gender Strategy 2030, including a monitoring and evaluation mechanism

1.2 Establish the RGEG with finalized TORs and **the list of experts**

1.3 Facilitate the RGEG (The RGEG inaugural meeting)

3.1 Develop a concept for the establishment of a CAREC People's Forum equipped with a virtual and/or in-person information and knowledge sharing platform

3.2 Prepare **implementation plans** including activities, timeline, budget, monitoring and evaluation, and reporting plans

Milestone

Status

Q4 2021

Completed

Q2 2022

Completed

Q3 2024

Ongoing

Q4 2021

TBD

Q1 2022

TBD

Key activities proposed to be discussed in the Workplan

- Establish the Regional Gender Expert Group (RGEG)
- Create online CAREC gender database
- Regional cooperation and integration projects for women's economic empowerment
- Support effective integration of gender concerns in CAREC operational clusters – Gender Assessment and Gender Action Plan
- CAREC Women Business Forum

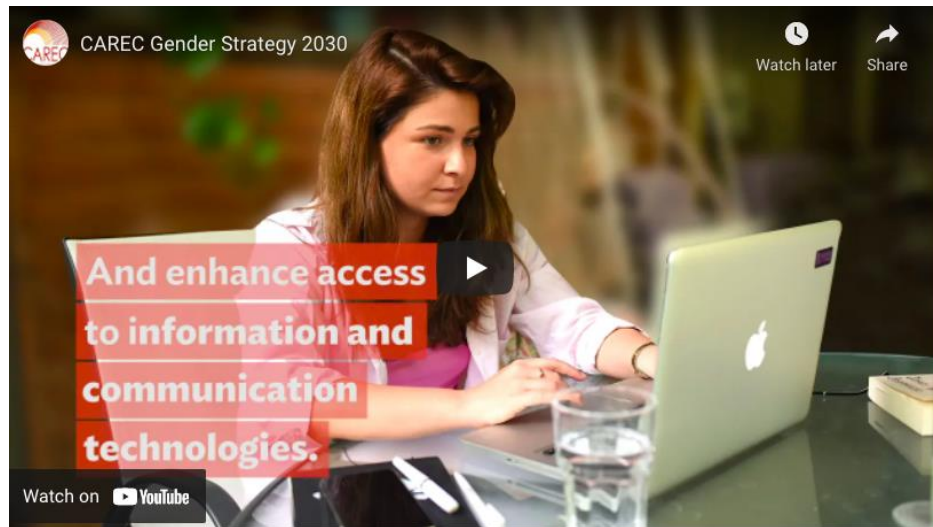
Gender TA Communications Strategy

- Send newsletters to the Regional Gender Expert Group, ADB staff, businesswomen, other relevant readers.
- Create a microsite or improve the webpage for CAREC Gender Strategy 2030 by adding more simplified, engaging content like FAQs, articles, videos, etc.



Gender TA Communications Strategy

- Create “readable” feature videos. (Example: Case studies on successful women entrepreneurs that falls under CAREC 2030’s five operational clusters.)
- Create social media pages. Regularly post updates on the program.
- Share photo quotes. Captions should have a “read more” portion that leads to webpage content.



Gender TA Communications Strategy

- Launch and manage CAREC Businesswomen Champion online community platform.



- Organize virtual forums with stakeholders.
- Connect with journalists covering gender issues.

