



Financing women's organizations and entrepreneurs using climate finance and markets



Who We Are



WOCAN's purpose is to advance women's empowerment and collective action to tackle climate change, poverty and food insecurity within enabling environments.

US –registered global network with over 1450 Members in 114 countries, who have expertise in agriculture and NRM

20+ Core Associates, trainers and W+ Experts

Provider of gender and climate services for gender training, assessment, gender action plan development and technical assistance for W+ Standard



The W+ Standard



What it is: standard/certification framework that provides metrics and procedures to quantify, verify and monetize women's empowerment results within projects and supply chains.

Founded by WOCAN in 2015 to:

1. Increase rigor and accountability of gender policies/initiatives
 2. Incentivize new investments and actions for gender, esp. in climate sectors
 3. Create a new revenue stream for women's organizations
- ✓ Received the UNFCCC's Women for Results Momentum for Change Award in 2016
 - ✓ First-ever, women-specific standard that measures women's empowerment in a transparent & quantifiable manner
 - ✓ Quantifies commitments related to SDG #5
 - ✓ Gives a monetary value to results and creates a market- & results-based financing mechanism
 - ✓ Creates a new channel to direct financial resources to women project beneficiaries
 - ✓ Is included in the Verified Carbon Standard (VCS/VERRA) to provide a label for a carbon credit

What it measures



- **The W+ Standard measures six domains critical for women's empowerment:**
 - Time
 - Income & Assets
 - Health
 - Leadership
 - Education & Knowledge
 - Food Security
- **These were determined together with rural women from Nepal and Kenya alongside gender experts. Methods were developed to measure and quantify progress for each of these domains.**
Note: not all domains need to be used

How it Works

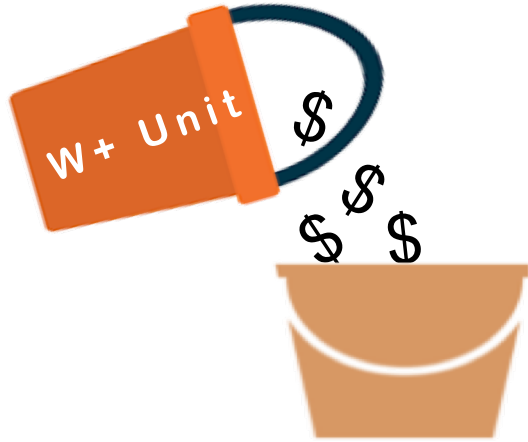


1. Project is registered and certified with project activities benefiting women in 1 or more of 6 domains

2. W+ units are sold to companies and other institutions

3. Women receive a minimum of 20% of the value of W+ unit sales, providing additional benefits through a direct channel of income

Who benefits? Triple win solution



WOMEN

Benefits and revenue for women engaged in the project
[At least 20 %] to support self-determined adaptation activities



CLIMATE PROJECT DEVELOPERS

Reimbursement for costs of project activities & measurement plus funds for additional women's empowerment activities



UNIT BUYERS

Verified outcomes for SDG #5 and social returns

Example: Transformative changes in women's lives in Nepal

- Govt. provided biogas units and measured/sold GHG units. Women's labor (unpaid) enabled functioning and maintenance of biogas digesters resulting in climate mitigation, forest conservation and GHG units.
- W+ Standard measured the time saved for 7,200 who replaced their wood-generated stoves, relieving them of the need to collect fuel wood from the forest and saving 2.26 hours per day.
- By eliminating this time-consuming, labor-intensive task, women gained time for leisure and self-improvement, planting vegetable gardens, and engaging in income generation and community activities.
- Women's groups received revenue from W+ unit sales, used for livelihood and climate adaptation activities.



Value of the W+ Standard for Climate Finance



Activities

- Enhance project design for gender and women's empowerment, using W+ Standard as design and monitoring framework
- Use as a screen across portfolios of climate investments to assess performance for gender
- Measure and report on results within climate projects funded by the GCF, development organizations, companies and private sector climate funds
- generate W+ units or W+ labeled carbon units

Results

- Increased gender integration for **outcomes**, with qualitative metrics beyond numbers of women
- Increased accountability, transparency and confidence that projects and activities are producing results that include and benefit women, avoiding risk of 'pink washing'
- Revenue source for sustainability of projects' gender activities through sale of W+ units
- **Provides revenue for both investors and women's groups** through benefit-sharing mechanism for self-determined adaptation initiatives, thus:
- Provides mechanism for climate mitigation finance to fund adaptation responses by women

More information

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