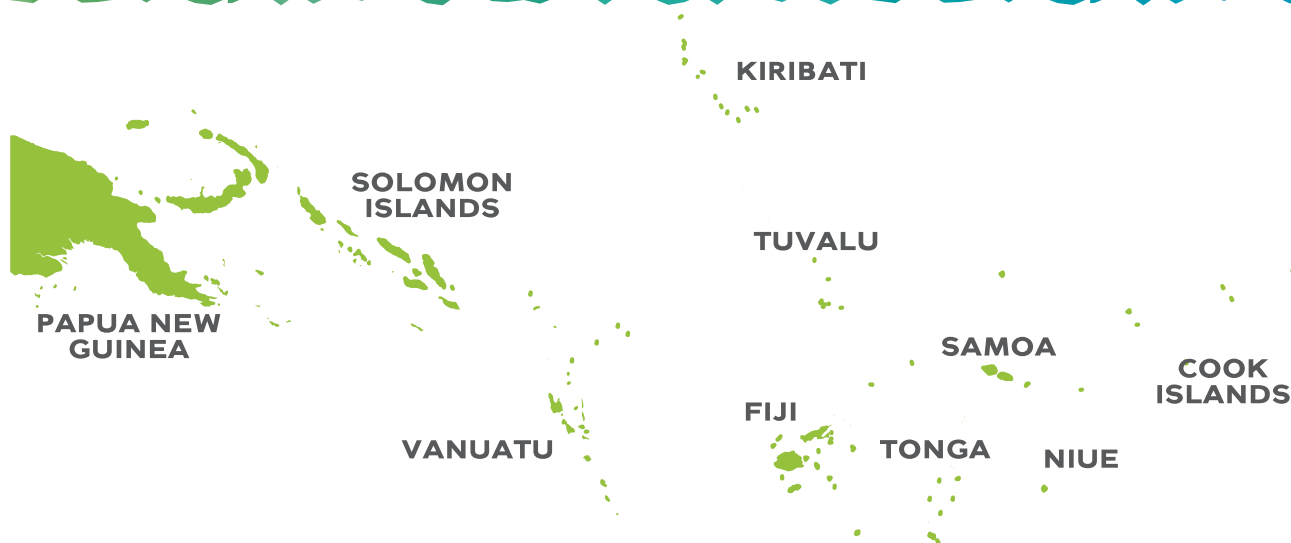


PHAMA PLUS: GROWING INCLUSIVE PACIFIC LIVELIHOODS AND ECONOMIES



Pacific Horticultural & Agricultural Market Access Plus Program

Supported by Australia & New Zealand



PHAMA Plus supports economic growth and improved rural livelihoods for the people of ten Pacific countries, (Cook Islands, Fiji, Kiribati, Papua New Guinea, Niue, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu), by being commercially focused, export-oriented, sustainable and inclusive.

We do this by ensuring that PHAMA Plus investments are inclusive and benefit women, men, people with disabilities (PWD), youth, and people living in remote communities (RC) as articulated in the Program's Gender Equality, Disability, and Social Inclusion (GEDSI) Strategy.

THE PHAMA PLUS GEDSI STRATEGY - IN A COCONUT SHELL

Our Strategy has three core objectives:

- Women, PWD, youth and RC participate in, and benefit from, program investments.
- PHAMA Plus contributes to the business case for GEDSI and promotes awareness and capacity to address GEDSI with our key partners.
- PHAMA Plus contributes to the development priorities and goals of Australia, New Zealand and each of our partner countries' related to GEDSI, including women's economic empowerment.

Pacific market systems are not equal. Men, women, PWD, youth, and RC experience market systems differently, and often perform pre-determined roles that reflect existing socio-cultural norms and values. There is an opportunity to nudge these practices forward through the introduction of new business models and approaches to create more inclusive market systems - a win-win outcome - with marginalised groups having the opportunity for empowerment, and businesses gaining access to a bigger pool of resources with a more diverse set of skills and experiences.

PHAMA Plus adopts a twin-track approach to GEDSI - whereby we mainstream GEDSI through deliberate consideration in all aspects of our work, including activity and partnership planning, program operations, governance, communications, monitoring and results management. We also develop targeted interventions that are specifically designed to address persistent challenges and barriers holding women, PWD, youth, and RC back from fully participating in agricultural value chains.

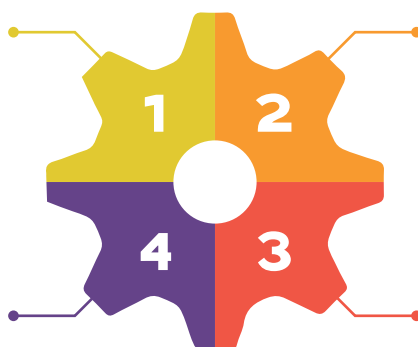


'HOW' WILL WE DO THIS?

We have identified four areas (or 'drivers') where we will focus our efforts:

Addressing adverse social norms which dictate the roles people play in agricultural production and their opportunities for empowerment.

Building assets, and access to assets (such as training, support, information, services, land and other assets), for women, PWDs, youth, and RCs in agricultural value chains.



Strengthening the visibility, voice and representation of women, PWD, youth, and RC in decision-making.

Changing business culture and practice to be more inclusive of women, PWDs, youth, and RCs.

These drivers of economic empowerment are the basis for all our GEDSI work – they support our GEDSI analysis of value chains, help us identify actors and opportunities, design interventions and for monitoring and reporting progress, achievements and lessons learned.

ROLES AND RESPONSIBILITIES

The PHAMA Plus Country Teams have overall responsibility for implementing the GEDSI Strategy, with technical guidance from the PHAMA Plus GEDSI team. They will use the GEDSI drivers as a framework for better understanding the sectors they work in and to identify opportunities for the Program to support activities that will nudge socio-cultural norms in support of inclusive growth and development. The country teams will then work closely with PHAMA Plus partners and stakeholders to design, implement and monitor specific GEDSI activities. These activities are reflected in concept notes, intervention descriptions, and partnership agreements.

All partners are expected to select GEDSI activities that are relevant and useful to them. These can come from the PHAMA Plus GEDSI Activity Pack, or be developed by the Partner. PHAMA Plus will then support the partner, financially and technically, to

implement these activities and monitor and evaluate the results. Through these results, PHAMA Plus will build the business case for addressing GEDSI in agriculture and demonstrate the results that can be achieved by applying a GEDSI lens to business operations and ensuring a safe, inclusive, workplace where opportunities are not based on gender, ability, religion or age.

We use a range of different mediums to communicate PHAMA Plus GEDSI results and to share the business case for addressing GEDSI. These include case studies, reports, socials, press releases, brief presentations, workshops and interactive learning sessions. We also seek to partner with other stakeholders and actors to build partnerships and further elevate our collective GEDSI and WEE efforts across PHAMA Plus focus countries to build an inclusive, resilient and prosperous Pacific Island region.

GET IN TOUCH

If you would like know more about our GEDSI work, contact PHAMA Plus Program Manager GEDSI **Kassandra Betham** on k.betham@phamaplus.com.au or visit our website: www.phamaplus.com.au