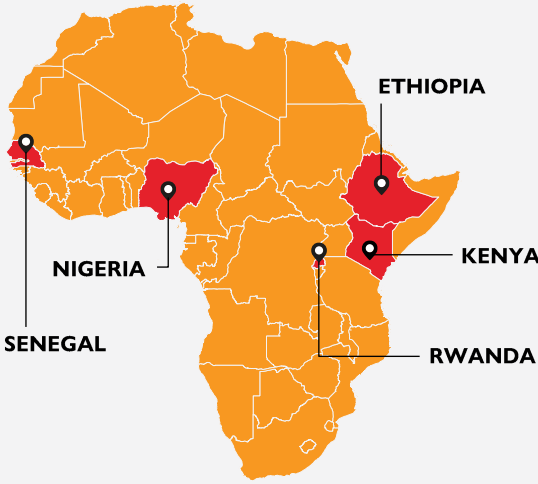


Manufacturing Africa is a regional programme that aims to reduce poverty in Africa by attracting £1.2 billion of foreign direct investment into manufacturing and creating 90,000 jobs over 7 years (2019-2026). The programme is funded by the UK government through the Foreign, Commonwealth & Development Office (FCDO).

## SUPPORTING GENDER SMART MANUFACTURING

### FOCUS COUNTRIES



**PROGRAMME GOAL**  
Reduce poverty by attracting **£1.2 billion** of foreign direct investment and create **90,000 jobs**

**FUNDING**  
UK government through the Foreign, Commonwealth & Development Office (FCDO)

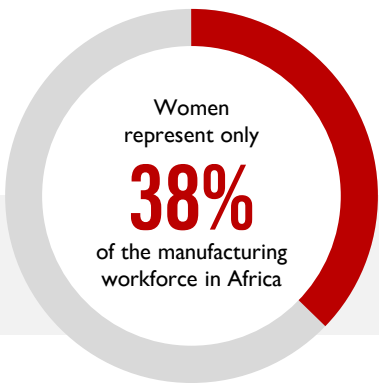
**IMPLEMENTING CONSORTIUM**  
McKinsey & Company, BDO, TechnoServe, Reformatics, Steward Redqueen

**STAKEHOLDERS**  
Investors, investees, manufacturers, governments and investment promotion agencies

**PERIOD OF PERFORMANCE**  
7 years (2019-2026)

**FOCUS SECTOR**  
Manufacturing

MA focuses on investments that maximise development impact by creating employment, increasing local sourcing, promoting gender, economic and social inclusion (GESI), and safeguarding the environment. **Manufacturing Africa promotes gender smart manufacturing which means being intentional about incorporating a gender lens across all operational decision making of a company.**



Did you know that for every **1\$** earned by a man in manufacturing, services and trade, women earn just

**70CENTS**

### WHY PROMOTE GENDER EQUALITY?

**GENDER EQUALITY IN MANUFACTURING IS THE SMART THING TO DO. IT YIELDS A 'DIVERSITY DIVIDEND' THROUGH...**

- Improved commercial outcomes and profitability
- Increased innovation and resilience and reduced risk
- Building positive brands - attracting investors, consumers, partners and top talent
- Creating a competitive advantage

**MANUFACTURING CAN DIRECTLY AND INDIRECTLY IMPACT WOMEN'S ECONOMIC OPPORTUNITIES:**

- Directly through the jobs and entrepreneurship opportunities offered in manufacturing sectors and their value chains
- Indirectly by manufacturing products that unlock economic opportunities for women or reducing their time spent on unpaid household care work.

**Advancing women's equality in Africa could add \$316 billion or 10% to GDP in the period to 2025 (McKinsey, 2019)**

- The lost economic opportunity of gender inequality is profound. It's both this lost opportunity, and the moral imperative to ensure full rights for women and girls globally, that has driven much of the recent growth in gender lens investing.
- Manufacturing Africa is supporting gender-smart manufacturing companies to attract FDI investment, including from gender lens investors, to create jobs and inclusive economic growth in Africa.
- Gender lens investing is a fast growing sector with global assets under management reaching over \$17bn in 2021 (Source: Suzanne Biegel, Catalyst at Large, 2021).

### THE GROWTH OF GENDER LENS INVESTING

"Gender lens investing is the practice of investing for financial return through the lens of female empowerment" - Tribe Impact Capital

"Investing with the intent to address gender issues or promote gender equity" - GIIN

### HOW CAN MANUFACTURING AFRICA SUPPORT YOUR COMPANY TO BECOME GENDER SMART?

Co-develop international standard gender and diversity policies that conform to national labour and gender laws on equality and meet investor due diligence requirements.

Assess your company's baseline and jointly identify gaps and recommendations to promote gender equality in leadership, the workplace and the supply chain.

Create investor memos that include a compelling description of your firm's gender equality aims and wider ESG goals where applicable.

Outreach to wider ESG and gender lens investor base who prioritise gender and inclusion outcomes, such as the 2X Collaborative.

Increasingly investors believe that gender lens investing is just **good** investing.

To truly move the needle on gender-smart investing, we need to engage both men and women to close gender gaps.

Manufacturing Africa promotes workplace gender equality through TA support for gender smart manufacturing.

This means being intentional in terms of building in a gender lens across all operational decisions of a manufacturing company including:

- Entrepreneurship** - Woman founder or ownership %; and/or
- Leadership** - % Women in senior management or the Board; and/or
- Employment** - % Direct, indirect or supplier value chain women employees or women's job quality; and/or
- Consumption** - Products designed for and/or aimed disproportionately at women.

Testimonial from a veterinary medicine company we have recently supported to become more gender smart. The company engages with women across the entire chain, has more than 40% women employees and engages with 300+ women retailers and though men are predominant in owning livestock, it is often women who are responsible for rearing and caring for the animals.

**"The GESI support has been a revelation to our company. While we are pioneers in this innovative niche of veterinary pharmaceuticals, we were asleep in regard to the value of mainstreaming Gender issues in our company, till MA woke us up. [We] will henceforth be a champion of equal opportunity employment and hopefully harness the opportunities and advantages that accrue from focusing on Gender mainstreaming. We thank you Manufacturing Africa".**



### Manufacturing Africa and the 2X Challenge – Collaboration to invest with a gender lens in gender smart manufacturing companies

The 2X Challenge was launched in June 2018 by the Development Finance Institutions (DFIs) of the G7 nations, and is now a collaborative of over 15 DFIs to support gender lens investments and initiatives that advance women's economic empowerment and gender equality.

Manufacturing Africa is proud to announce a collaboration with the 2X Collaborative to build the case for investing in gender smart manufacturing in Africa.

This programme is funded by UK aid from the UK Government; however, the views expressed do not necessarily reflect the UK government's official policies.

For more information contact us at [info@manufacturingafrica.org](mailto:info@manufacturingafrica.org)