



Ensuring Benefits to Women

The W+ Standard is a unique certification label developed by WOCAN that endorses projects that create increased social and economic benefits for women participating in economic development or environment projects, including those that provide renewable energy technologies, time and labor saving devices, forest and agriculture activities, and employment opportunities.

The W+ is thus an innovative framework to quantify and monetize the social capital created by women, to recognize and reward their contributions to sustainable environments and communities.



The W+ measures women's empowerment in six domains: Time, Income & Assets, Health, Leadership, Education & Knowledge and Food Security. It produces quantified women-benefit units that contribute towards post 2015 Sustainability Goals (SDGs), Climate Financing or Corporate Social Responsibility (CSR) targets.

Why a W+ Standard?







In much of the world, women comprise the majority of farmers and natural resource managers, yet are often excluded from decision-making and do not have an equal access to resources. Strengthening women's empowerment will provide environmental, social and economic benefits for climate change adaptation and mitigation, resilience and food security.

Governments, development agencies and investors are increasingly funding women's empowerment/ gender equality, based on women's rights and evidence of improved project outcomes. However, what is lacking for many is a robust means of measuring these outcomes in a way that can be simply communicated.

How will the W+ Standard be implemented?

Existing or new projects should assess how the W+ can be integrated into their project. Any type of economic development or environment project is potentially applicable: forest, renewable energy, clean water, agriculture, etc. Projects must plan for and measure progress in at least one of the six domains: Income and Assets, Time, Education and Knowledge, Leadership, Food Security and Health. Once projects are defined and underway their outcomes will be monitored and measured and verified by an external auditor that has been approved by WOCAN. Organizations/projects that have obtained satisfactory results will be issued W+ certificates for a specific number of units which can then be sold to corporations, investors and individual buyers. The W+ will also provide a new revenue stream to women and their groups through benefit sharing mechanisms required by the Standard.



	<u>Domain</u>	<u>Example Outcome</u>	<u>Example Indicator</u>	<u>Example Activity</u>
	Income and Assets	Increased community funds under women's control	<ul style="list-style-type: none"> • Increase in Assets (land, trees, equipment, livestock) 	Support development of women's savings and loan initiatives (ex. through seed funds)
	Time	Improved well-being and increased productivity	<ul style="list-style-type: none"> • Increased discretionary time. • Increased sharing of women's work 	Provision of time saving technologies and tools
	Education (and Knowledge)	Increased knowledge and skills	<ul style="list-style-type: none"> • Increased access to literacy/ numeracy, business skills, and agriculture and health skills 	Classes or training and site visits to see successful activities of others
	Leadership	Increased decision making roles for women	<ul style="list-style-type: none"> • Increased representation in governance bodies. 	Establish quotas for representation of women in governance bodies
	Food Security	Increased food security (decrease under and malnutrition)	<ul style="list-style-type: none"> • Decrease in period of Food insecurity (determined locally) 	Provision of technical inputs (including seeds, tools, storage bins, irrigation, etc.)
	Health	Improved health	<ul style="list-style-type: none"> • Improved air , water quality 	Installation of improved services (e.g. cook stoves, methane digesters)