

October 2022

Case Study

How can gender-responsive media effectively increase women's economic empowerment?



Foreword

This case study is one of a four-part series designed to understand the effectiveness of the WIN Program's interventions to increase women's economic empowerment, from a gender and business perspective, and to capture successes and lessons learned.

The series includes case studies on achieving women's economic empowerment through four of WIN's intervention areas: media, financial services, distribution and management tools.

The **WIN Program** is a five-year initiative implemented by **TechnoServe** and financed by the **Embassy of Sweden in Mozambique**. Our objective is to economically empower women in Mozambique by enabling their participation in the economy. To do this, we support the private and public sector to test practices that enable them to sustainably reach women as potential customers, suppliers and business partners.

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Summary

Private sector companies can bring about changes in their market by addressing the constraints that low-income women face. For these women, this leads to increased access to business services and an improved business and employment environment.

These changes not only benefit the women micro-entrepreneurs, but also expand and diversify the audiences for media programs and help companies reach new markets.

This is why WIN has partnered with media actors to change attitudes around women's entrepreneurship and increase their incomes.

This case study aims to share insights on how gender-responsive media can effectively increase women's economic empowerment, focusing on:

- 
Examples of media interventions
- 
Benefits for women and the private sector
- 
Lessons learned
- 
Key takeaways

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Context

Challenges & Opportunities for Women and Businesses

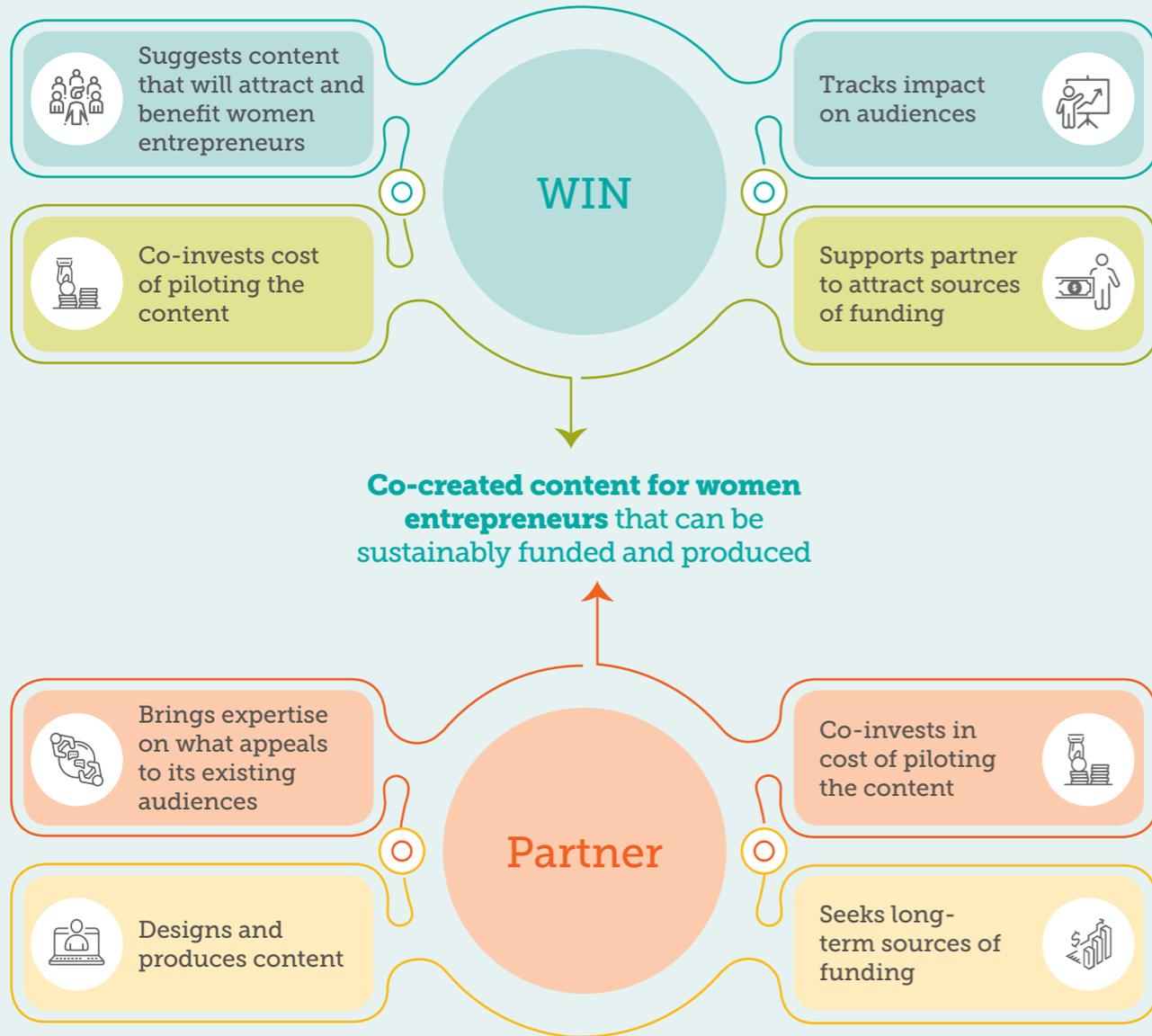
In Mozambique, female micro-entrepreneurs face more challenges than their male counterparts. For example, **some experience time constraints due to family responsibilities, less access to financial services, and a lack of autonomy and control over their income and assets due to societal norms and expectations.**

By featuring women micro-entrepreneurs as capable and responsible; and broadcasting more gender-responsive information in the media, women micro-entrepreneurs will acquire the confidence and information they need to start and expand their businesses, ultimately increasing their incomes. This media can also change attitudes around women's economic empowerment, encouraging men to be more supportive of women's economic participation.

As broadcast media reaches millions of Mozambicans, and the growing use of internet and social media provide even newer opportunities to access information, media is a powerful tool for creating social and economic change for its audience as well as increasing opportunities for businesses to reach new markets.



WIN's activities in the media sector



WIN has tested four different approaches to empower women through media

Program	Moçambique em Concerto	Janete	Escola do Agricultor	Pergunta do Dia	Business skills that can be conveyed using media: <ul style="list-style-type: none"> Anticipating potential barriers to start or grow a business Setting a savings goal Separating household & business finances Identifying business partners Setting clear growth targets
Partner	SUCCESSO	anima	PANAVIDEO MZ	MIRAMAR	
Format	▶ TV and social media	▶ Radio and social media	▶ TV, radio and social media	▶ TV and social media	Social norms that can be conveyed using media: <ul style="list-style-type: none"> Potential for women to succeed in business Importance of male support to women WIN's support to media companies around messaging is based on research of target audience preferences and feedback on viewer engagement
Objective	<ul style="list-style-type: none"> Attract women to entrepreneurship Support women entrepreneurs to improve business performance Change attitudes and norms around women entrepreneurs 	<ul style="list-style-type: none"> Attract women to entrepreneurship Support women entrepreneurs to improve business performance Change attitudes and norms around women entrepreneurs 	<ul style="list-style-type: none"> Attract women to agriculture Support women to improve agricultural practices Change attitudes and norms around women entrepreneurs 	<ul style="list-style-type: none"> Increase gender equity in society Change attitudes and norms around women entrepreneurs 	
Messages	<ul style="list-style-type: none"> Business skills discussed by business counsellors Showcasing successful women entrepreneurs 	<ul style="list-style-type: none"> Business skills using storytelling of successful entrepreneur 	<ul style="list-style-type: none"> Tips for producing and marketing agricultural produce 	<ul style="list-style-type: none"> Audience poll and commentator discussion of major gender equity issues 	

WIN's partners and interventions in the media sector



CLÍNICA DE NEGÓCIOS CHANNEL: TV (TV Sucesso)



Partner

TV Sucesso

A nationwide, Maputo-based television channel that has been in operation for seven years. It simultaneously broadcasts shows on Facebook Live.



Program

Clínica de Negócios (Business Clinic)

WIN and TV Sucesso co-designed and produced a weekly segment on a popular TV show to feature female micro-entrepreneurs and business experts to share information about topics such as stock management, savings, loans, business vs. personal finances, etc.

The intervention also included weekly 3 minute clips of successful micro-entrepreneurs in their businesses, called "Histórias de Sucesso"



Media plan

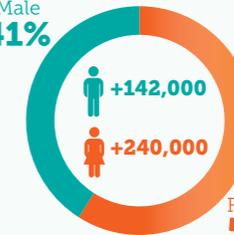
- 10 episodes, 15 minutes each
- Portuguese
- Sunday afternoons (17h)
- During Moçambique em Concerto

Audience profile TV



GENDER

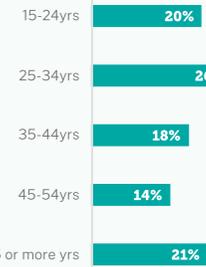
Male 41%



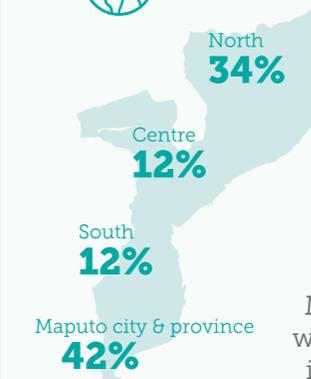
Female 59%



AGE



GEOGRAPHY



Clínica de Negócio's audience

was mainly younger (15-34 yrs) or older (over 55 yrs) women, concentrated in Maputo and the North, with a small percentage in the rest of the South and Centre



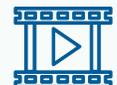
Source: Ipsos monthly audience tracker, sampling in urban and peri-urban areas of Mozambique.

JANETE CHANNEL: RADIO & IVR



Anima

A Mozambican creative content production, communication and social development company that has been in operation for twelve years.



Janete

WIN helped Anima develop a radionovela to entertain and reinforce key themes around entrepreneurship and empowerment to an audience of 40,000 female micro-entrepreneurs. It has also evolved into a sponsored social media platform that promotes good business practices with a gender lens.



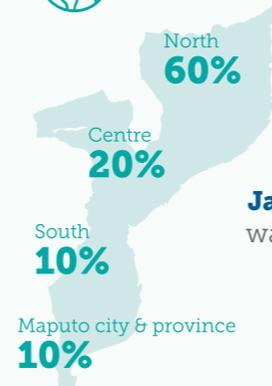
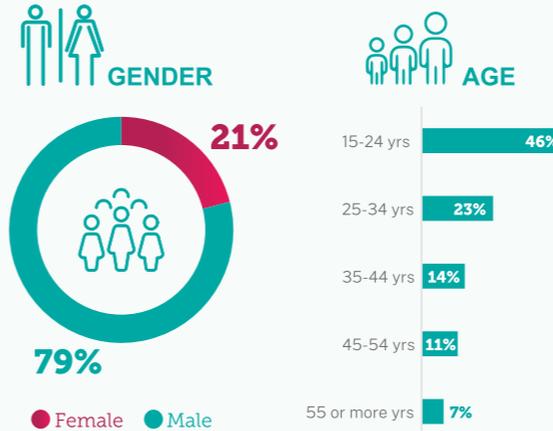
Radio

- 3x national, 6x provincial/community radios
- 26 episodes, 15 min each
- Weekly, morning and/or evening slots
- Portuguese, Changana, Makua, Sena

IVR

- 26 episodes, 3 min each
- Portuguese, Changana, Makua, Sena

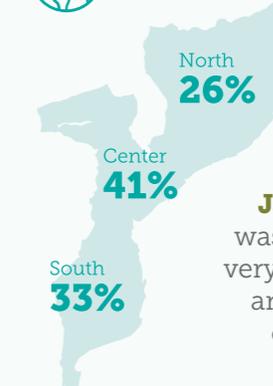
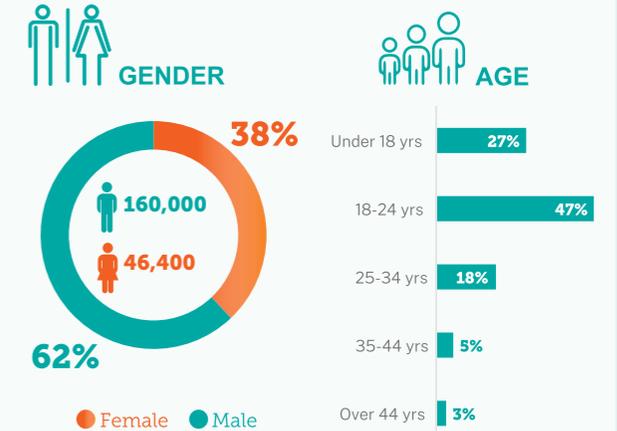
Audience profile radio



Janete's radio audience was predominantly male, young (15-24 yrs), and concentrated in the North (community radios)

Source: Ipsos monthly audience tracker, sampling in urban and peri-urban areas of Mozambique for nation-wide rádios and phone survey for provincial and community radios.

Audience profile IVR



Janete's IVR audience was predominantly male, very young (under 24 yrs), and more evenly spread out across the country

Source: Reports by Viamo. Viamo has field activities in Sofala which influences the geographic distribution of their platform's audience.

ESCOLA DO AGRICULTOR CHANNEL: TV, RADIO & IVR



Partner

Panavideo MZ

A production house that specializes in the production of media and communications content and has been in operation for more than nine years.



Program

Escola do Agricultor

Panavideo has a multi-platform program, Escola do Agricultor, covering good agricultural practices, farming as a business and marketing of agricultural products. WIN advised Panavideo on trying new channels (radio and IVR) to complement its TV program, and on how to include a gender lens to reach more women smallholder farmers



Media plan

TV

- 1 season on RTP, TVM and TVM internacional, 13 episodes, 30 minutes each
- Portuguese
- Weekly, mornings

Radio

- 2 seasons, 13 episodes, 15 minutes each
- 1x national, 35 community radios
- Portuguese, Changana, Makua, Sena
- Weekly with 1x repetition

IVR

- 26 episodes, 3 minutes each

Audience profile radio



GENDER

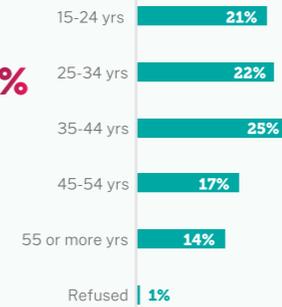


65%

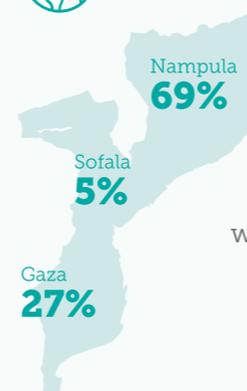
● Female ● Male



AGE



GEOGRAPHY



EdA's radio audience was predominantly male, young (15-24 yrs), and concentrated in the North (community radios)

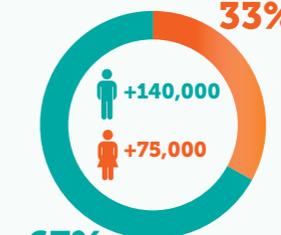


Source: Impact study conducted by Ipsos

Audience profile IVR



GENDER

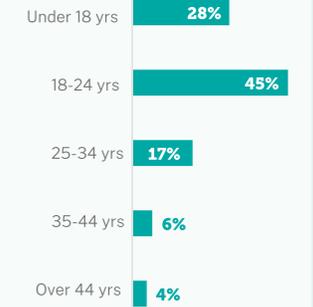


67%

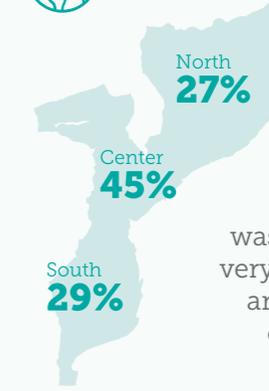
● Female ● Male



AGE



GEOGRAPHY



EdA's IVR audience was predominantly male, very young (under 24 yrs), and more evenly spread out across the country



Source: Reports by Viamo. Viamo has field activities in Sofala which influences the geographic distribution of their platform's audience.



'PERGUNTA DO DIA' AT BALANÇO GERAL CHANNEL: TV AND RADIO (MIRAMAR)



TV Miramar

Television station and member of the world's largest Portuguese-language communication group. It also has programming on its website, Facebook, and some radio broadcasts.



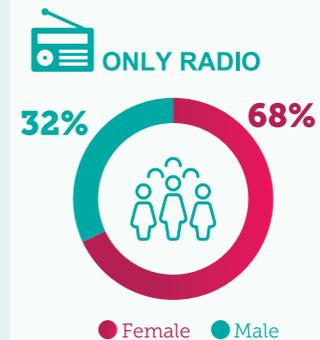
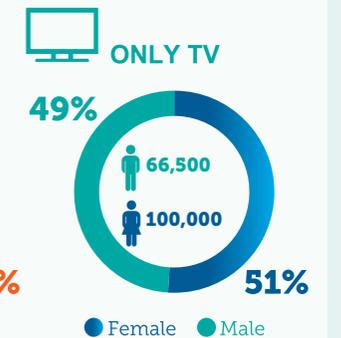
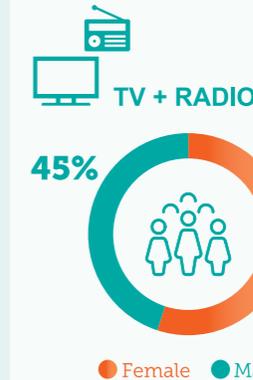
Pergunta do Dia

WIN supported TV Miramar to develop audience polls with controversial questions that challenge the stereotypes about women entrepreneurs. These questions were broadcasted during one of the most popular news programs. The model increased awareness of these topics and encouraged viewer interaction by sharing the polls on Facebook."



- 8 episodes
- Portuguese
- Wednesdays between 12h -15h
- Segment aired during Balanço Geral (TV), then broadcasted on radio and Facebook page

Audience profile TV and radio



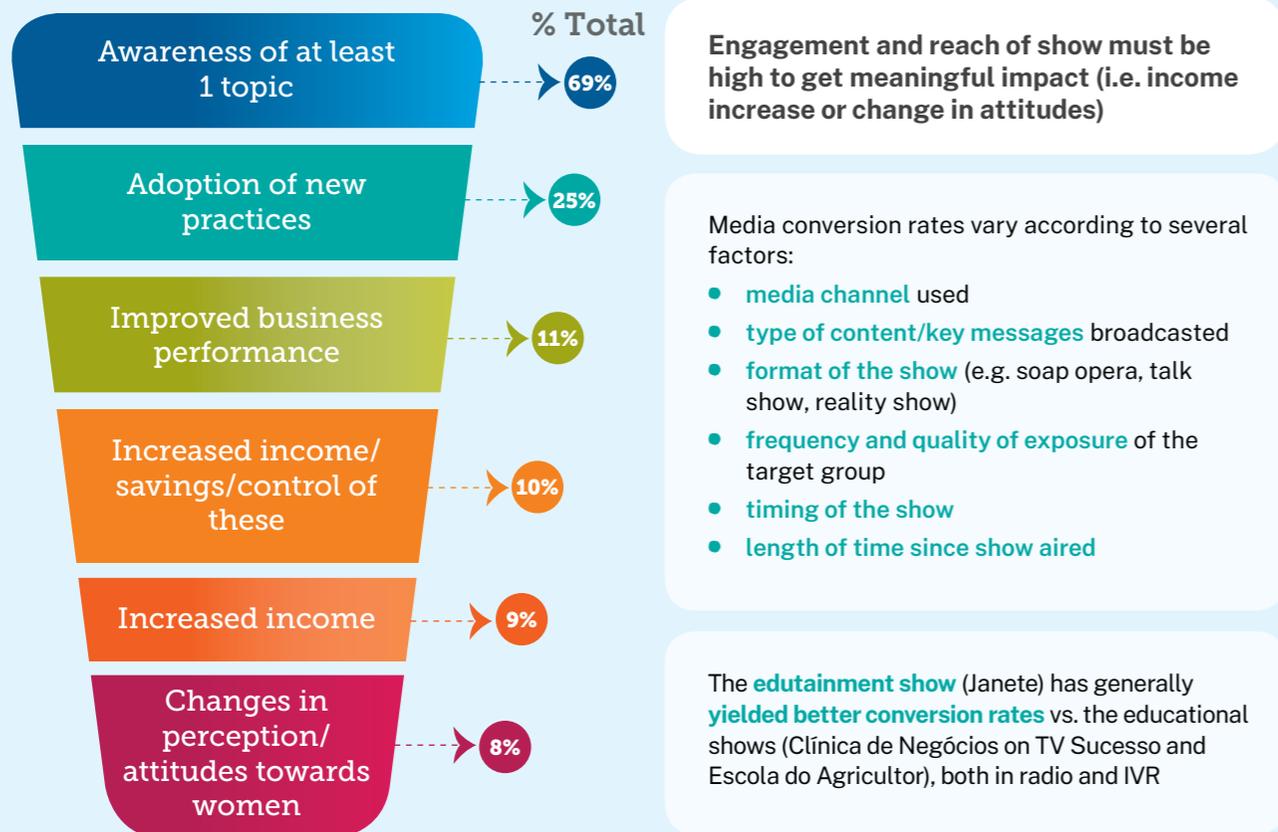
TV audience was evenly split between sexes but the radio audience was predominantly female. WIN does not have access to age or geography data



Source: Ipsos monthly audience tracker, sampling in urban and peri-urban areas of Mozambique | Not presenting data for age and geography as this data was not made available to WIN

How do women micro-entrepreneurs benefit from these interventions?

Impact of media interventions funnels from high reach to selective impact



When reach is large, percentages translate into a lot of women impacted!

+ 450,000 women (& potential) micro-entrepreneurs reached¹
with access to relevant information on business and financial management and gender norms



56,000 women adopted new business practices



25,000 women with increased or greater control of income/savings



28,000 men with improved perceptions and/or attitudes around gender roles and norms²

¹ Data is covers the four previously mentioned programs

² Definition: men who believe women are capable of managing businesses; and men can help with household tasks)

Testimonies of the audience



Self-confidence

Women in agriculture are very important, because we work, earn money, and help our husbands with the expenses. So we feel proud that we are not dependent on our husbands."

- Alda Chauque, listener of Escola do Agricultor

Financial self-sufficiency

Instead of working for someone else and expecting a salary, I could make my own salary and work.

- Amina Balissa (31 yrs), clothing saleswoman, participant in a TV Sucesso segment

Independence

Today I can do my business without going through any issues with my husband, be it psychological or emotional, thanks to Janete tips.

- Isabel Matola, listener of Radionovela Janete

Change in perceptions about women

I learned that after all, women aren't only capable of housework, they are intelligent and able to reinvent themselves in terms of their business.

- Raimundo Mabundo - Listener of the radio-novela Janete



How did media companies benefit from this intervention?

Media companies benefited from expanded and diversified audiences and greater financial sustainability



Increased engagement

- TV Miramar attracted a larger and more diverse audience by introducing gender-related controversial questions in one of their weekly news programs, via live audience polls. Audience data from an edutainment program broadcasted on TV Miramar also showed a relevant increase in viewers. Higher audience figures may help Miramar attract more advertising revenue



MIRAMAR

- TV Sucesso had an interest in including business skills and financial education in its popular Sunday show, as women are a large portion of its audience. It was looking for ways to generate more targeted and relevant content that went beyond typical gender stereotypes and would increase audience retention and engagement



SUCCESSO



Financial Sustainability

- Panavideo has become more concerned with incorporating a gender lens into the overall production of their content. Results achieved through the partnership played a role in Panavideo winning funding from Brilho, the World Food Programme, and the British High Commission.



PANAVIDEO MZ

- The partnership with WIN transformed the intervention into a real business model by capturing increased donor funding from GIZ and Brilho for the radionovela and product placement funding from M-Pesa for its social media model. This shows how private sector companies are attracted to sponsor women-related content as they recognize women's purchasing power



anima

How is investing in shows that appeal to women entrepreneurs good for women and the private sector?

Benefits for women

The impact data from WIN's media interventions show an increase in the financial capacity of women micro-entrepreneurs. Women are better able to manage their growing businesses by applying **good business practices** they learned through various media segments. Namely:

- 24% of women reached via **Radio Janete** adopted **new business practices** and 7% reported **improved sales** due to these new practices.
- TV Successo results show that 42% of women exposed to the programming reported **increased sales** over the last three months.
- Data from TV Miramar shows that after exposure to the programming, 68% of women feel that in recent months, Mozambican men have a **more positive view** of women and their ability to run a successful business.

What do companies gain by sponsoring such shows?

- Companies gain good advertising by being associated with programs that appeal to women.
- Companies are able to reach a wider audience, one with purchasing power, which will lead to increased sales.



Lessons learned

01 Tips to develop impactful gender-responsive media

Research your target group's consumption habits:

- What times do they watch/listen to programs (vs. when are they busy working)?
- What languages do they speak?
- Which media channels do they use?
- What programs do they watch?

Diversify funding mechanisms to expand and sustain the programs.

Diversify your approach by using multiple platforms to ensure greater reach of low-income women

This will help you **tailor your content** to target audiences and choose shows, channels and partners with the largest audiences.

Promote the show/program through paid advertisements.

Develop rigorous and/or innovative audience and impact **measurement mechanisms**.
WIN's motto is: "If you can't measure it, it didn't happen"

Innovate using edutainment such as radionovelas, business competitions, talk shows, and **incorporate** a gender lens to engage your audience.

02

Models to diversify funding mechanisms

Product placement



- Paid for by private investors: companies advertise on radio, TV, or social media and include products and services women want/need in the content.
- This approach is being tested on the Janete Facebook through the Anima partnership and has won funding from M-Pesa.
- Companies are able to reach a wider audience, one with purchasing power, which will lead to increased sales
- For this to work, data on audience profile and preferences is crucial.

New funding opportunities



- Companies gain good advertising by being associated with programs that appeal to women.

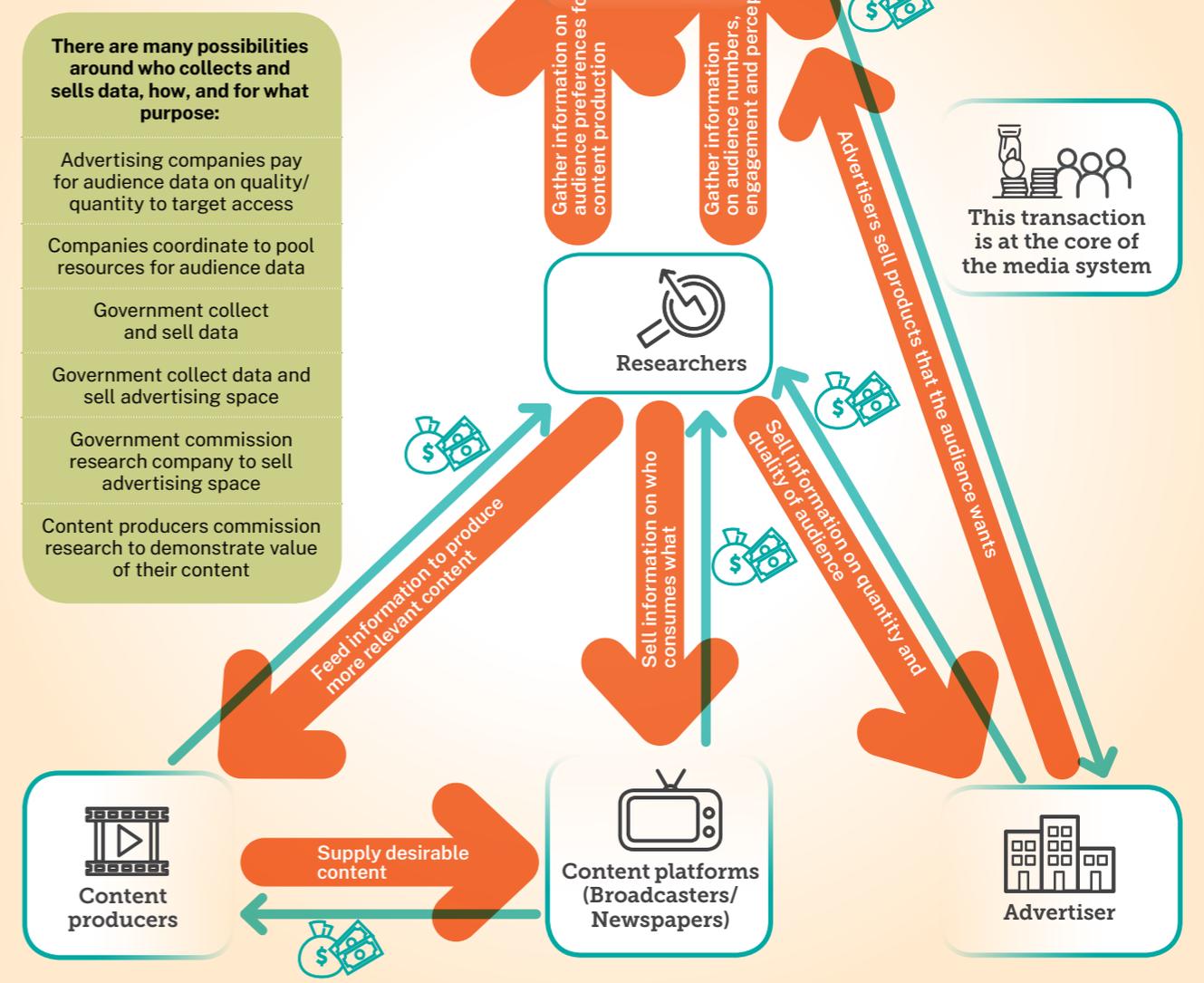
Mix funding mechanisms



- NGOs, private sector, governments, etc.
- See annex for more examples globally.



Targeted audience research is at the center of the solution



03

Tips for measuring impact of programs on women audiences

WIN measured the effectiveness of media programs on women's business practices, sales, social perceptions and more, using a mix of three complementary methods.

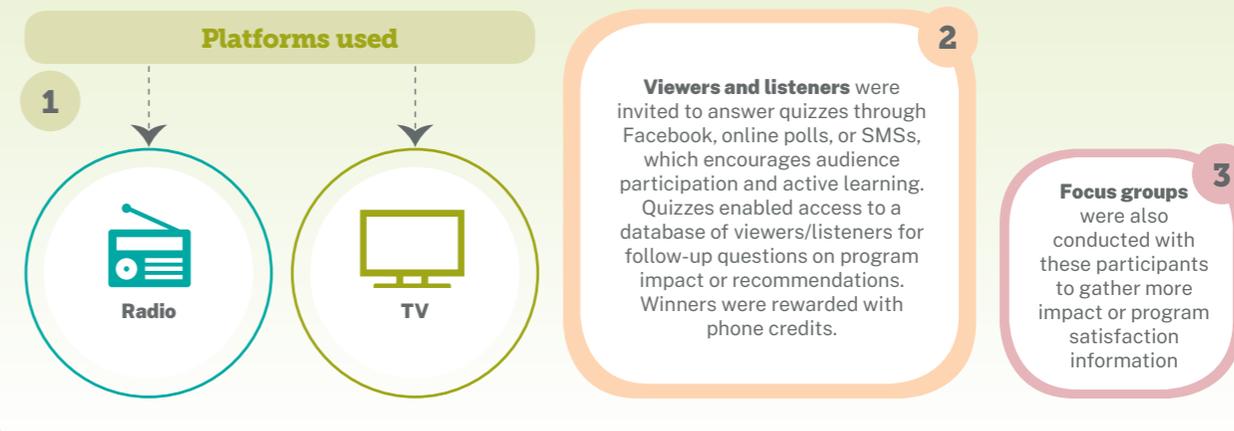
Contract an audience tracking company:

- 1 Conduct nationwide baseline, midline and endline surveys; and add impact questions to track audience and impact of the shows over time
- 2 Track opinions and metrics of those who watched/listened to the programs (exposed audience) and those who did not (unexposed audience)
- 3 Report income impact only when it is higher than the baseline and "control" group

Results from the audience tracking company were compared to baseline data collected before the programs began and against a "control" group (unexposed audience).



Quizzes and focus group discussions



Social media and IVR analytics

- WIN also assessed reach and audience from social media and IVR analytics to measure impact of exposed audiences

In all its research methods, WIN disaggregated all data by sex to capture differences between women and men

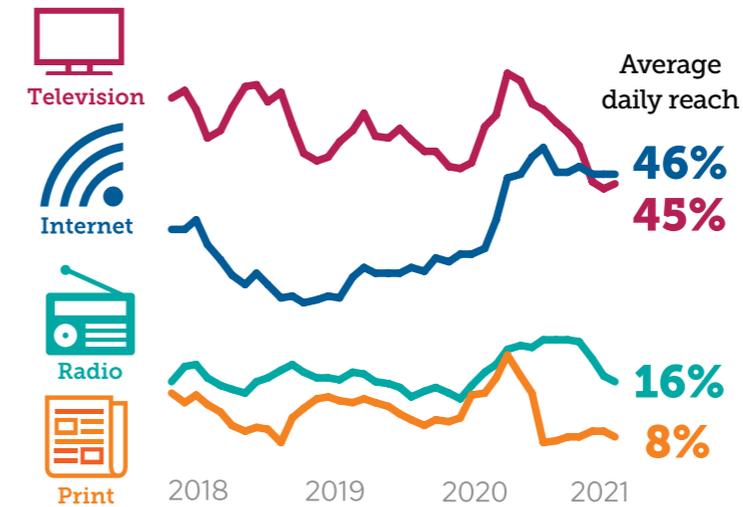
Program beneficiaries are defined as those who can identify the program name when they hear its jingle or can name the program when shown a photo of someone in the show other than the main host.

Key Takeaways from WIN's experience in the media sector

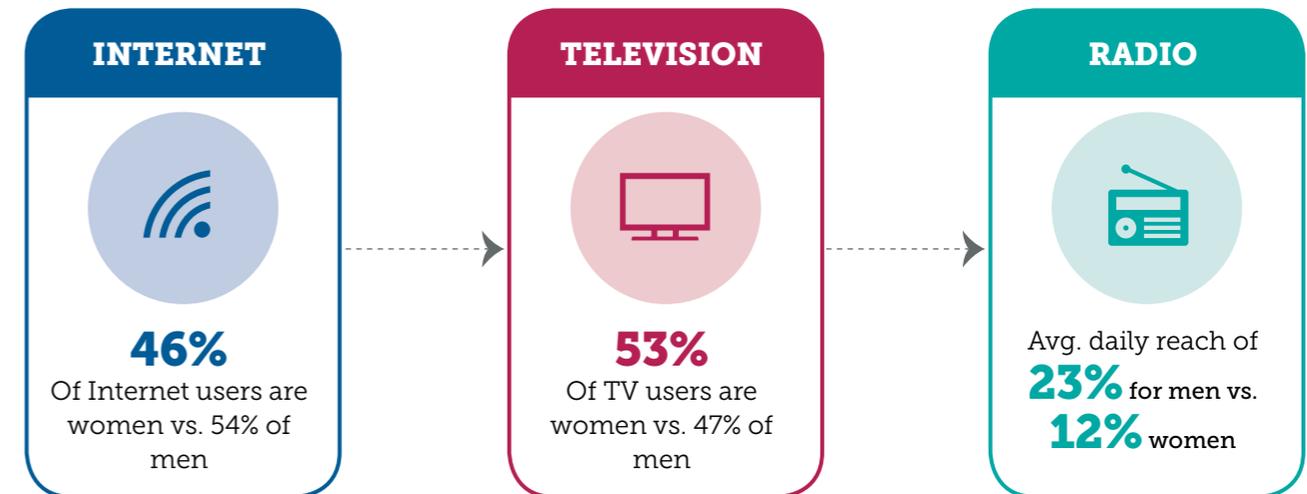
- 1 **Investing** in gender-responsive media content is a win-win for the private sector and female micro entrepreneurs
- 2 **Research** your target group and their media consumption habits, in order to tailor to their interests and needs
- 3 **Create impact by reaching large audiences**, as not all viewers will change their behaviours and business performance
- 4 **Collect data** on audience appreciation and viewing figures to attract more funders



Annex: Media reach per channel in urban and peri-urban areas



Source: Ipsos monthly audience tracker (n=3600 per month), sampling in urban and peri-urban areas of Mozambique.



Annex: Diversified Funding Mechanisms from media interventions around the world

Outside of Mozambique, media has been used to empower women micro-entrepreneurs and help them become better informed.



- A knowledge-based agricultural entertainment TV program that helps small-scale female and male farmers across East Africa adapt to a changing climate by sharing climate-smart agriculture information and practices while boosting livelihoods and incomes.
- Funding mechanisms: USAID, GIZ, Nutrition International, Feed the Future, DAI, Pennsylvania State University, Davis & Shirliff, Syngenta, and more.
- Program website features a “Partner with us” page detailing ways to get involved and the benefits of doing so.



- A social enterprise working to advance women entrepreneurs by creating educational entrepreneurship development programs, such as a radio program, delivered at scale free of charge.
- Funding mechanisms: African Development Bank, Standard Bank, Unilever, Absa, New York University, Volkswagen, Kingdom of the Netherlands, Facebook, and more.
- Program website features “Impact Partners,” how to get involved, and the benefits of doing so.



For more information, please visit:
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