Case Study

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

**Key takeaways**

- **Examples of media interventions**
- **Benefits for women and the private sector**
- **Lessons learned**
- **Case Study**

For further guidance, contact the Women IN Business at:

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

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 has tested four different approaches to empower women through media

<table>
<thead>
<tr>
<th>Program</th>
<th>Partner</th>
<th>Format</th>
<th>Objective</th>
<th>Messages</th>
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<tbody>
<tr>
<td>Moçambique em Concerto</td>
<td>Janete</td>
<td>TV and social media</td>
<td>Attract women to entrepreneurship</td>
<td>Business skills discussed by business counsellors</td>
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<tr>
<td>Escola do Agricultor</td>
<td></td>
<td>Radio and social media</td>
<td>Support women entrepreneurs to improve business performance</td>
<td>Showcasing successful women entrepreneurs</td>
</tr>
<tr>
<td>Pergunta do Dia</td>
<td></td>
<td>TV, radio and social media</td>
<td>Change attitudes and norms around women entrepreneurs</td>
<td>Business skills using storytelling of successful entrepreneur</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business skills that can be conveyed using media:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Anticipating potential barriers to start or grow a business</td>
</tr>
<tr>
<td>• Setting a savings goal</td>
</tr>
<tr>
<td>• Separating household &amp; business finances</td>
</tr>
<tr>
<td>• Identifying business partners</td>
</tr>
<tr>
<td>• Setting clear growth targets</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social norms that can be conveyed using media:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Potential for women to succeed in business</td>
</tr>
<tr>
<td>• Importance of male support to women</td>
</tr>
</tbody>
</table>

WIN’s support to media companies around messaging is based on research of target audience preferences and feedback on viewer engagement.

Co-created content for women entrepreneurs that can be sustainably funded and produced

- Suggests content that will attract and benefit women entrepreneurs
- Tracks impact on audiences
- Supports partner to attract sources of funding
- Co-invests cost of piloting the content

Collects expertise on what appeals to its existing audiences

- Designs and produces content
- Seeks long-term sources of funding
- Co-invests in cost of piloting the content

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WIN’s partners and interventions in the media sector

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### 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 Successo 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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>242,000</td>
<td>240,000</td>
<td>482,000</td>
</tr>
<tr>
<td>Percent</td>
<td>41%</td>
<td>59%</td>
<td>100%</td>
</tr>
</tbody>
</table>

- **GENDER**: 41% Male, 59% Female
- **AGE**:
  - 15-24 yrs: 21%
  - 25-34 yrs: 16%
  - 35-44 yrs: 15%
  - 45-54 yrs: 14%
  - 55+ yrs: 21%

- **GEOGRAPHY**:
  - Maputo city & province: 42%
  - Centre: 34%
  - South: 12%
  - North: 12%

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

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

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

**Audience profile radio**

- **Gender**
  - 21% female
  - 79% male

- **Age**
  - 16-24 yrs: 46%
  - 25-34 yrs: 27%
  - 35-44 yrs: 18%
  - 45-54 yrs: 9%
  - 55 or more yrs: 1%

**Geography**

- North: 60%
- Centre: 20%
- South: 10%
- Maputo city province: 10%

**Audience profile IVR**

- **Gender**
  - 38% Female
  - 62% Male

- **Age**
  - Under 18 yrs: 33%
  - 18-24 yrs: 40%
  - 25-34 yrs: 18%
  - 35-44 yrs: 9%
  - Over 44 yrs: 1%

**Geography**

- North: 41%
- Centre: 26%
- South: 33%

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**JANETE CHANNEL: RADIO & IVR**

**Partner**

**Anima**

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

**Program**

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.

**Media plan**

**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

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

**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.
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ESCOLA DO AGRICULTOR
CHANNEL: TV, RADIO & IVR

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.

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**

<table>
<thead>
<tr>
<th>TV</th>
<th>Radio</th>
<th>IVR</th>
</tr>
</thead>
<tbody>
<tr>
<td>● 1 season on RTP, TVM and TVM internacional, 13 episodes, 30 minutes each</td>
<td>● 2 seasons, 13 episodes, 15 minutes each</td>
<td>● 26 episodes, 3 minutes each</td>
</tr>
<tr>
<td>● Portuguese</td>
<td>● 1x national, 35 community radios</td>
<td></td>
</tr>
<tr>
<td>● Weekly, mornings</td>
<td>● Portuguese, Changana, Makua, Sena</td>
<td></td>
</tr>
</tbody>
</table>

Panavideo MZ

**Partner**

Panavideo MZ

**Program**

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.

**Audience profile radio**

- Gender:
  - Female: 33%
  - Male: 67%

- Age:
  - 18-24 yrs: 26%
  - 25-34 yrs: 35%
  - 35-44 yrs: 15%
  - 45-54 yrs: 9%
  - 55 or more yrs: 6%

- Geographic Distribution:
  - Total: 69%
  - Cabo: 27%
  - Cuanza: 25%
  - Cuando: 45%

**Audience profile IVR**

- Gender:
  - Female: 67%
  - Male: 33%

- Age:
  - Under 18 yrs: 34%
  - 18-24 yrs: 45%
  - 25-34 yrs: 13%
  - 35-44 yrs: 6%
  - 45-54 yrs: 4%
  - Over 44 yrs: 4%

- Geographic Distribution:
  - Total: 69%
  - Cabo: 27%
  - Cuanza: 25%
  - Cuando: 45%

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

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

**Source:** Impact study conducted by Ipsos

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

Media plan
- 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 + RADIO: 45% Female, 55% Male
- ONLY TV: 49% Female, 51% Male
- ONLY RADIO: 32% Female, 68% Male

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.

‘PERGUNTA DO DIA’ AT BALANÇO GERAL CHANNEL: TV AND RADIO (MIRAMAR)
How do women micro-entrepreneurs benefit from these interventions?

Impact of media interventions funnels from high reach to selective impact

<table>
<thead>
<tr>
<th>% Total</th>
<th>Impact of media interventions</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>Awareness of at least 1 topic</td>
<td>Engagement and reach of show must be high to get meaningful impact (i.e. income increase or change in attitudes).</td>
</tr>
<tr>
<td>25%</td>
<td>Adoption of new practices</td>
<td>Media conversion rates vary according to several factors: media channel used, type of content/key messages broadcasted, format of the show (e.g. soap opera, talk show, reality show), frequency and quality of exposure of the target group, timing of the show, length of time since show aired.</td>
</tr>
<tr>
<td>11%</td>
<td>Improved business performance</td>
<td>The edutainment show (Janete) has generally yielded better conversion rates vs. the educational shows (Clínica de Negócios on TV Sucesso and Escola do Agricultor, both in radio and IVR.</td>
</tr>
<tr>
<td>15%</td>
<td>Increased income/savings/control of these</td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td>Changes in perception/attitudes towards women</td>
<td></td>
</tr>
</tbody>
</table>

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

- + 450,000 women (and potential) micro-entrepreneurs reached 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 norms

1 Data covers the four previously mentioned programs
2 Definition: men who believe women are capable of managing businesses; and men can help with household tasks
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**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.

- 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.

- 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.

- 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.

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

Promote the show/program through paid advertisements.

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

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

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

Diversify funding mechanisms to expand and sustain the programs.

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?

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

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

### Mix funding mechanisms
- This approach is being tested on the Janete Facebook through the Anima partnership and has won funding from M-Pesa.
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- For this to work, data on audience profile and preferences is crucial.

Targeted audience research is at the center of the solution

There are many possibilities around who collects and sells data, how, and for what purpose:
- Advertising companies pay for audience data on quality/quantity to target access
- Companies coordinate to pool resources for audience data
- Government collect and sell data
- Government collect data and sell advertising space
- Government commission research company to sell advertising space
- Content producers commission research to demonstrate value of their content

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**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**

**Platforms used**

- Radio
- TV

**Viewers and Listeners** were invited to answer quizzes through Facebook, online polls, or SMSs, which encourages audience participation and active learning. Quizzes enabled access to a database of viewers/listeners for follow-up questions on program impact or recommendations. Winners were rewarded with phone credits.

**Focus groups** were also conducted with these participants to gather more impact or program satisfaction information

**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.

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

- **TELEVISION**
  - Average daily reach
  - 46% for men vs. 45% for women

- **INTERNET**
  - 46% of Internet users are women vs. 54% of men

- **RADIO**
  - Avg. daily reach of 23% for men vs. 12% for women

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 & Shirtliff, 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:

www.win-moz.org