



# **WIN Media Convening**

*Investing in women's entrepreneurship programs through media to reach new markets*





**HANNA MARSK**

OFICIAL DE PROGRAMAS  
EMBAIXADA DA SUÉCIA

Sabemos que as mulheres desempenham  
um papel muito importante no desenvolvimento,

WIN is a five-year program running from 2018-2023

Implemented by TechnoServe, in Mozambique for 20+ years

Staff by private sector specialists

Our goal: empower women through entrepreneurship

How? Support companies to change the way they serve women



# Media is a powerful tool to meet needs of women entrepreneurs

## Women entrepreneurs

### Need:

- confidence and aspiration
- business skills
- information on how, where to sell
- positive environment – including male support



## Media

### Can:

- showcase models of success
- lay out tools and information
- change social attitudes to make it OK for women to be independent and earn money

WIN has tested 4 different approaches to empower women through media

Clínica de Negócios



Janete



Escola do Agricultor



Pergunta do Dia





CLÍNICA DE  
NEGÓCIOS  
TV, SOCIAL MEDIA

## Objective

**Inspire** and **educate** women about entrepreneurship, business skills and financial literacy

## Program

- Weekly 15-minute segment with business counsellors
- Information on key business skill
- Clips of successful micro-entrepreneurs

MOÇAMBIQUE EM CONCERTO



## Audience profile

 +240,000 female  +142,000 male

 Mostly under 35 or over 55

 Concentrated in Maputo and North



JANETE  
RADIO, IVR,  
SOCIAL MEDIA



## Objective

Inspire and educate women about entrepreneurship, business skills and social norms

## Program

### Radionovela

- Storytelling of real female entrepreneur:
- challenges and successes
- Radio and IVR in 4 languages
- Social media platform
- Stories, tools and video tutorials



## Audience profile



46,400 female



160,000 male



Mostly under 30



Highest audience in North  
(community radio reach)



## ESCOLA DO AGRICULTOR TV, RÁDIO, IVR

### Objective

Attract women to agriculture  
and improve agricultural practices

### Program

- Adapted from TV - RTP and TVM
- New channels to reach more women: radio and IVR
- Showcase successful women producers
- Incorporate agri-business and working as a family

**O MELHOR DA ESCOLA ESTÁ NA TVM INTERNACIONAL COM UMA AULA PARA RECORDAR**

O MELHOR DO "ABC DO AGRICULTOR" PARA PRODUIZIR MAIS

AS "MULHERES DA NOSSA TERRA" MOSTRAM A SUA GARRA NA AGRICULTURA.  
AS MELHORES RECEITAS DA NOSSA TERRA PARA REPOR AS ENERGIAS  
E CONHEÇA A UNIÃO DE ESFORÇOS QUE TORNAM A NOSSA ESCOLA EM UMA MULTIPLATAFORMA QUE MUITO FAZ POR MOÇAMBIQUE.

**TV INTERNACIONAL** Segunda-feira, 5 de Julho às 19h.

PROFUNDOS: CASA DO AGRICULTOR, PANAVIDEOMZ  
PARCEIROS: Foreign Commonwealth & Development Office, Suedia Sverige, TECHNO SERVE, WIN, KPMG

### Audience profile

 +75,000 female  +140,000 male

 Range of ages, from 15 - 55+

 Highest audience in the Center



MIRAMAR

## PERGUNTA DO DIA TV AND RADIO

### Objective

Raise **awareness** and  
**increase** gender equality in society

### Program

- During Balanço Geral
- Audience poll of major gender equality issues
- Discussion led by host
- Heavy viewer interaction - men and women



### Audience profile

 100,000 female  66,500 male



TV audience evenly split,  
radio audience more female



No data on age / geography

# Combined reach of programs: nearly half a million women entrepreneurs <sup>1</sup>

+962,000 women and men entrepreneurs

+ 450,000 women (& potential) micro-entrepreneurs reached <sup>1</sup>

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 <sup>2</sup>

<sup>1</sup> Data covers the four previously mentioned programs | <sup>2</sup> Example: men who believe women are capable of managing businesses; and men can help with household tasks)

# Benefits of women's entrepreneurship content for producers and broadcasters

## Greater audience engagement

- More relevant content for target audience
- Fresher, offering new perspectives

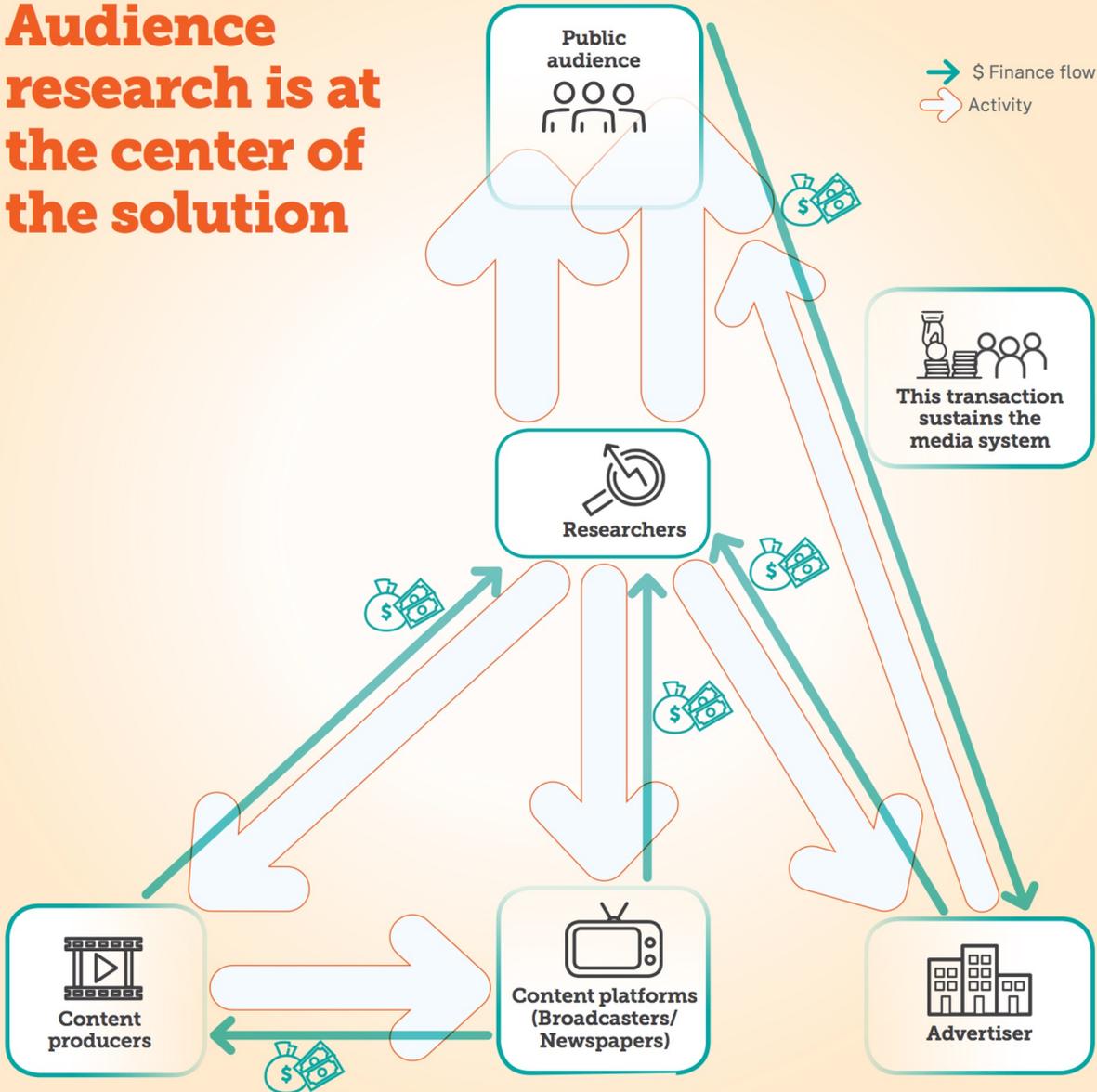
## Attract new audiences

- As content gets people talking

## Attract new financing

- Private sector advertisers interested in women's purchasing power
- Public sector / donors (even CSR) interested in women's role in society

# Audience research is at the center of the solution



# Considerations for reaching women

## Access

- Lower ownership of TV and radio
- Lower use of smartphones / data
- Low time - scheduling is important
- Use multiple platforms

## Trust

- Use of women role models important for inspiring and educating

## Information

- Less information on available media - be creative in publicizing new shows / content

## Key Takeaways

- Investing in gender-responsive media content is a **win-win** for the media sector and female micro entrepreneurs
- **Research** your target group and their media consumption habits
- **Large audiences can be reached**, of which a small part may change their practices / behaviours
- Collect **data on audience** appreciation and viewing figures to attract funding
  - mix research – focus groups, surveys, social media analytics
- **Diversify funding** mechanisms – Product placement, CSR, donors

# Kanimambo!

