



Action Plan. In the first edition of this newsletter, you may read more about this multi-pronged program whose goal is to trigger an increase in women's economic contributions by opening women's access to finance and other productive resources. You will find information about some of the research activities we are launching under the GAP, such as on Conditional Cash Transfers (CCTs). We also profile the study of a program of land certification, which shows that it takes a well designed program, not necessarily a complex one, to be successful.

I would like to thank all our partners for their participation in this endeavor: the governments of Australia, Canada, Denmark, Germany, Iceland, Norway, Spain, Sweden and the United Kingdom. We are grateful for German Chancellor Angela Merkel's leadership on this initiative with the G8 and EU and to German Minister Heidemarie Wieczorek-Zeul for championing this initiative in Europe. We thank the Nike Foundation for partnering with us in new territories of development, and we are very pleased to be working closely with the International Finance Corporation (IFC), the Bank's private sector arm, as well as with UNIFEM and ICRW. We also look forward to welcoming new partners along the way.

We look forward to your questions, comments and feedback on this newsletter.

### Danny Leipziger

Danny Leipziger is a World Bank VP and Head of the Poverty Reduction and Economic Management Network (PREM).

## The World Bank Group Advisory Council on Women's Economic Empowerment

The World Bank-sponsored Advisory Council on Women's Economic Empowerment provides guidance on women's economic empowerment, and on the implementation of *Gender Equality as Smart Economics* and related initiatives. It is made up of high-level public and private sector representatives as well as gender and economic development experts from academia and civil society.

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\*Invited

### You May Request

*Gender Equality as Smart Economics*: A World Bank Group Action Plan materials, including an overview brochure and the operational plan are available in print and on the Web in English, Arabic, French, Portuguese, Russian, and Spanish. These materials are also available in English on a CD that contains a video describing successful programs that promote women's economic empowerment in Africa, Asia, Latin America and the Middle East.

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gender equality as smart economics  
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