

MDG3 Global Call to Action
Innovative approaches to promoting women's economic empowerment

World Bank -Latin America and the Caribbean Region

Country/Region:	Peru and Mexico/ Latin America		
Project/Activity:	Anchoring Gender in Transport Projects / Rural Roads Perú and Rural Roads Mexico (Guerrero)		
MDG 3 Focus Area— Contribution to Economic Empowerment:	<input checked="" type="checkbox"/> Economic Opportunity	<input type="checkbox"/> Legal Rights Relevant for Econ. Empowerment	<input checked="" type="checkbox"/> Voice/Inclusion in Private Sector, Business, Economy
Takeaway Policy Message:	- <i>Including a gender perspective in the design of rural roads operations improves the quality of both roads and road maintenance, promotes overall entrepreneurial capacity, and increases job opportunities for women.</i>		
Objectives:	<ul style="list-style-type: none"> ▪ Increasing women's participation in the design and implementation of a Rural Roads Project, including a road maintenance system 		
Key Activities:	<ul style="list-style-type: none"> ▪ - Capacity building and gender awareness training for transport sector staff as this is a traditionally male dominated sector. ▪ Consultations with women organizations ▪ - Gender quotas in rural roads committees, maintenance microenterprises, and procurement processes ▪ - Analysis of women –run businesses in the area to identify best practices ▪ Peer learning activities for business women 		
Actual/Expected Results/ Impacts:	<p><i>Results are for the Peru project (Mexico is still under implementation)</i></p> <ul style="list-style-type: none"> - <i>Rehabilitation and maintenance of 15,000Km of rural roads in 12 of the poorest departments of Peru. Improvements included 7,000Km of bridle paths, an informal means of rural transport mostly used by women and children</i> -<i>The percentage of female owned micro-enterprises working on rural roads maintenance increased from 4% to 24%</i> - <i>Female participation in rural roads committees increased substantially</i> 		

	<i>-Reported improvements in levels of self-esteem and self-worth on women working in roadway maintenance and the project (assessed through qualitative methods)</i>
Lessons Learned:	<p><i>Including a gender perspective in the design of rural roads operations through increased participation of women has the following advantages:</i></p> <ul style="list-style-type: none"> <i>- Improving quality of both roads and road maintenance as they respond to differentiated daily needs for both men and women. Women tend to have a higher willingness to pay in both monetary and non-monetary (time to work on maintenance tasks) terms for road maintenance.</i> <i>- Promoting entrepreneurial capacity in the areas where transport conditions have improved</i> <p><i>- Creating job opportunities for women within the project. Road maintenance systems rely on community-based microenterprises. Gender oriented activities increase women's participation in these microenterprises.</i></p>
Obstacles Addressed:	<ul style="list-style-type: none"> <i>- Cultural stereotypes about gender roles, specifically against women working in road construction and maintenance. The project included a communications campaign regarding job opportunities that targeted women specifically and showed that they were also capable of performing many of the physically demanding tasks due to their experience working in agriculture. The project mapped tasks associated with routine road maintenance and presented them to gender mixed teams. Women naturally self-selected themselves into the tasks for which they had a competitive advantage and division of labor enhanced team synergies.</i> <i>- Lack of self-confidence by women. Peer learning, training, and employment opportunities were key to address this obstacle.</i>
Scalable/Replicable:	<i>This intervention started out in Peru and is being successfully replicated in Mexico. It could be adapted successfully to any rural roads project in remote areas by taking into consideration culturally specific gender barriers and local geography.</i>
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Source(s) of Information:	<p><i>-En Breve Number 112 “Gender in Peru: Can women be integrated into transport projects?”</i> http://www.worldbank.org/lac</p> <p><i>-Anchoring Gender in the Transport and Development Policies of the State of Guerrero Mexico . Conference materials. “The Power of Creating Economic Opportunities for Women: Innovative Approaches in Latin America and the Caribbean”.</i> March 5th, 2008. http://www.worldbank.org/lacgender</p>
Sponsoring Agency/ies:	World Bank, Inter-American Development Bank, ProVias Decentralizado (Peru), Transport Department State of Guerrero (Mexico)
Budget/Cost Data:	<i>The gender component in Peru Rural Roads was funded through a Bank loan. Design of the Mexico initiative is funded by the World Bank Gender Action Plan through a Trust Fund (US \$ 50,000). Implementation will be a component of a Bank loan.</i>