Bottom-up Capacity Building: Women in Family and Business

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1. Basic Concepts and Focus of the Talk

- Gender as Mode of Social Situations
- Gender Security and Identity
- Social Representations
- Social Vulnerability

Gender as mode of social situations

- **Identities:** "All the ways one might understand oneself to be a man or a women…with any subset of gender norms, roles and traits ascribed" (Anderson: 2006:4) and understood, while repudiating others (stereotypes, racism).

- **Symbolism:** gendered representation through conventional association, imaginative projection and metaphoric thinking; symbolic spaces: male (garage); women (kitchen).

- **Roles:** man and women get different social roles (military, childrearing)

- **Norms:** Men are assertive, logic, strong; women are humble, modest, weak; a society expects to conform to those roles.

- **Performance and behaviors:** not fixed trails, but increasingly more flexible, variable and gender resilient.

Gender Security and Identity

- Refers to the process of socialization to "**become" a gendered** human being; a men or a women, depending on the position of the social structure.

- Gender security is **socially constructed** and systemic within the present patriarchal society, and it is normally taken for granted. The relations are linked to gender status–ethnicity/race, class, age and minority status- in relation to the model of reference.

- **Equity and identity** are values at risk. The source of threat comes in first instance from the patriarchal hierarchical and violent order, characterized by exclusive, dominant and authoritarian institutions such as non-democratic governments, churches and élites.

- The symbolic distribution of space and time assigns the male the **public sphere**: production, *res publica*, *homo sapiens;* and the **women the private**: reproduction, home, *homo domesticus.*

- The **distribution of power** acquires also generic forms. Men exercise a hierarchical and vertical power of domination and superiority.

Gender Equity Indicator	Lowest Country	Worldwide Average	Highest Country	Countries Reporting	Year Reported
Ratio of girls to boys in primary education	0.63	0.95	1.03	163	2001
Ratio of girls to boys in secondary education	0.46	0.69	1.39	144	2001
Ratio of girls to boys in tertiary education	0.15	1.13	3.36	116	2001
Ratio of literate women to literate men	0.42	0.93	1.09	123	2004
Women's share in salaried office employment (%)	6.1	40.26	55.9	136	2003
National parliament seats held by women (%)	0	14.43	49	182	2005
U.N. Gender Equity Index (combined male-female parity in economic, political, and resource decisions)	0.123	0.551	0.908	78	2003

Source: United Nations Statistics Division (UNSD), 2005

http://unstats.un.org/unsd/demographic/products/indwm/ww2005/tab4b.ht

Social Representations

- "*Systems of values, ideas and practices*" creating simultaneously a **system of order,** able to offer a person the possibility to get familiar with the social and material world.

- The communication within a community offers a **code of common social interchange,** where several aspects of life, personal and collective history are **classified without ambiguity** (Moscovici, 1976: xiii).

- Therefore, social representations are originated in **daily life**, where society is the **thinking and acting system.**

- The theory of social identity establishes a continuum between personal and social identity with a *processual*, **relational, multidimensional, contextual and essentialist** character.

Inequality for Women
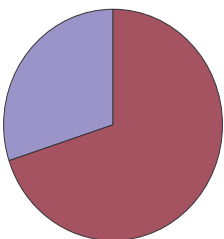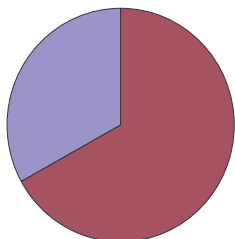
Women in the World
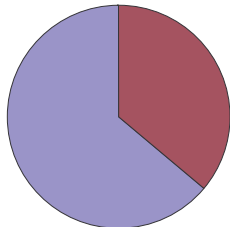
50.3%
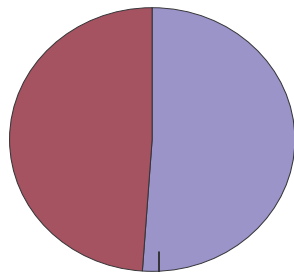
| 67% | 68% | 36% | 41% | 70% | 12% | 113% |

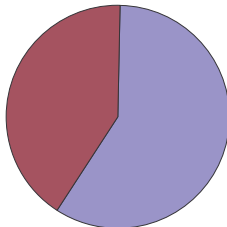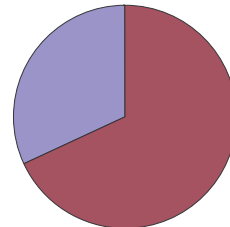| Illiterate Adults 1 billion | Without Access to Basic School 300 million | With Access to Secundary School | % of Women infected by HVI/AIDS of all Infected | Extreme Poverty | Representation in Parlament | Charge of Daily Work for Women in Developing Countries (% of Work of Men) |
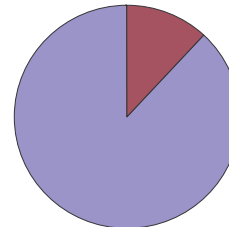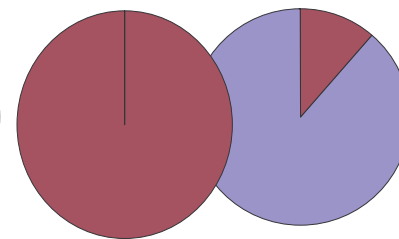
Social Vulnerability

2003
Heatwave, Europe

- Results from "**poverty**, exclusion, marginalization and inequities in material consumption" O'Riordan (2002: 369).
- "The conditions determined by physical, social, economic, and environmental factors or processes, which increase the susceptibility o a community to the impact of hazards" (ISDR, 2004: 7)
- "Is conceptually located at the **interaction of nature and culture**" that also links "social and economic structures, cultural norms and values and environmental hazards" (Oliver-Smith, 2004:11).
- Increases the **empowerment of victims.** Wisner (2004: 194-205) distinguishes four approaches for dealing with social vulnerability: demographic, taxonomic, situational, contextual or proactive.

2. Survival Strategies

Survival Strategies (Oswald, 1991, 2007)

1. Massive rural migration to urban slums
2. Illegal occupation of marginal and risky land
3. Construction of shelter with precarious materials (waste)
4. Chronic unemployment of men and missing cash
5. Selling unnecessary good
6. Credits with familiars and neighbors
7. Economic crises increases and food is missing
8. Recollection of perished fruits and vegetables
9. Collective popular kitchen
10. Rotation of women in collective community work (kitchen, child rearing)
11. Common struggle for basic services (electricity, water, access, community center)
12. Communal organization for regularization of land and services
13. Struggle for public subsidies and poverty alleviation programs
14. Temporary paid work
15. Multiple activities: services, handicraft, food, washing, ironing, paid jobs
16. Social organization against organized crime and gangs
17. Empowerment and fight against intrafamilial violence
18. Social and economic consolidation of colony and families

Survival Dilemma

Desastres peligros y riesgos — Prevención y resolución de conflictos — Crisis — Migración — Conflictos

Brauch 2003, modificado Oswald 2005
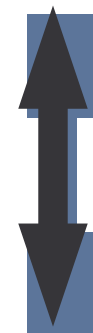
Economic crises, environmental deterioration, climate change, disasters and missing jobs create risks, threats, stress, migration and conflicts, affecting communities and families.

Extreme situation creates a "**Survival Dilemma**" for highly vulnerable (women, children, elderly):

- **To stay, suffer from hunger and exposed to dye**
- **Wait for governmental help and surviving badly**
- **Migrate and suffering conflicts for water, land, food and jobs in the new place**
- **Part of family migrate and send remises**
- **Migration to urban slums with low life quality, jobless and life in dangerous areas**
- **Increasing the contingent of environmental refugees**
- **Develop resilience, adaptation and coping mechanisms to challenge situation (survival strategies)**

(Brusque climate change can generate survival dilemma in specific regions (e.g. North Atlantic)

Proyection of population and urbanization

Fuente: UN, 2002

International migrants & refugees
(1960-2005)

1960
- 77'627,344
- 3'023,670,000

1970
- 85'222,762
- 3'696,128,000

1980
- 108'341,370
- 4'442,309,000

1990
- 173'442,556
- 5'279,519,000

2000
- 192'392,684
- 6'085,572,000

2005
- 204'104,745
- 6'646,750,000

Legend:
- ☐ world population
- ■ Migrants & refugees
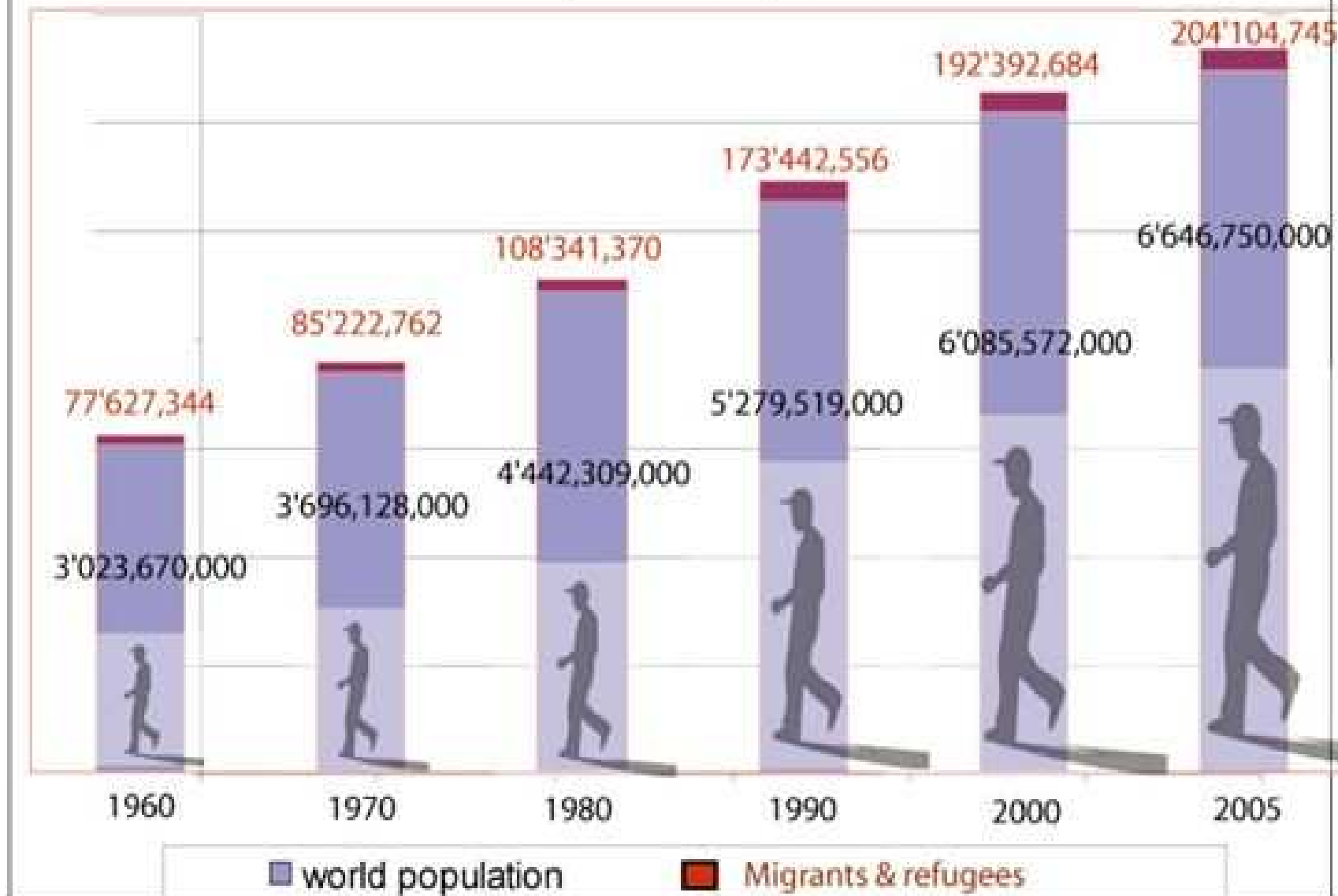
Climate change, socio-economic crises, public insecurity and conflicts

Causes (Hexagon) *Pressure*	Effect of socio-economic interaction Environmental scarcity & degradation ↘ Environmental & political stress	Extreme and/or fatal Outcomes	National & international Political Process *Response*

direct link: climate change economic crises & public insecurity

- Global economic and political context/conditions
- (environmental) → degradation
- environ. stress
- → scarcity or abundance ↑
- National (socio-economic context and conditions, conflict structure, tradition

- Hazard ← prevention ↘ avoidance
- crisis
- disaster ↘ conflict
- Migration

- State
- decision
- Society Economy
- adaptation & mitigation decisions
- ↖ **Knowledge** ↗

- International Organizations
- Transnational Governance

Air — Land — Water — Rural system — Urban system — Human population

feedback

Fuente: Hans Günter Brauch, 2005a: 16, modified Ú. Oswald, 2006

4. Women and Resource Management:

- Water
- Food
- Energy

4.Women and Holistic Management of Natural Resources

Source: GWP, 2002

A World of Salt
Total Global Saltwater and Freshwater Estimates
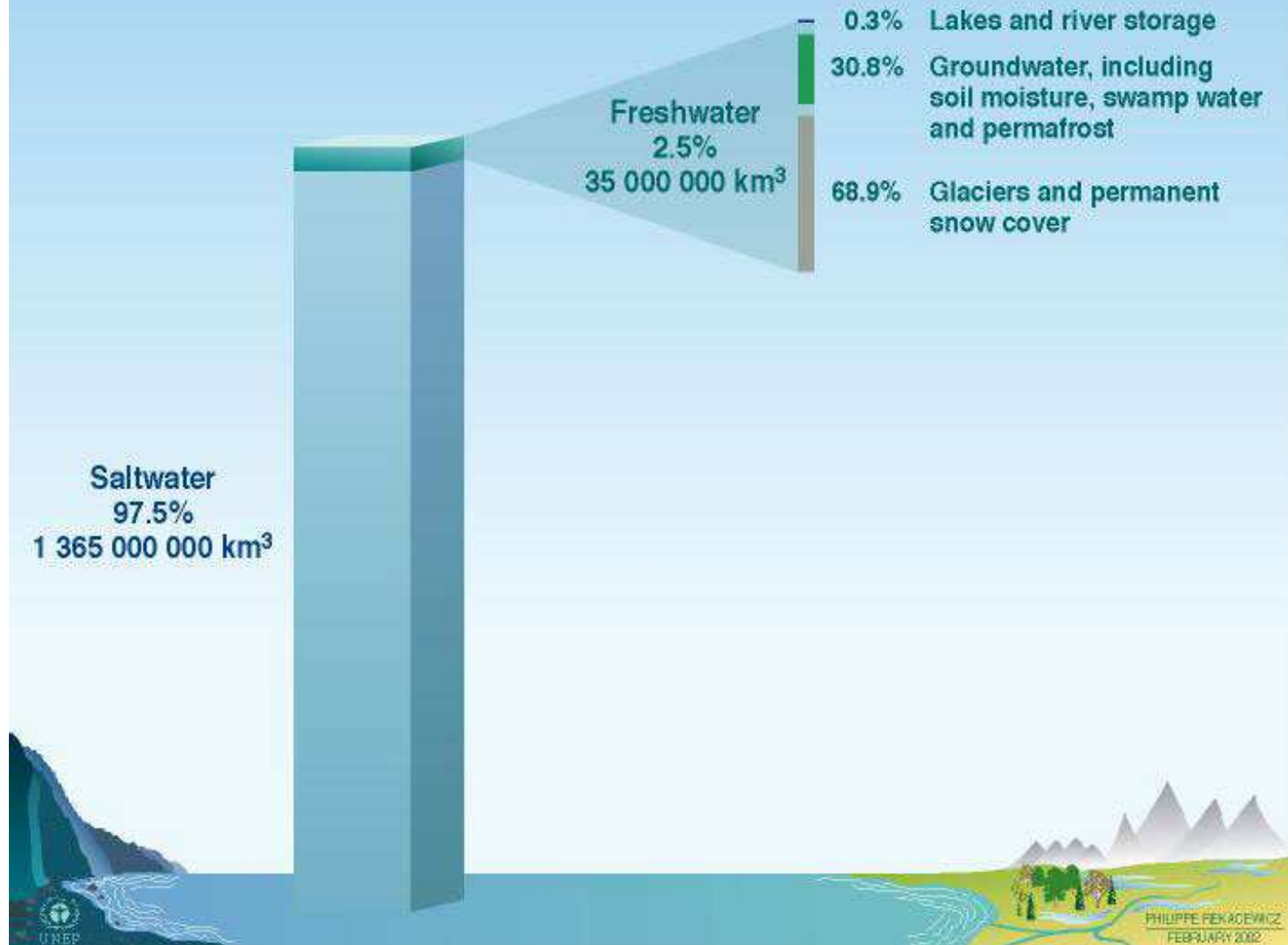
0.3% Lakes and river storage

30.8% Groundwater, including soil moisture, swamp water and permafrost

68.9% Glaciers and permanent snow cover

Freshwater
2.5%
35 000 000 km^3

Saltwater
97.5%
1 365 000 000 km^3

Hunger and Food Security

❖ **75% of the 1.1 billion people living on less than 1 USD/day lives in rural areas**
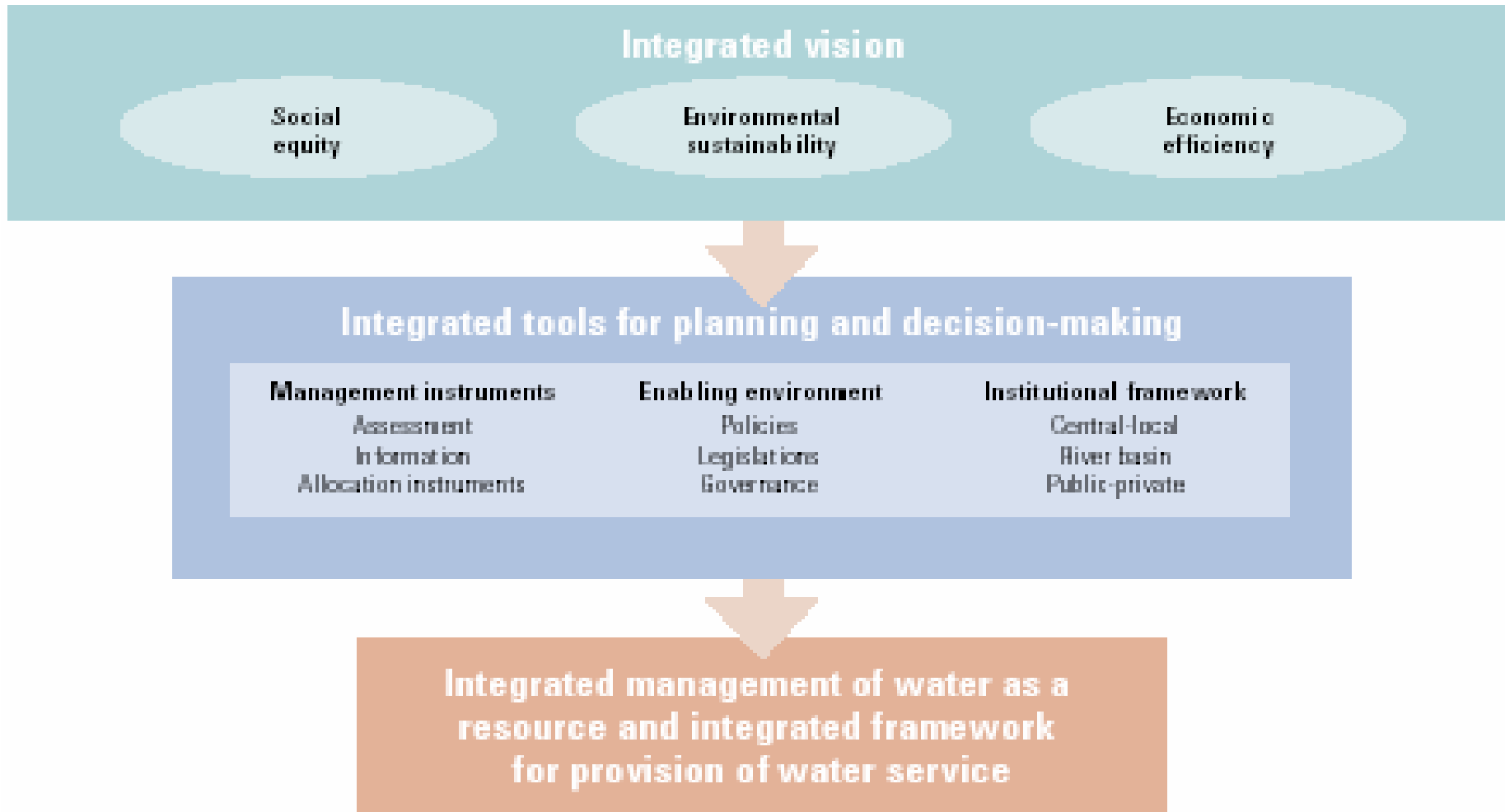
❖ **852 million suffer from chronic hunger with 842 of them living in developing and transition countries.**

❖ **Chronic child undernourishment, iodine and iron insufficiency reduces intellectual capacity by 10-15%**

❖ **Hunger (protein-caloric malnutrition and the loss of micro-elements) generates an economic loss of GDP per year of 5-10% of all poor countries, equivalent to 500 billion USD**

Food Sovereignty

- **Local agricultural production and trade, with access for women and peasants to *water, seeds, credits, technical and financial support;***

- **Guarantee women the *access to land for production and livelihood*, in order to overcome the violent and patriarchal structures inside of their families, countries and in the global economic system;**

- **Promote *women* peasants as *key elements in food issues* and agricultural production and commerce;**

- **Encourage *participation* of women, indigenous and peasants in the national and regional definition of *rural policies;***
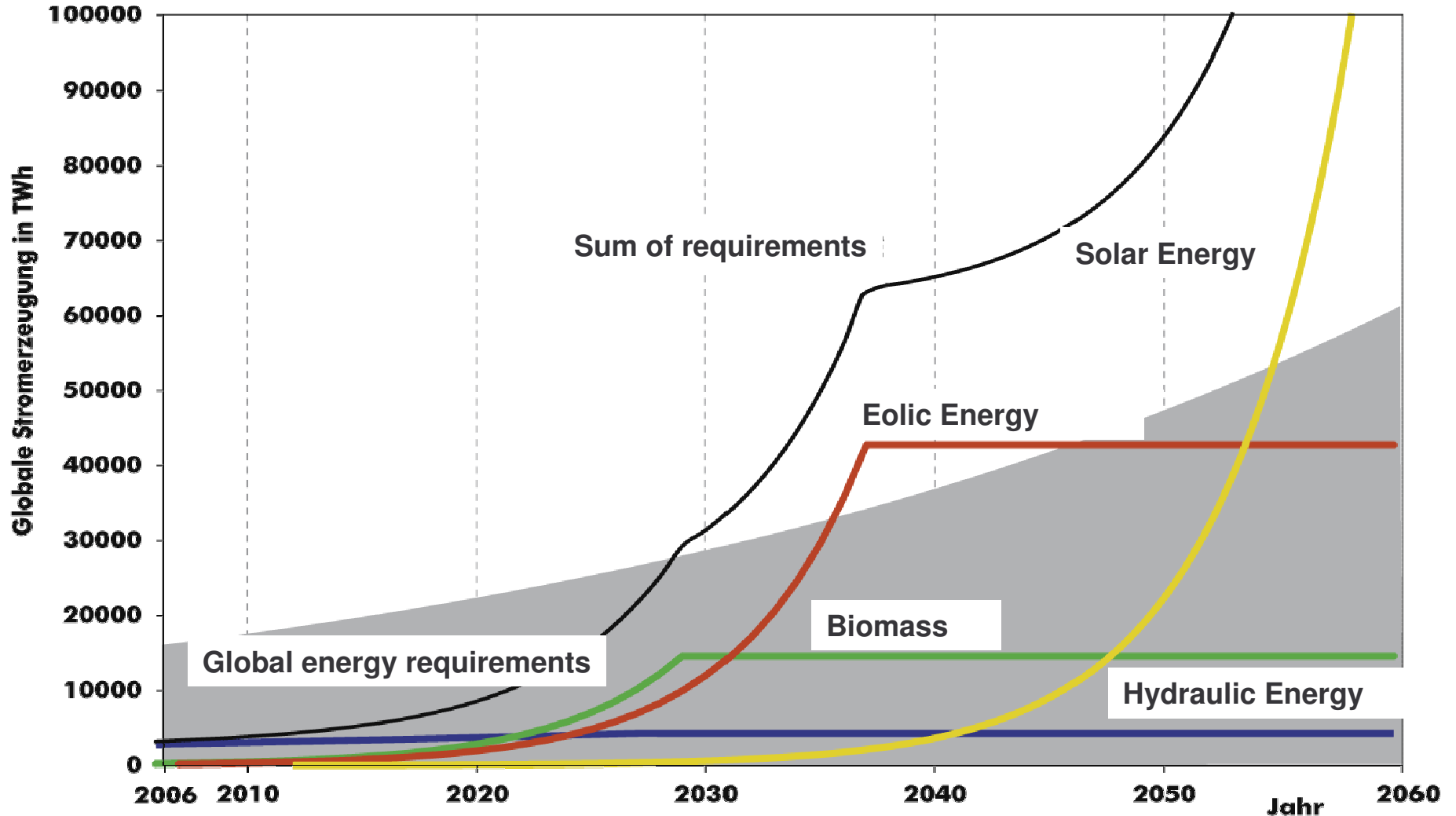
- **The right to produce and *consume healthy, permanent and culturally accepted food,* locally produced, sold, cooked and consumed;**

- **The right of regions and nations to *protect* themselves *from subsidized food imports*, establishing agricultural prices which cover production costs;**

- **The obligations of national and local *governments to improve the nutritional situation* through stimulation of local food production and transformation, clean water and sanitation and elimination of parasites;**

- **Linking *environmental services into farming*, land planning and participative democracy in order to create areas and a human right to no-migration, which includes prospects to live a dignified life in their own village and country.**

Programa "Fome Zero" (Without hunger) in Brazil

Increase of salaries
- Policy of salary and jobs
- Land reform
- Universal social security
- Scholarships
- Minimal salaries
- Micro-credits

Reduction of prices of food
- Popular restaurants
- Agreement with supermarkets
- Alternative Channels of commercialization
- Public shops
- Basic products for workers
- Cooperatives of consumption

Food Security

Improvement of food offer
- Support of agriculture
- Incentives for subsistence
- Rural policy
- Food sovereignty

Specific actions
- Food subsidies
- Basic food basket
- School breakfasts
- Strategic food reserves
- Reduction of maternal-infant undernourishment

Fuente: Instituto Ciudadanía, 2001, Sao Paulo, Brazil

Sceneries for Renewable Energy

4. Capacity Building

Development of human capacities
Living long and healthy life
Knowledge and creativity
Active social, economic and political participation in community

Science, knowledge creativity

Advances in medicine, communications, agriculture, energy and business

Resources for education, health, communications, jobs

Economic growth

Resources for technology development

Productivity growth

Technological change

Source: UNDP 2001: 30
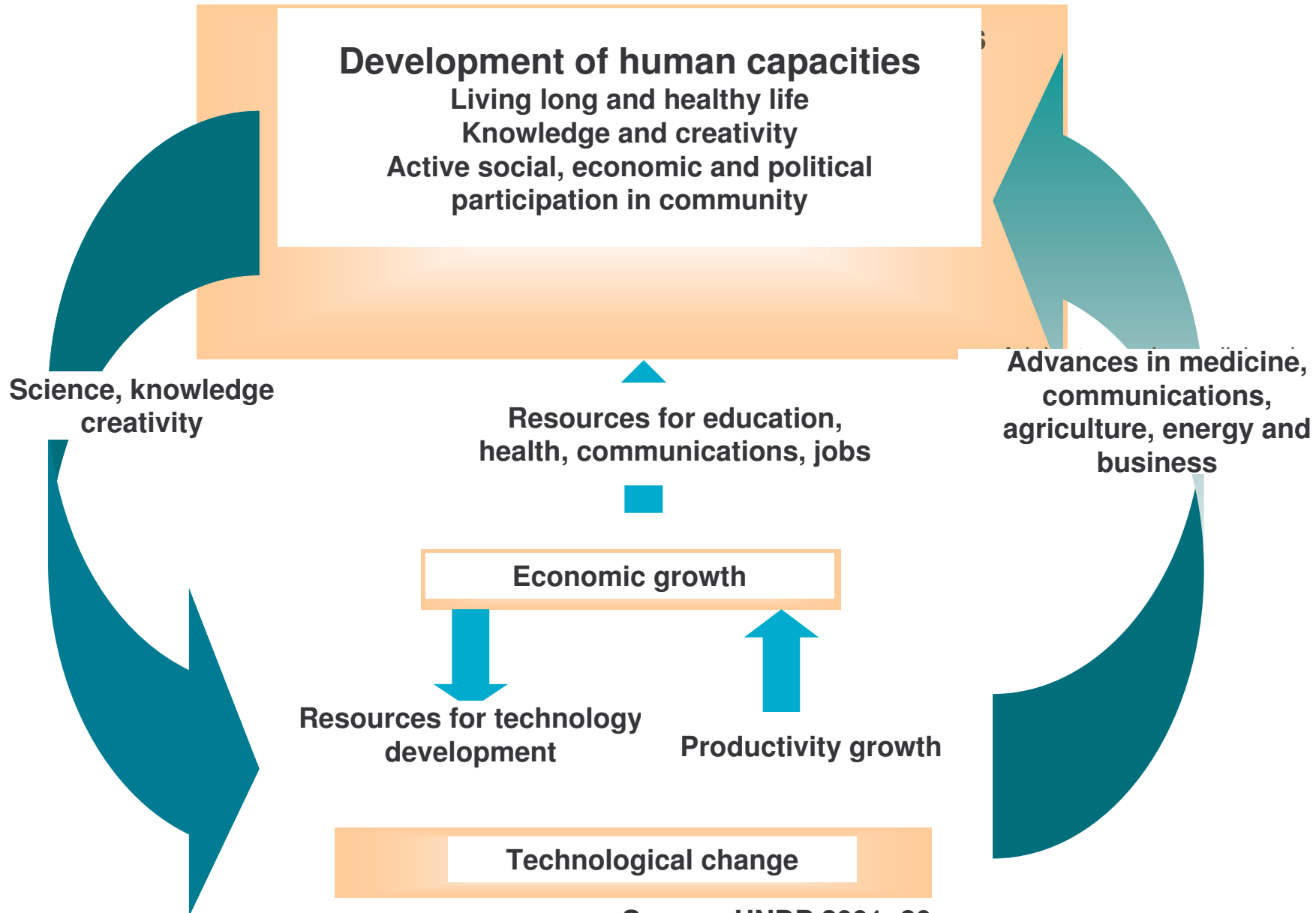
Systemic Competitiveness

Determinants of systemic competitiveness
Adalberto Saviñón Diez de Sollano: 276

Meta Level
Development
Orientation of society

• Design of
competitiveness of
economic organization

•Ability for strategic and
policy design

• Learning of values
and solidarity

• Social cohesion

Macro Level
Macroeconomic stability
Juridical and political frame

• Policy of competitiveness

• Policy of public finances

• Monetary policy

• Fiscal policy

• Policy of change

• Trade policy

Meso Level
**Policies oriented to improve
competitiveness in specific
sectors**

→Industrial structure

• Environment

• Import/ Export

• Technology

•Regional infrastructure

• Education

• Employment

Micro Level

•**Innovation**
Technology
Organization
Efficiency of enterprises
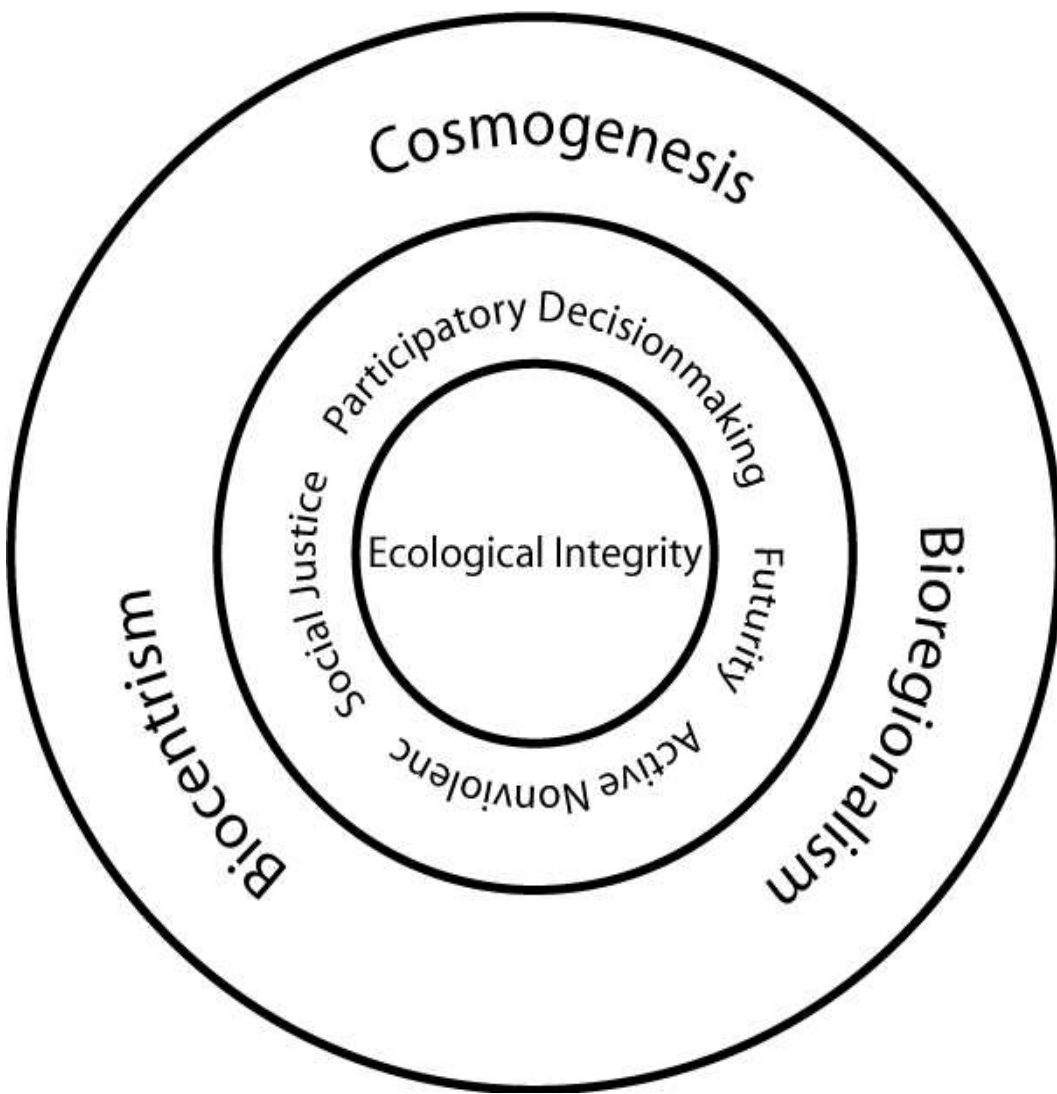
**Collective efficiency of
enterprises**

What is Citizen' Participation

1. Consolidation of democratic living together through institutions: objective value

2. Citizen attitude with knowledge and experiences: subjective value

3. Participation is necessary for consolidating democracy

4. Taking part in the decision making process and the conduction of the society, beyond elections and voting: participative democracy
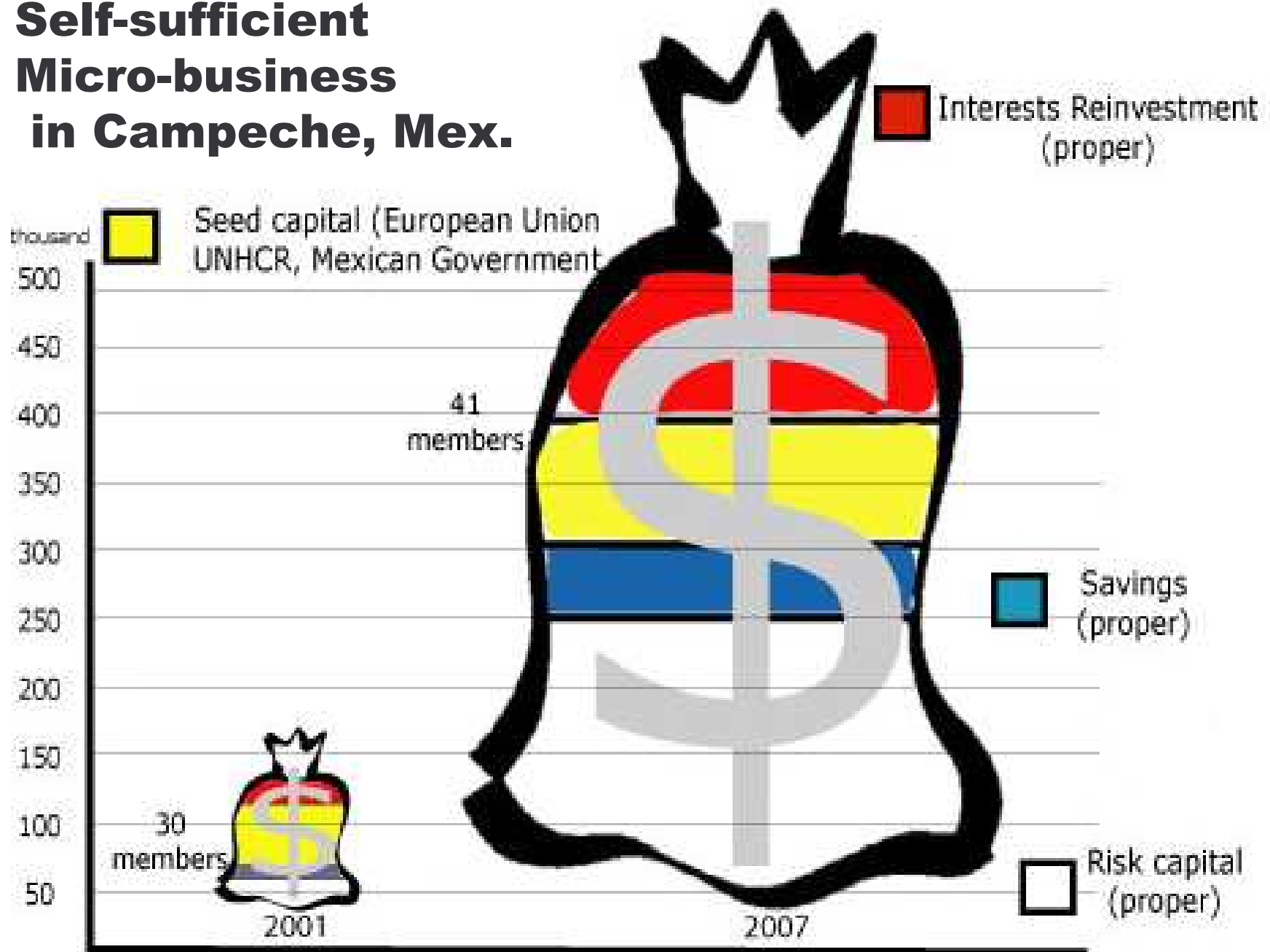
5. Business Potential

- Micro-credits
- Collective Saving
- Micro-insurance
- Interchange or Exchange
- Solidarity

The Contextual Sustainability Frame

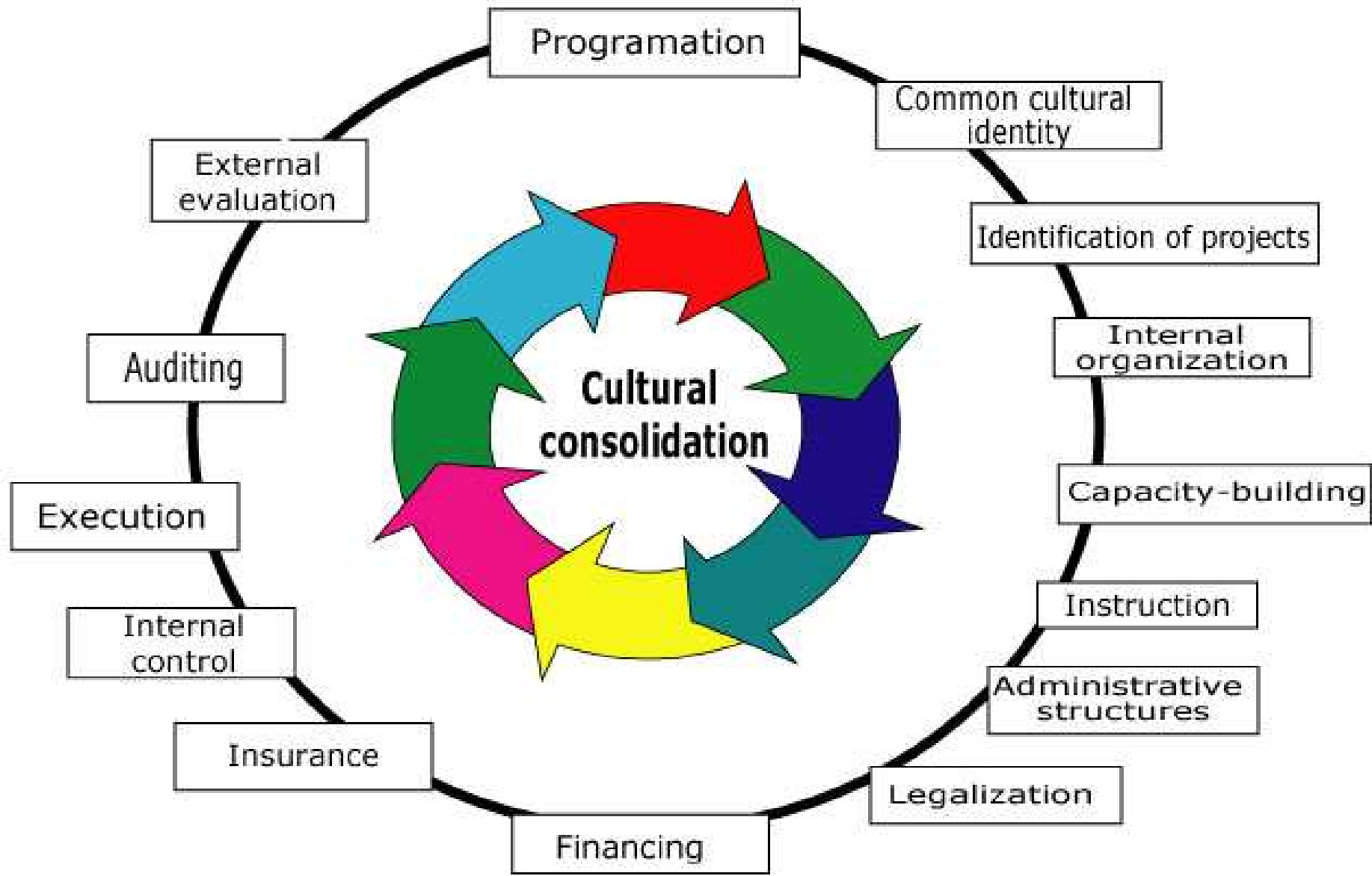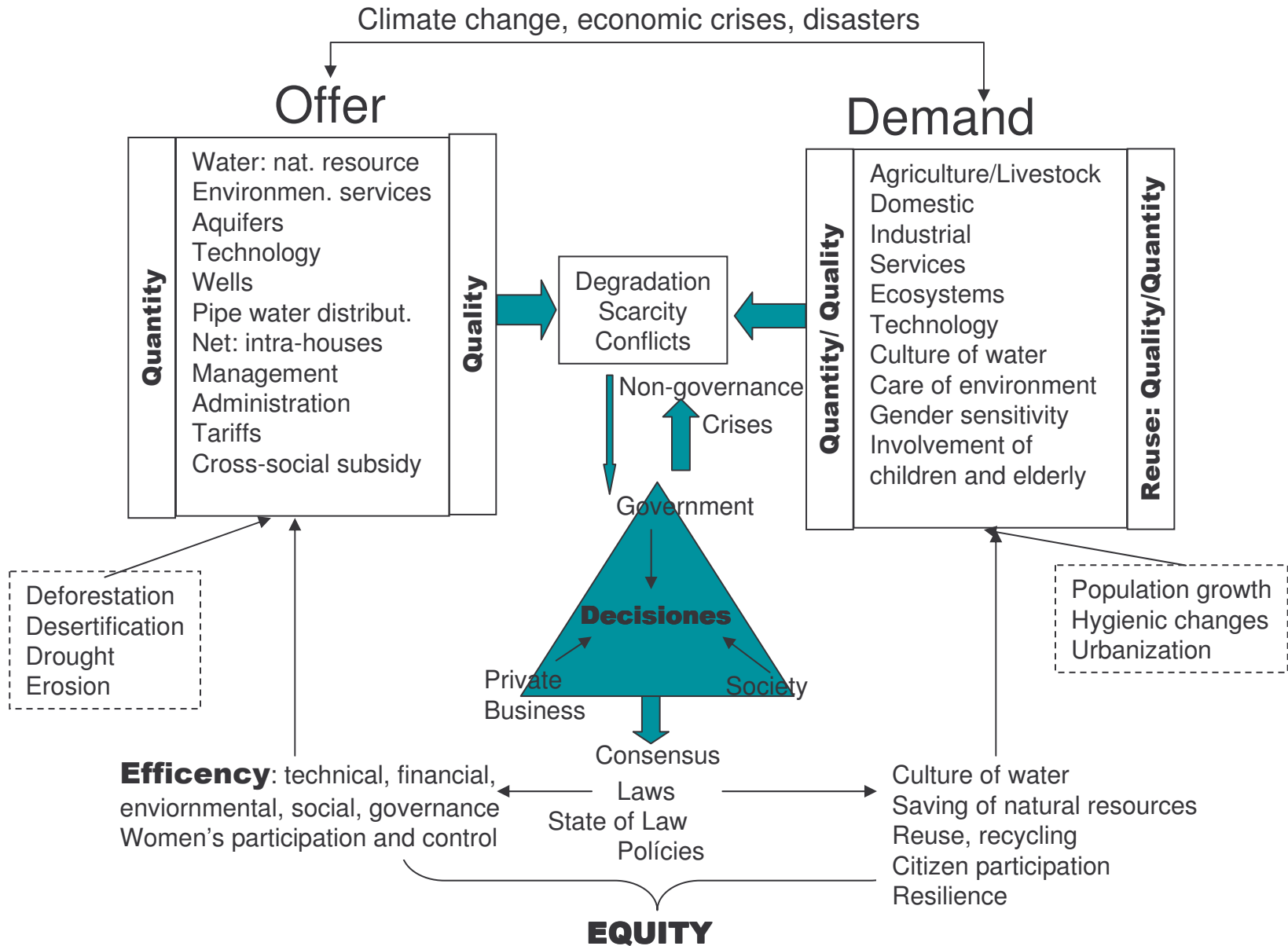# Self-sufficient Micro-business in Campeche, Mex.

Interests Reinvestment (proper)

Seed capital (European Union UNHCR, Mexican Government)

Savings (proper)

Risk capital (proper)

thousand

500
450
400
350
300
250
200
150
100
50

41 members

30 members

2001   2007

6. Conclusions: Sustainable Decision Making Processes

Fig 1. Model of self-reliant entrepreuneurship

- Programation
- Common cultural identity
- Identification of projects
- Internal organization
- Capacity-building
- Instruction
- Administrative structures
- Legalization
- Financing
- Insurance
- Internal control
- Execution
- Auditing
- External evaluation

Cultural consolidation

Efficiency and Equity with Natural Resources

Fuente: Oswald y Sandoval, 2006

- Complex **social networks** sustain humans in normal times. Human vulnerabilities during crises, scarcity, conflicts and disaster bring **disruption or failure** of these networks.
- **Gender analysis** will lend a more nuanced understanding of **women as social** beings aligning in networks of family and community.
- More accurate understanding and training will facilitate network support that underlies a **resilient society**: women educate, care, reproduce historical memory, cultural background, give material family sustenance and often maintain political stability.
- Active female participation reduces social vulnerability, improves resilience to crises, increases survival of communities, & reduces gender violence and insecurity.
- Central challenge for policy: existing data banks **invisibilize** gender work and economy, **overlooking social vulnerability,** and ignoring proper **gender identity**.
- Future research & policy on women capacity-building should improve **theories, techniques, data recollection and concrete trainings** for women, improving life quality of whole communities.

Thank you for your attention

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http://www.afes-press.de/html/download_oswald.html