



MINUTES

First Steering Committee Meeting, WeEmpowerAsia Programme Delegation of the European Union to Thailand, Athenee Tower, 21 November 2019

Participants:

Steering Committee Members

[Redacted text block for Steering Committee Members]

Ex Officio Member

[Redacted text block for Ex Officio Member]

Observers

[Redacted text block for Observers]



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EU Delegations

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The meeting was the first programme steering committee meeting of the WeEmpowerAsia programme with the objective to share updates of activities during the inception phase of the programme and the strategic direction going forward. The meeting agenda and the Power Point Presentation are attached.

The Inception Report was submitted to Steering Committee members and observers prior to the Steering Committee meeting. At the end of the meeting, the meeting approved the report in principal along with corresponding documents (workplans, Communication and visibility plan, M&E Plan, etc.) with the condition that meeting participants and observers can provide comments to the materials by 2 Dec 2019 to be included in the final version.

Discussion took place during and after the Power Point Presentation by the WeEmpowerAsia Regional Programme Manager (Presentation attached). Below is the summary of the discussion for each topic for which there was an action point or decision

Issues	Responses/ Actions
I. Inception Phase and Vision	
Programme target-setting	<ul style="list-style-type: none"> - WeEmpowerAsia has set itself an aspirational vision of what it will achieve over the three years – inspired by the ‘Power of 7’ – which was agreed to be used for internal motivation but also for external communication. [Exact Statement in presentation p. 16] - At the same time programme targets have been set through a bottom up exercise, accumulating realistic targets from each country team. These targets will be the basis on which the programme will report its results. [Attached Results Framework] - The meeting agreed on this ‘dual’ target setting as an innovative way to set realistic targets in line with the EU PIMS system while also allowing for a bigger and more ambitious vision to drive the team and its partners, - EU has a strong impression of the innovative spirit of this programme which is already seen from the Inception Report.



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Monitoring and Evaluation	<ul style="list-style-type: none"> - M&E to be closely linked with communication to be able to capture results of the Programme and to present the business cases and good practices. - Good/success stories will capture the results and impact, both narratively and qualitatively. FPI has a new OPSYS system that will replace the old PIMs to report on programmatic results based on the PI core indicators. Good stories about change brought about by the Programme will be captured through the annual progress reports. - Externally we should also report on the progress linked to our 'Power of 7' Vision
WEPs signatories and indicators	<ul style="list-style-type: none"> - Some indicators have been changed to measure more qualitatively the progress of the work to promote the WEPs. The WEPs are easy to sign, however it is more important to have follow up with the companies after the signing to ensure the quality of the implementation. The WEPs Activator as one of the "Big Rocks" planned will offer a journey with tools and trainings for companies. Qualitative reporting will be included in the annual progress reports. The new OPSYS will replace the old PIMs reporting. .
Communication strategy and Online platform	<ul style="list-style-type: none"> - The Strategy was presented with key objectives and elements. To the question which type of media is the most impactful in terms of communication; the answer is that it depends, for instance if the aim is to increase awareness the best communication channel is social media while the deeper level of impact could be obtained from person-to-person dialogue. - Need to focus on the issue of sustainability of the website. It is advisable to plug in with the existing platform/ websites which will be both the existing empowerwomen.org platform and a sub-site to the UN Women ROAP website.
Selection of Gender Champions	<ul style="list-style-type: none"> - Generally, selection criteria for the gender champions are creditability, recognition, and whether they have done work that speaks for themselves as well as their popularity in their respective country. - Idea of WEA Champions endorsed by EU
II. From vision to implementation	
WeEmpowerAsia as a catalytical programme	<ul style="list-style-type: none"> - Discussion on the expansion of country coverage, i.e. when there are opportunities and interest from other countries (currently such as Myanmar, Bangladesh and Pakistan, and South Korea) to join the WEA programme in some way or to develop a new programme inspired by the WEA programme. This would also mean collaboration with other stakeholders and donors, i.e. ADB and private sector. - It was discussed to use the 'WeEmpowerAsia' umbrella as an



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	<p>umbrella for different programs within the same thematic scope and the EU agreed to this principle. There is joint interest in creating a 'WeEmpowerAsia' movement. While there is flexibility to engage with other donors that have expressed interest in contributing to the programme, proposals for joint collaboration with other donors should be consulted with the EU. .</p> <p>ACTION: UNWomen to consult EU on an ad-hoc basis on proposals from other donors for joint funding of activities.</p>
Gender assessment of own organizations	<p>UN Women and ESCAP will work together on an exercise to assess the organisations' own level of integration of gender equality. This will be done in collaboration with Investing in Women. The EU delegation in Thailand was invited to join this joint exercise. EU asked for further information about the exercise, which will be shared with the Ambassador who will need to agree.</p> <p>ACTION: UNW to share more details and EU to decide on participation.</p>
Gender sensitive procurement and Gender-smart Investment	<p>Gender responsive procurement were presented as one of the work areas that the WEA programme will take on because it is an area many companies, especially WEPs signatories that have already come far in terms of progress in the workplace, and are now ready to put a gender lens on the sourcing done from their suppliers.</p> <p>Gender-smart investment is identified as another priority area and strong work with the financial sector across the region. EU positive about this and suggested to create project linkages with the ILO-OECD Responsible Supply Chains</p>
Collaboration	<p>It was proposed to strengthen and widen collaboration between EU Delegations and the in-country WeEmpowerAsia programme managers, especially also to include EU delegation staff responsible for trade issues, as the programme aims to create links to EU trade priorities and issues.</p> <p>WeEmpowerAsia country teams will look at the trade sectors that are of interest to each respective EU Delegation.</p> <p>There is also a need to collaborate with the EU Chamber of Commerce in order to have access to their network of member companies. Vietnam is a good example of an EU Chamber that is very interested in collaboration on WEE issues.</p> <p>The EU Delegation in Bangkok will try to assist in advancing this collaboration but also stated that many delegations do not have many resources and it will be different from delegation to delegation.</p>
Inception Report and Programme approval	<p>Approved in principle; EU delegation will by latest 2 December send feedback on the Inception Report and annexes.</p>