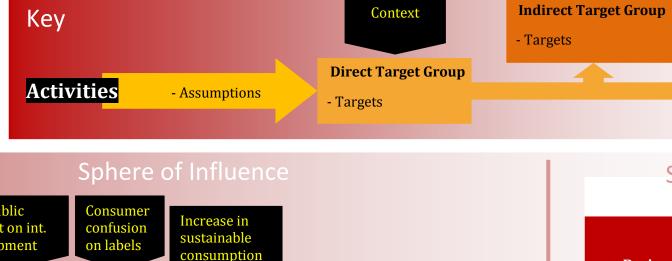
Women@Work

Theory of Change

Sphere of Control



| Research | | Low public interest on int. developmentConsumer confusion on labelsIncrease in sustainable consumption |
|---------------------------------------|--|--|
| Research | | General PublicCSR is USPLow status of women in society |
| Popular Campaign | - Media exposure affects public opinion - Public opinion influences politicians & businesse - Companies are sensitive to consumer pressure | Awareness of campaign issues Positive attitude towards fair Businesses |
| Business Advice & Cooperation | Businesses are sensitive to media exposure CSR affects women workers' circumstances Investing in women pays off | - Companies are transparent on their impact on women |
| | | |
| Advocacy | - Media exposure affects decisionmaking - Government influences OECD Guidelines - Government organizes trade missions - Government defines 'business sector instruments | Politicians & Policy makers - Awareness & recognition campaign issues - Gender specific monitoring of OECD-guidelines - Promoting sust. trade missions - Implementation of gender criteria in'business sector instruments' |
| | | Priority for businesses in int. development Low political attention for dev. cooperation International Organisations ILO / OECD / CEDAW / IUF Conder energificamenitarian of |
| | | Gender specific monitoring of Code of Conduct Implementation ILO conventions |
| Capacity Building fo | Capacity building increases their influence on g Southern partners reach women directly | governments, businesses and public opinion - Stronger advocacy & monitoring |
| Southern Partners | - Strong networks increase effectiveness | More training for women Gender sensitive training for producers |
| Funds for Inter- national Networks | International networks help strenghten the capacity of Southern Partners International networks effectively influence international organizations | International Networks - Strengthen int. lobbying - Sharing of knowledge for capacity enhancement South. P. |

- Stronger international network

Ultimate Target Group

- Targets

