

Action plan



INTRODUCTION

This document outlines Fundación WWB Colombia's dedication to the Inclusive Data Charter and our action plan for the next 5 years. Our aim is to make a meaningful impact in reducing social inequalities in Colombia by generating, utilizing, and sharing reliable, up-to-date, and inclusive data. This approach aligns with the principle of "Leave No One Behind" (LNOB) and the Agenda 2030, allowing us to effectively demonstrate, inform, and drive decision-making processes.

Fundación WWB Colombia (FWWBCol) is an autonomous, robust, and independent organization dedicated to bridging inequality gaps for women and promoting their active participation in economic development. Through various initiatives and programs, FWWBCol aims to strengthen the personal and business capacities, particularly of women entrepreneurs in vulnerable socio-economic situations. It also fosters the generation, dissemination, and adoption of knowledge to identify and influence the reduction of gender-based inequalities. Furthermore, FWWBCol makes social impact investments in sustainable businesses that promote equity, following the guidelines of the principles of responsible investment (PRI).

FWWBCol and data

Reliable, up-to-date, and inclusive data that can be used to showcase, inform, and facilitate decision-making are key to addressing social inequalities in Colombia. Nonetheless, we have identified several key challenges in data construction, as follows:

- The lack of disaggregated data by ethnicity, gender, and geographical location to create diagnoses from an intersectional approach, baseline data, and for comparison purposes.
- The need to generate reliable, up-to-date, and regular data.
- The importance of producing data for geographically hard-to-reach areas.
- The necessity to foster a data-driven culture emphasizing rigor, timeliness, use in decision-making, and data quality, among other aspects.
- Data accessibility.

Due to the lack of reliable, up-to-date, and organized information in the region, and in order to promote equity and equal opportunities, FWWBCol has decided to implement the following three mechanisms as tools for data construction and consolidation:

- A robust research and analytics team: the team produces qualitative and quantitative data directly from the entrepreneurs involved in various FWWBCol initiatives, as well as from in-house research projects, collaborations with third parties, and the FWWBCol Research Fund.
- The promotion democratization of data: the data obtained from these research endeavors, whether acquired directly or through partnerships, adhere to the highest standards of quality and ethics. They are anonymized and made accessible to all individuals and organizations, allowing them to consult, cross-reference, or complement the data with their own information or from other reliable sources.
- Observatory for Women's Equity (OEM): the creation of the OEM in collaboration with Universidad ICESI, is intended to measure, disseminate, and advocate for institutional and public policy changes concerning factors affecting women's equity

and autonomy. This initiative enables the collection of high-quality and timely data through surveys and polls specifically designed to assess the equity conditions of women in Valle del Cauca and nearby municipalities. A survey is conducted every two years covering the following dimensions: physical and economic autonomy, leadership and public participation, and gender-based violence. The data gathered has been instrumental in influencing local and regional government plans and informing decision-making by both public and private entities. The OEM also provides leadership and political participation training for women through various courses and diploma programs.

Learnings and recommendations

To guarantee inclusivity and the creation of timely, accessible, and usable data for decision-making, we must acknowledge the various existing data sources and understand how they are created, their focus, and scope. This understanding will help identify the suitable methodology and analytical approach to employ. To achieve this, there has to be a well-trained workforce with technical skills in data production and analysis, as well as expertise in implementing quality control and data confidentiality measures.

Beyond this, promoting participatory and collaborative data creation with public and private organizations is vital for securing funding to support data collection, analysis, and utilization. This approach allows the development of more comprehensive, high-quality, and far-reaching data.

Data should be produced and collected periodically, and results should be disseminated and integrated into digital platforms. This practice enables easy access and retrieval of information while ensuring data privacy and confidentiality. Emphasizing transparency in the data sharing process is an essential part of building trust and safeguarding data.

Lastly, it is important to promote participatory spaces that encourage knowledge exchange and collaborations among individuals, organizations, and institutions. This approach ensures that the collected data serves as a guide for plans, programs, and projects while also facilitating advocacy efforts with stakeholders working on the topics addressed. By

fostering active involvement and cooperation, we can harness the power of data to make a significant impact and drive positive change in the areas of concern.

Why we decided to join the Inclusive Data Charter

The lack of disaggregated data on economic participation, leadership, and financial inclusion with a gender focus is one of the main challenges faced by FWWBCol and other third-sector organizations. Women, as part of populations experiencing greater difficulties in accessing financing for productive initiatives and the labor market, also face higher rates of gender-based violence. Moreover, there is a scarcity of data on the structure of vulnerable entrepreneurs and the entrepreneurial landscape, especially when incorporating subnational and differential perspectives.

Hence, it is crucial for FWWBCol to have data that adopts a gender and intersectional approach, considering factors such as age, ethnic background, geographical location, educational level, among others. This approach empowers FWWBCol to implement innovative individual and collective actions that foster the socio-economic development of women and their households. Thus, FWWBCol is dedicated to generating comprehensive, rigorous, and high-quality data, enabling in-depth analysis and visibility while remaining accessible to all organizations and populations eager to address these issues collaboratively.

Working with the Inclusive Data Charter will allow us to implement actions that will help with the following:

- Strengthen the organizational culture around data for informed decision-making, rigorous research, and program monitoring and evaluation.
- Enhance data generation with more disaggregated information, improving accessibility and usefulness to serve as reference points for establishing baselines, making comparisons, and measuring outcomes with evaluation criteria.
- Ensure data availability for public consultation and dissemination, thereby promoting external data utilization.

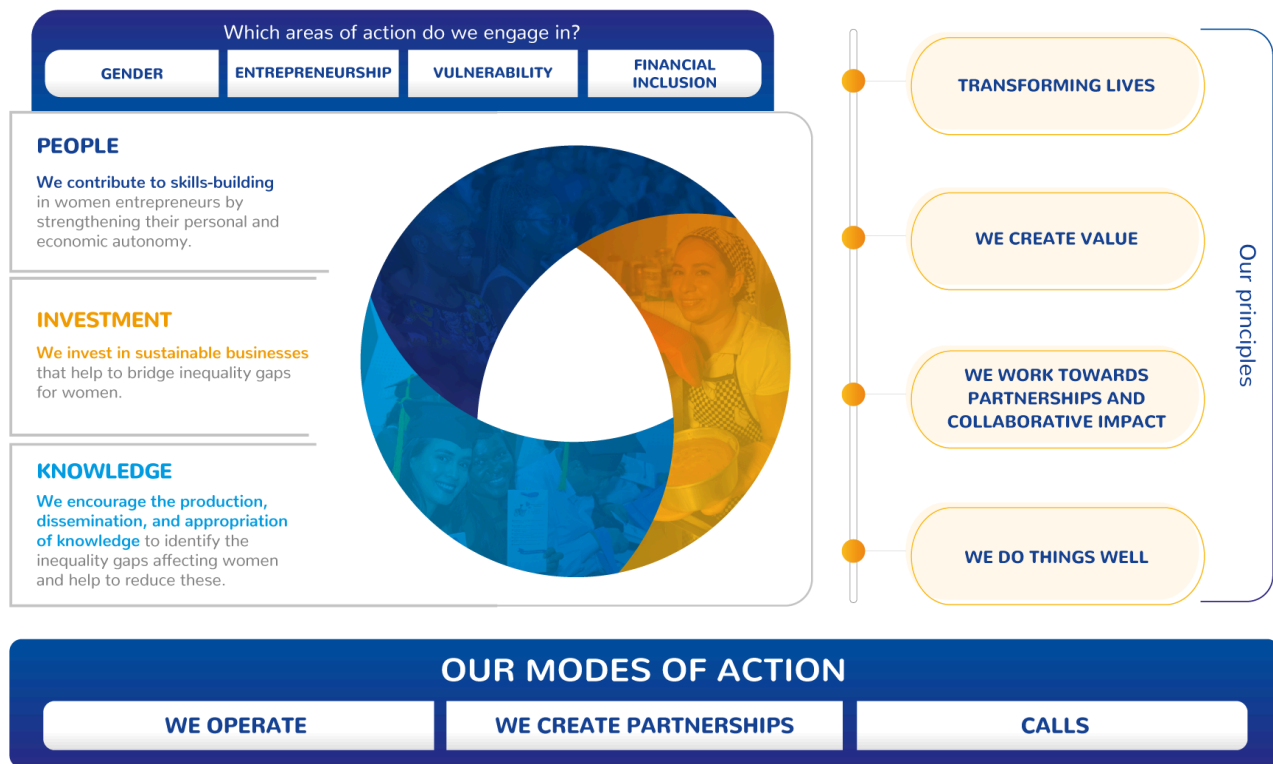
- Engage with national and international ecosystems focusing on data usage and generation.

Collaborating with the Inclusive Data Charter will also bolster the development of disaggregated and inclusive data, thus contributing to the attainment of Sustainable Development Goals (SDGs) related to: (1) Ending Poverty, (4) Ensuring Quality Education, (5) Promoting Gender Equality, (8) Fostering Decent Work and Economic Growth, (10) Reducing Inequalities, and (17) Strengthening Partnerships for the Goals.

Finally, teaming up with leading organizations in data production and analysis across diverse sectors, geographical regions, and experiences will empower us to integrate novel methodologies, strategies, and insights, resulting in more robust, effective, and inclusive data analytics. This, in turn, will enhance our actions and elevate the quality of regional and national data in the medium and long term, leading to greater local, regional, and even national impact.

CURRENT WORK AND COMMITMENTS

FWWBCol's initiatives are designed to bridge inequality gaps for women and promote their active participation in economic development through three strategic pillars: People, Knowledge, and Business.



Below are the main initiatives we have implemented under the pillar of People (training) and Knowledge (research and document generation):

Entrepreneurship training

The following are three initiatives related to entrepreneurship training: Plan Reactíivate, Yarú: Camino Integral para emprendedoras, and Manejo Exitoso del Dinero (MED).

PLAN REACTÍVATE

Plan Reactíivate: Established in 2020 as part of the economic recovery efforts during the COVID-19 pandemic, the "Plan Reactíivate" program is designed to revitalize businesses, restore income, and empower vulnerable entrepreneurs to make informed decisions amidst socio-economic challenges.

Approximately 86% of the program's beneficiaries have been women entrepreneurs, predominantly located in the municipalities of Cali, Buenaventura, and Palmira. Notably, 72.5% of the businesses experienced a positive variation in their sales income compared to the initial reported value. Additionally, 67% of the entrepreneurial ventures successfully reactivated economically while preserving their pre-pandemic productive activities. On average, the reported sales value grew, impressively, by 77% between the onset of the COVID-19 crisis and the culmination of the "Plan Reactíivate" program.

Furthermore, 72.6% of the individuals assisted by the "Plan Reactíivate" program reported a high perception of personal capabilities compared to the baseline. As for commercial and financial skills, these improved by 32.48% upon completing the initiative, when compared to their perceived level upon entering the program.

Currently, the program remains active in vulnerable territories, such as in Tumaco, Guapi, and Timbiquí, where business reactivation, income recovery, and capacity building are still necessary.



Yarú: Camino integral para emprendedoras: Implemented in 2017, the program serves as a comprehensive pathway for strengthening informal sector businesses, primarily led by women. It gathers qualitative and quantitative data, establishing baselines and comparison points through bivariate analysis and index construction, enabling impact evaluation and highlighting further challenges.

In 2022, the semi-presential format of the initiative reached 890 participants, with the majority being women entrepreneurs (91%). The main economic activities of the businesses served were focusing on hairdressing (16%), restaurants, bakeries, and food sales (14.6%), and clothing manufacturing (14.4%).

As a result of the program, 72% of the businesses experienced positive variations in their sales, resulting in a remarkable 78.7% increase in income compared to the initial reported value. Meanwhile, 90% of the beneficiaries reported personal growth, particularly in self-esteem and communication skills. Concerning business capacities, 62% showed improvements.

Those with high-level business capacities reported an average income 1.9 times higher than those with low business capacities, and this difference was statistically significant. Furthermore, after completing the training program, household income increased by 69.6%.

Curso de educación financiera

MED Manejo[®] •exitoso• del dinero

Manejo Exitoso del Dinero (MED): "Finanzas para el campo" is an educational financial course developed in 2013, covering topics such as savings, debt levels, budgeting, and providing tools for making financial investment decisions. In collaboration with the National Federation of Coffee Growers, a research component was added to identify challenges and offer new insights into the use of financial resources in rural areas, resulting in a version tailored for rural communities.

Throughout 2022, this initiative was implemented in 26 departments across the country and in over 140 municipalities, reaching 7,157 participants through in-person, virtual, and semi-presential formats, with the support of 44 strategic allies. Notably, 44% of the enrolled individuals in "Finanzas para el campo" are above 40 years of age, and 30% of the participants have been victims of the armed conflict. In 2023, the program expanded its reach to over 7 departments, benefiting 2,587 individuals.

These three initiatives have established a number of data creation and monitoring schemes, incorporating baselines and comparison points. The data serves as strategic inputs, not only for the organization but also for the public interested in gender-related issues, financial inclusion, and entrepreneurship. The data is disseminated through newsletters, scientific and informative articles, and reference documents. Statistical reports on current events have also been produced, linking national and regional developments to the initiatives' objectives.

Research and projects with other actors

The following research projects are currently underway:

- **Characterization of Entrepreneurships in Vulnerable Contexts in Cali:** This research project is designed to characterize entrepreneurial ventures in vulnerable contexts within the city of Cali. The study considers variables related to the characteristics of the entrepreneurs in terms of their skills, the environment in which they operate, their households, as well as the performance of their businesses and their level of financial inclusion. The study provides a representative analysis for Cali and is intended to contribute to the discussion on entrepreneurial characterization, moving away from the traditional necessity-opportunity dichotomy.
- **Financial Inclusion of Women in Rural Areas:** The study focuses on the Financial Inclusion of Women in Rural Areas, where data was collected with a gender perspective in the rural zone. The main objective was to understand the barriers rural women face in accessing and utilizing formal financial products, as well as to explore how these barriers relate to their involvement in productive and reproductive work. The ultimate goal is to devise strategies that contribute to the overall well-being of this population.

Additionally, in 2017, the FWWBCol Research Fund was established as a mechanism to support research led by master's and doctoral students, research groups, or social organizations. These projects focus on the various contexts, challenges, and opportunities that arise in rural areas. To date, the fund has supported more than 80 projects that incorporate a gender perspective and involve participatory and collaborative methodologies, as well as components of social knowledge appropriation.

Furthermore, FWWBCol has actively participated in the consolidation of inter-institutional and inter-sectoral spaces, such as the Financial Inclusion Working Group, which includes more than 15 public and private organizations. The primary objective of this group is to improve the conditions for financial inclusion in the country. FWWBCol also collaborates in inter-sectoral efforts concerning entrepreneurship in vulnerable contexts in Cali, working alongside organizations dedicated to promoting entrepreneurship in the city. FWWBCol works in conjunction with the Labor Informality Observatory at Universidad del Rosario to strengthen data structures and ensure data stability and reliability.

Diffusion documents

FWWBCol has published using its data in collaboration with various organizations. These publications include the following:

- (2021) Paro Nacional: La necesidad de una agenda pública enfocada en la economía en la ciudad de Cali (National Strike: The Need for a Public Agenda Focusing on the Economy in the City of Cali). Fundación WWB Colombia, Universidad ICESI (Observatorio de Políticas Públicas (POLIS))
- (2021) Plan Reactívale: Mecanismos de innovación para la recuperación económica de los pequeños negocios en el Valle del Cauca (Plan Reactívale: Innovation mechanisms for the economic recovery of small businesses in Valle del Cauca). Fundación WWB Colombia, Universidad ICESI (Observatorio de Políticas Públicas (POLIS))
- (2021) Negocios tradicionales y de subsistencia: aproximaciones a una realidad local (Traditional and subsistence businesses: approaches to a local reality). Fundación WWB Colombia, Chamber of Commerce.
- (2022) Situación socioeconómica de las mujeres jóvenes en el Valle del Cauca: reflexiones a partir de sus clamores durante el paro nacional (Socioeconomic situation of young women in Valle del Cauca: reflections based on their claims during the national strike). Fundación WWB Colombia, Observatorio para la Equidad de las Mujeres OEM, Universidad ICESI.
- (2023) Panorama de las de las Violencias Contra las Mujeres en Cali (Overview of Violence Against Women in Cali). Fundación WWB Colombia, Cali Chamber of Commerce, Cali Cómo Vamos, Observatorio para la Equidad de las Mujeres (OEM)
- (2023) Entre la reinención y la reactivación: el caso del Plan Reactívale Fundación WWB Colombia como estrategia de recuperación económica enfocada en emprendimientos por necesidad (From reinvention to reactivation: the case of the Reactívale Plan Fundación WWB Colombia as a strategy for economic recovery focusing on necessity-based entrepreneurship). Fundación WWB Colombia. Universidad del Valle.

What makes us different?

Fundación WWB Colombia has shown a growing interest in conducting research that explores the intersection of gender with entrepreneurship and financial inclusion. This interest also extends to enhancing research techniques and analytics. This shift is driven by the recognition of new emerging needs in the context, acknowledging the significant role women play as agents of change in society.

FWWBCol is dedicated to conducting rigorous research that provides valuable insights into social issues and needs, benefiting organizations striving to address social disparities. Collaborating with Universidad ICESI, FWWBCol has established the Observatory for Women's Equity (OEM) to conduct research, produce data, and advocate for women's autonomy. FWWBCol has also set up the Fundación WWB Colombia Fund to support research in the Pacific region, exemplifying their commitment to fostering knowledge and regional development.

FWWBCol has created spaces for dialogue and knowledge exchange in collaboration with strategic actors at local and national levels, aiming to discuss aspects contributing to inequalities and work towards reducing these gaps from a gender perspective.

This approach has laid a strong foundation for addressing existing inequalities in the region. However, it remains essential to generate more disaggregated data with an intersectional focus, providing both internal and external stakeholders with accurate and contextually relevant information, disseminated through appropriate means and mechanisms. Investing in data development is considered a pathway to achieving sustainable social transformation.

PLAN

Goals	Actions	Area responsible	Timeframe	IDC Principle
Ensure our data and our allies' data is rendered more inclusive of women and their intersectionalities.	- Continue collecting intersectional data from our entrepreneurs that serve to make disaggregated analyses.	Analytics area (Fundación WWB Colombia)	Ongoing	1 and 2
			Annual	1 and 2
	- Continue to collect Observatorio para la Equidad de las Mujeres survey data with a specific focus on intersectionality, so as to perform disaggregated analyses.	Observatorio para la Equidad de las Mujeres	Ongoing	2, 3 and 4
	- New research projects should consider collecting disaggregated data with special emphasis on women and their intersectionalities.	Research area	1 year	1 and 2
	- Support the collection of disaggregated data in Banco W. Fundación WWB Colombia is the main shareholder and our aim is to promote gender inclusion within the bank's key objectives, including disaggregated data collection, analysis, and use to improve financial products and services.	Research area	1 year	2 and 3
	- Promote the collection of disaggregated data in the academic research funded by the Fondo Fundación WWB Colombia para la Investigación (fund)	Fondo Fundación WWB Colombia para la Investigación		

Goals	Actions	Area responsible	Timeframe	IDC Principle
Work in partnership with other organizations and experts to promote the use of Fundación WWB Colombia disaggregated data.	- Organize an annual event to present and socialize disaggregated data that we have collected, together with partner organizations.	Analytics and research area (Fundación WWB Colombia)	Every 2 years	3, 4, 5
	- Launch research calls that promote the use of our disaggregated data to perform intersectional analysis.	Fondo Fundación WWB Colombia para la Investigación	1 year	2, 4 and 5
	- Disclose disaggregated data from the Fundación WWB Colombia's own research in order to promote its use in academia, research centers, and other organizations.	Research Area	Annual	2 and 4
	- Implement and/or strengthen collaboration agreements (ie DANE) and data exchange to promote intersectional analysis by allies.	Analytics Area	Annual	5
Publish reports, documents and other audiovisual content using disaggregated data to raise awareness of its importance with other organizations and decision makers.	- Present disaggregated data in reports and documents in a way that is understandable to a variety of audiences.	Analytics and Research Area	Ongoing	1, 2, 3 and 4
	- Improve the ways in which we disseminate knowledge and data, so as to engage wider audiences and organizations. I.e. Designing simpler versions of our documents so that anyone can understand and engage with them.	Analytics and Research Area	Ongoing	5