

# WeProsper

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The WeProsper coalition welcomes the new Gender Strategy for 2024-2030. We commend the World Bank's renewed commitment, ambition, and willingness to draw insights from lessons learned to engage differently to respond to the global urgency and complexity of achieving gender equality and the economic empowerment of women and girls in all their diversity.

We appreciate the new **strategic objectives** (ending gender-based violence and elevating human capital; expanding and enabling economic opportunities; and engaging women as leaders), the prioritization of innovation, financing and collective action as **drivers of change**, and the increased attention to **accountability for gender outcomes** in country engagement and in project design and implementation.

We welcome the focus on **gender-based violence (GBV)**, particularly in fragile and conflict-affected contexts, and the analysis of its repercussions on health and well-being, human development and economic outcomes, as well as the linkages between social norms and GBV. However, although the strategy acknowledges that promising approaches work at the national, business and community levels, interventions and investments cited in the strategy focus primarily on the community level. We encourage the Bank to identify and promote holistic interventions that encompass legal and regulatory reforms, including the ratification of international standards such as ILO Convention 190; investments in infrastructure, social protection, comprehensive health and reproductive services; and ambitious social and behavioral change interventions.

We appreciate the emphasis on **building and protecting human capital and expanding economic dimensions for inclusive and shared prosperity**, including investments in health, education, and social protection, and we particularly welcome the emphasis on care and references to reproductive health. However, the approaches outlined in the Strategy tend to focus on behavioral and social norm change and micro-level interventions and may therefore be insufficient to fully address the gender constraints in access to jobs, economic assets and services that enable economic participation.

We thus encourage the Bank to use evidence from its gender analyses to explore the gendered implications of current economic systems and inform macroeconomic and fiscal policies, improve the allocation of public resources and address structural inequalities across the lifecycle. While the Strategy includes references to the intersection of gender with poverty, ethnicity, race, disability and other characteristics, it does not clearly articulate how such **intersectional gender analysis** will shape implementation to support those facing compounding forms of discrimination, particularly with regards to the second and third strategic objectives.

We welcome the linkages with SDG5 and CEDAW in the Strategy and encourage the Bank to stress commitments to gender equality in country engagement and adopt **a rights-based approach** across project design and implementation, in line with international normative frameworks and human rights and labor standards—including but not limited to the Sustainable Development Goals, the Beijing Declaration and Platform for Action, the Women Peace and Security Agenda, ILO Conventions and others. We also encourage the Bank to integrate insights from existing research highlighting the synergies between economic, reproductive and climate justice and gender equality objectives. A rights-based approach to care, for example, could support the development of a more holistic view of the care economy that addresses the impact of care responsibilities on the rights, well-being, and economic

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participation of women and girls. Such an approach would encompass all forms of paid and unpaid care, support the collection and disaggregation of data on the value of care and the characteristics of carers, and identify gender-transformative policies that strengthen social protection and labor standards, clarify roles and responsibilities for employers, and address gender norms and stereotypes.

We commend the alignment of the Strategy with the Evolution Roadmap and the Corporate Scorecard and encourage the Bank to strengthen the Strategy's **operationalization** at the country, regional and global level and its **institutionalization** across the Bank's entities by: setting concrete financing targets for gender equality; dedicating adequate resources to ensure gender expertise and capacity; and outlining a robust accountability mechanism with clear incentives and corrective measures, including for senior management. To this end, the Bank can learn from the experience of other international partners, including United Nations entities, the private sector, development partners and others.

We appreciate the focus on **collective action**, wider partnerships and stakeholder engagement. We strongly encourage the Bank to prioritize strategic partnerships with women's rights organizations and feminist movements, especially at the local level. We also call on the Bank to increase direct, sustainable and flexible funding for women's rights organizations and feminist movements, as well as to establish formal mechanisms to ensure their direct participation and influence across program design and implementation, as well as monitoring and evaluation.