



South-South Series: Empowering and Growing Women-led Business

Session 9: Engaging men as
partners and champions of
women's empowerment

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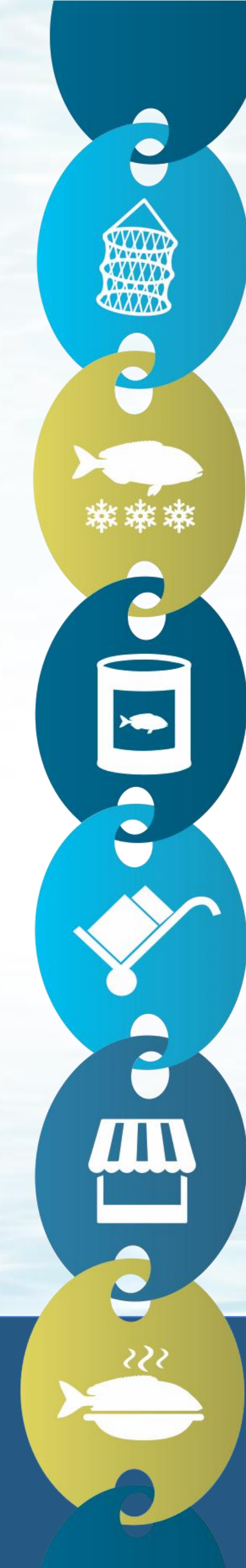
FISH4ACP

Unlocking the potential
of sustainable fisheries and aquaculture
in Africa, the Caribbean and the Pacific

Engaging Men to Advance Women Entrepreneurs

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Outline

Brief context

Why Engaging Men Matters

Cultural and gender norms

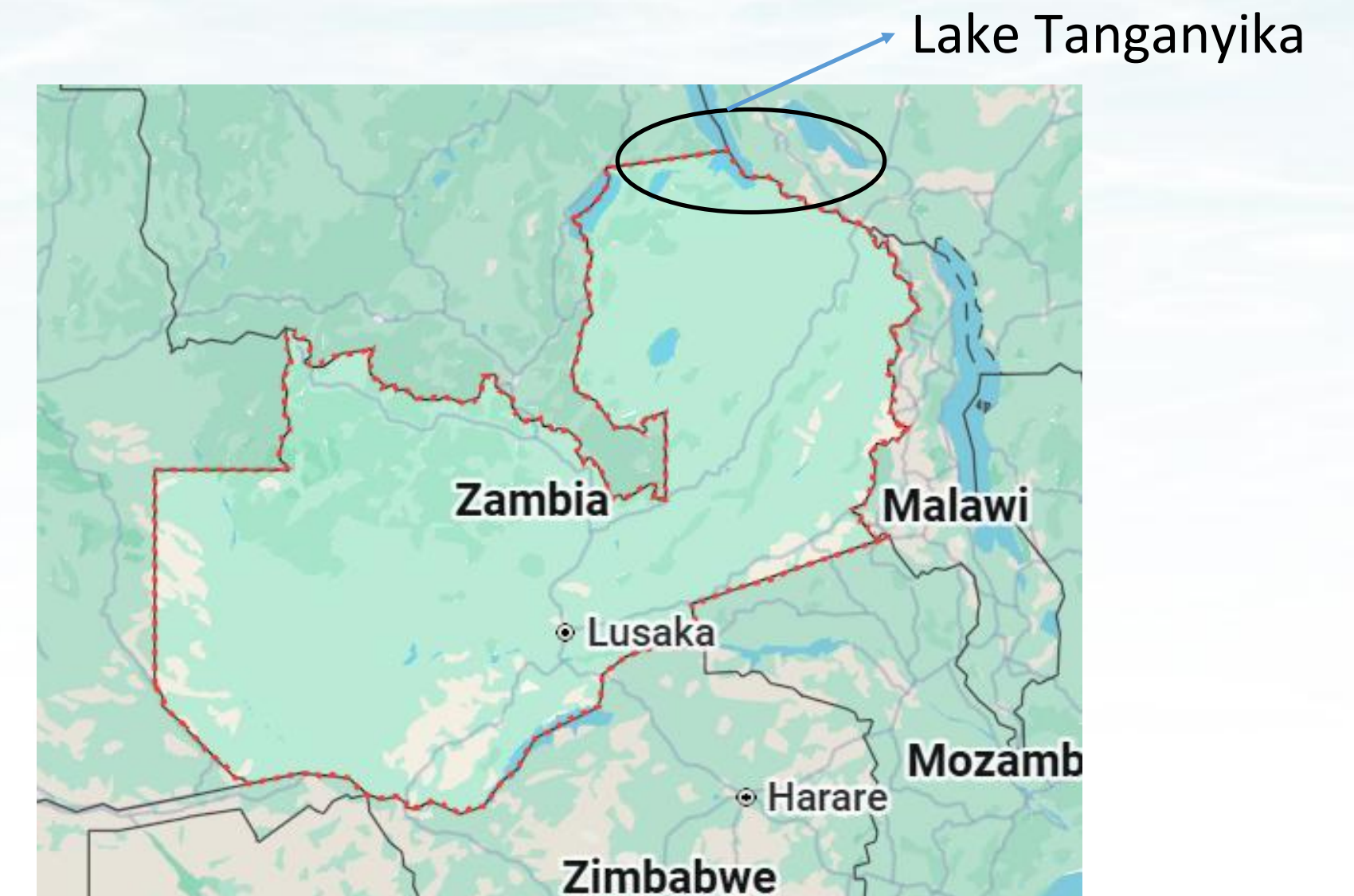
Dimitra Clubs in Practice

The Way Forward (Conclusion)



Brief Context

- **The FISH4ACP project in Zambia focuses on the sustainable development of the small pelagics value chain.**
- **Artisanal fishermen are the largest type of actors in terms of number (estimated at 14 000).**
- **2 200 artisanal processors. More than 87% are women and they earn less than \$160 per year each.**
- **No alternative source of income other than buying, processing and selling fish.**
- **Women are often coerced into offering sex to fishermen to have access to fish.**



Why Engaging Men Matters

Business Level: Productivity & Income

- Artisanal fishers are the largest type of actors in terms of number (estimated at 14 000).
- Increased access to resources (finance, assets, networks)



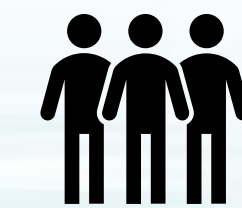
Household Level: Wellbeing & Decision-Making

- Reduced conflict and greater cooperation at home
- Better sharing of unpaid care and domestic work



Benefits for Men Themselves

- Reduced pressure to provide for the family.
- Better relationships and communication within families.



Barriers to engaging men

- Normalized GBV.
- High reliance on incentives.
- Development projects are often designed with women as the main targets for empowerment.

How we have addressed the barriers

- Trainings on positive masculinity.
- Community sensitization through circus and community theatre.
- Dimitra Clubs approach.



Inclusion in Mixed Groups

- Men participated in:
 - ✓ Regular meetings
 - ✓ Problem identification

Engagement Through Community Dialogue

- Men were engaged in conversations on:
 - ✓ Gender roles
 - ✓ GBV and harmful practices.

Working with Traditional Leaders (Male Gatekeepers)

- Their support helped:
 - ✓ Legitimize women's participation
 - ✓ Encourage male involvement



Male Participation in Collective Community Actions

- Men actively worked alongside women in:
 - ✓ Infrastructure projects.
 - ✓ School and community improvements.

Behavior Change at Household & Community Level

- Men increasingly:
 - ✓ Allowed and encouraged women to attend meetings.
 - ✓ Recognized the value of women's participation.

Male Leadership and Champions

- Men served as:
 - ✓ Focal Points (72 trained male FPs).
 - ✓ Community advocates.



Dimitra Club members contributed bricks, including transporting materials to the site for construction of a community nursery school.



Dimitra Club, members organized a successful clean-up of the well and surrounding area.



Dimitra Club mobilized community members to improve the school environment through voluntary work and local resource pooling.



The Way Forward (Conclusion)

- ❑ Partnerships: Strong partnerships are critical to scale impact.
- ❑ Behavior change approaches: Behaviour change is gradual, it requires continuous engagement with not just men but also women, young people and community leaders.

FISH4ACP

Unlocking the potential
of sustainable fisheries and aquaculture
in Africa, the Caribbean and the Pacific

FISH4ACP is an initiative of the Organisation of African, Caribbean and Pacific States (OACPS) aimed at making fisheries and aquaculture value chains in Africa, the Caribbean and the Pacific more sustainable. FISH4ACP is implemented by FAO and partners with funding from the European Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ).



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