



Tools for Enabling Family Support for Women Entrepreneurs

The ideas, approaches and tools provided within this booklet are designed to open up important dialogue about family support and lay the foundations for family members to be constructively engaged with the Young Women Entrepreneurs (YWEs) in their lives.





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ACKNOWLEDGEMENT

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This resource will be a useful resource in the first place for all WE Act partners, but in addition, we hope that other Cambodian Civil Society Organizations, looking to involve family members of their target audience in their activities, will find inspiration from the ideas presented here. By having family members involved and supportive of any activities, will bring a higher impact to any project.

OVERVIEW AND PURPOSE

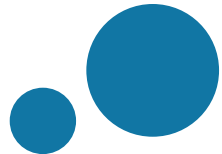
Research conducted by the Women Entrepreneurs Act project (WE Act) has shown that some of the greatest barriers to success that Cambodian women entrepreneurs face are based on constraints placed on them by their families and restrictive societal norms.

To address these barriers, WE Act has developed this series of ideas for approaches, activities and tools that can be used by entrepreneur support organizations to promote increased family engagement and support for the young women entrepreneurs (YWEs) in their lives.

These approaches are intended to enable family members of YWEs to better understand and support their YWE's in terms of emotions, finance, time, and/or in sharing household responsibilities that often prevent women from succeeding in their business performance and management.

Our research has also shown that when **family members support their YWEs**, it is a significant factor in enabling them to actively and meaningfully engage in business networks, take advantage of learning opportunities, access relevant resources, and make strategic decisions that help them achieve their business goals and live the lives they choose.

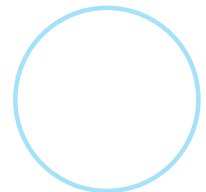
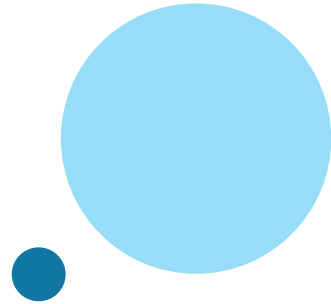
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WHO IS THIS FOR?

The ideas, approaches and tools below are intended to be ***used by organizations, business networks, entrepreneur associations,*** and other institutions who work to promote women's empowerment and who provide support to women entrepreneurs.

Whether the organization is already working to engage families in their work, or if this will be an entirely new approach, the ideas in this document are intended to ***provide practical and actionable steps*** that can be taken to help YWEs gain the support they need from their valued family members.



Business networks, associations, or other organizations **can choose** one or more **tools** as a trial to integrate or test within their program.

The **WE Act team will be available** to work closely with your organization to pilot these tools and provide technical support during the process.

This is a living document, so associations or WE Act partner organizations can also provide feedback or give suggestions for better tips to improve and further develop the ideas outlined in this booklet.



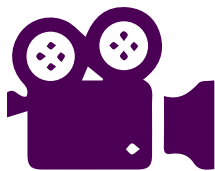
TOOLS AND APPROACHES FOR ENABLING FAMILY SUPPORT FOR WOMEN ENTREPRENEURS

The following are ideas for *six tools and approaches* that can be used and adapted by organizations and institutions that want to enable family members to *increase their support and engagement for women entrepreneurs* in their lives. Under each tool title there is a brief explanation of the purpose of the tool and how it can be put into practice.



The explanations are not intended to provide a detailed guide of exactly how the tool will work, but rather to *give inspiration* for the organization to go forward with the tool or approach in a manner that will best fit with their circumstances.





I. PRODUCE VIDEO CONTENT THAT MODELS THE IMPORTANCE OF FAMILY ENGAGEMENT

Produce videos that demonstrate and model *how the support of husbands and other family members for women entrepreneurs in their lives can be very important for their success*. Videos can be disseminated through social media and are intended to raise public awareness and influence behavior of other individuals who may have young women entrepreneurs in their families.



These videos will fill an important gap in Cambodian society, as recently there are many videos of role models being produced, and most of those are mentioned about hard work and commitment of women themselves with less content about who else influences their success. These videos will address the important topic of *how young women's families contribute to that process*.

HOW?

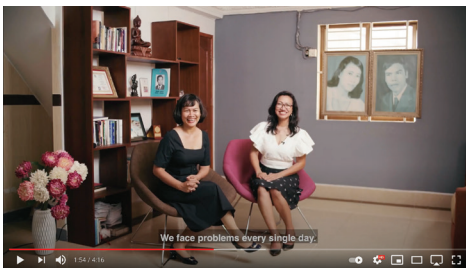
OPTION 1

The video content is targeted to men and demonstrates male role models to the public. The video can show and discuss about why men/parents decide to support their wife and/or daughter to do business. What is the motivation that they give to their wife/daughter?

Videos of male **role models should include** content about **men who support their wife/daughter** to engaging in social work or become entrepreneurs. They will become a man/ father role model for other men and other family members to urge more support to women entrepreneurs.



Below are some samples of women role model videos, and we might transfer this format to highlight the stories of men who are good models of providing support to women entrepreneurs in their lives:



WE Role Model: IPML Printing, by WE Act
<https://youtu.be/beTwwvv8D4Q>



Women and business:
Bay Sloek Chek-Chan Lamy, by LSG
<https://fb.watch/8bJUpHfR9K/>

OPTION 2

While planning for making video content about women role models, at least one scene in the video should **highlight family's support to YWEs** in their life history. There are 2 choices for this content:

- A. Women mentioned who are her supporters.
- B. Film short scene of men talking about his opinion and support to his female family member in either doing business or making their own decision.

Below are some videos as examples of this content:



*How can women balance family and career?
By Sheila Hooda, CEO at Alpha Advisory
<https://youtu.be/DPSIjBNpMjk>*



*Entrepreneurial couple, by LSG
<https://fb.watch/8bK4X2pqv7/>*



*Transforming gender roles at the family level in Cambodia
by Oxfarm in Cambodia
<https://youtu.be/UyF0PGuvbGg>*



2. ENGAGING FAMILY MEMBERS IN RELEVANT EVENTS

This tool will *enable husbands and other family members to be directly involved in women's capacity development program*, and they will together identify their roles to support young women entrepreneurs mentally and/or physically as they go through their journeys of learning to become stronger businesswomen.

HOW

Many capacity development programs which include launching, orientation and/or graduation ceremonies of training or coaching and mentoring should *invite family members* to take part in the event. By participating in these events, family members will be able to experience and understand how important the program is for YWEs, and they will therefore be more aligned with understanding why the YWE is engaging in the program and investing their time and/or resources in doing so.

EXAMPLE: Before rolling out the incubator program, SHE Investments always organizes a workshop or workshop at the start of the program. SHE not only invites YWEs who participate in the program, but also their parents/husband in order to introduce all of them about the program, what the objectives are and why it is important for YWEs. Sample program activities can be found in annex 1.



3. INCLUDE RELEVANT TOPICS ABOUT FAMILY SUPPORT IN TRAINING OF WOMEN ENTREPRENEURS

Purpose: Provide training that will *support women themselves to be more aware of their rights in the context of their household and their family roles*, and how they claim their rights or gain support from their husband and other family members. This approach will be a mechanism for women who already get support from their husband and family to share their experiences with other women.

How: Within the training program that a YWE is engaged in, there should be at least one *discussion session around topics related to gender empowerment* in the household, so that YWEs can exchange their understanding and learnings from other's experiences upon how to increase family's support to her



The discussion session can be 1-2 hours and integrated into the main agenda of the program. The organizer should prepare a list of leading questions ahead of the session. Some examples of potential discussion question can be found in **annex 2**.





4. SPEAKER EVENT(S) ON FAMILY ENGAGEMENT

This approach will *provide space for both male and female role models to share about their experiences* overcoming the barriers of traditional gender norms, and either serving in supporting roles to women entrepreneurs or advocating for support from family members. Through a speaking event platform, audiences can ask questions and get more clarification from speakers, as needed.

TARGET AUDIENCES

Women and men that are involved in support roles for YWEs. We encourage women to invite their husband or other family members to attend the speaker events, so that they are exposed to hearing real experiences from positive role models.



HOW: Similar to approach number one (above), we identify men /parents role model who strongly support their wife/daughter in doing business or let her decide her own choice of life. Then, we invite them as a speaker to share why and how they support women in their family. Second choice, we can record the event, and post on social media.

KEY QUESTIONS TO NOTE: How do the men/family feel? Why do they think their support is important to YWEs? And what is the impact from their support?



5. FAMILY CHAMPION OF THE YEAR

This activity is intended to encourage and incentivize more men and family members to become positive role models by supporting the young women entrepreneurs in their lives, and to *acknowledge those that have done a good job of supporting YWEs!*



HOW: Establish an initiative to *identify the most supportive husbands/parents/ family members* who are emotionally and physically supporting women entrepreneurs, to become a '**CHAMPION OF THE YEAR**'. The champion will receive an honor award that recognizes their positive behavior.



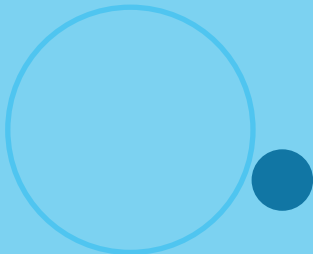
6. SOCIAL MEDIA CHALLENGE TO RAISE AWARENESS

This approach is intended to raise the awareness of the wider public with fun pictures and other formats that *show how men/family members can support young women entrepreneurs*. This is for social media and is most relevant for youth.

HOW

(1) Find a topic to propose a challenge on social media (ex: Facebook, Tiktok, Instagram, etc.). The topic must be related to family/men support to YWEs.

(2) With a group of youth , post a photo or video of themselves related to the topic with supporting YWEs' caption, and tag some friends to continue the challenge. The challenge can include a small prize for the person who gets the most likes/shares, to increase the fun-factor.



ANNEX I

Example of activities to engage family member in women's program:

- In the application form of training/coaching: mention about engaging their partners or family members during the first workshop and graduation day session.
- During the first workshop, provide exercise to young women entrepreneur and her family member to identify their future business goal (for medium and long term) together.
- Identify both women and her family member's role to make their business goal success.
- Keep their future business goal alert every time you start session with YWEs.
- At the end of your program, invite YWE's family to the workshop and look back to their future business goal together, and see what have changed, and what is the progress.



ANNEX 2

Example of some leading question during short discussion around gender empowerment:

- Do you get support from your family?
- What would the perfect support look like?
- What support would you like to get?
- How can we get there?
- What is the one thing you can do to get more support?
- What is your advice for other YWEs?
- How can you help other YWEs to receive support from their family?

