



Press Release

CARE LAUNCHING AN INITIATIVE TO ADVANCE WOMEN'S ECONOMIC EMPOWERMENT IN VIETNAM

Ha Giang, March 2nd, 2022. CARE International in Vietnam collaborates with the People's Committees of Lai Chau and Ha Giang to organize inception workshops to launch the project "Advancing Women's Economic Empowerment in Vietnam – AWEEV". The project is expected to assist more than 2,635 ethnic minority women and men in 1,550 households living in remote areas of the two provinces to improve their economic well-being.

AWEEV contributes to enhancing the economic well-being of ethnic minority women in Vietnam by promoting economic rights, increasing their participation in paid economic activities, and strengthening their voice and leadership in decisions related to household livelihood activities and business activities. The project believes that increasing economic well-being and quality of life will reduce poverty among ethnic minority women and their families.

It is estimated that 2,635 ethnic minority women and men in nine communes of Tam Duong and Quang Binh districts of Lai Chau and Ha Giang provinces will benefit from the project impacts. In addition, AWEEV has been conducting research that will be shared directly with state agencies that manage socio-economic development interventions in ethnic minority and mountainous areas. These findings will contribute practical evidence to the implementation plans.

AWEEV is designed in line with the International Women's Rights Support Policy (FIAP) of Canada's Department of Global Affairs (GAC). The design is underpinned by a rights-based approach to address gender inequality among Vietnam's poorest and most marginalized women.

Mr. Brian Allemekinders, Head of Cooperation at the Canada Embassy in Vietnam, comments on the event "Canada is partnering to enable businesses, especially in rural areas, to participate more effectively in global value chains. We believe that fully unlocking the potential of women to contribute to the development of their communities is key in achieving national goals and objectives. Canada looks forward to seeing the results of the project realized, including improvement of the economic well-being as well as reduction of care burden for poor and rural women, particularly Ethnic Minority women."

Promoting women's participation in paid economic activities will be achieved by enhancing local agricultural and non-agricultural financial resources and opportunities. In addition, the project



specifically focuses on addressing barriers that make it difficult for women to exercise their economic rights, including solutions to reduce the burden of unpaid care and housework. The project also introduces strategies to address gender stereotypes that influence the paid work division and economic capacity of ethnic minority women.

AWEEV will work with various partners, including local governments, community-based organizations, women's rights organizations, private companies and media. This cross-sectoral cooperation builds on the competitive advantages of each partner to pursue the common goal of improving the economic welfare and status of ethnic minority women.

Regarding the goal of the project, Ms. Le Kim Dung, Country Director of CARE International in Vietnam, shares, "CARE believes that everyone has the right to economic resources and to make decisions about the use of these resources to improve the lives of themselves, their families and the community. We understand that women need to have equal access and control over economic opportunities, assets, and resources for this to happen. This also requires lasting changes in the economy's structure and social stereotypes. With the support of the Government of Canada, CARE is pleased to have the opportunity to work with multi-stakeholder groups on this important priority. With a holistic and multi-dimensional approach, we expect the project will directly contribute to the National Target Program on Socio-Economic Development in Ethnic Minority and Mountainous Areas for the period 2021-2030, especially seeing more clearly the role and position of ethnic minority women in particular and women in general."

Among the project's priorities, building the entrepreneurship capacity of women-led social enterprises to pursue economic opportunities in Vietnam remains at the forefront. This is enhanced by the increasing participation of poor rural women and ethnic minorities in paid economic activities as their capacity improves. The participation enables them to earn income from these livelihood activities, such as agricultural and non-agricultural production, which are sustainable and respond to climate change.

AWEEV also directly contributes to implementing the National Strategy on Gender Equality for the 2021-2030 period by reducing women's burden of care and housework. Project's interventions are aimed at strengthening the accountability of governments at all levels in improving public care services and building gender-sensitive infrastructure, reducing women's time to perform unpaid carework and housework tasks, and increasing their economic opportunities. *Ends/more*



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To Editors:

Global Affairs Canada

Global Affairs Canada is the department of the Government of Canada that deliver results on the Government of Canada's commitments to preserve and support Canadian prosperity and security, and to contribute to a more just, inclusive, and sustainable world, in a gender-responsive manner.

Global Affairs Canada is implementing Canada's Feminist Foreign Policy and its suite of feminist international policies, programs and initiatives across its commitments in diplomacy, trade, security, development and consular services. The Feminist Foreign Policy recognizes that fostering rights-based, open and inclusive societies, where all people, regardless of their gender, can fully benefit from equal participation in economic, political, social and cultural life, is an effective way to build a safer and more prosperous world.

CARE International in Vietnam

CARE is an international development and humanitarian aid organisation fighting global poverty and injustice, focusing on working with women and girls to bring lasting change to their communities.

CARE International in Vietnam (CVN) has actively collaborated with various Vietnamese organisations and counterparts in the past 30 years in more than 300 projects. CVN realises that keys to equal development achievements are interventions to address deeply rooted, underlying structural causes of poverty, social injustice, and gender inequality that pull part of the population out of the development process and make them vulnerable.

CVN's long-term objective is that poor and marginalised ethnic minority and urban people of all genders, particularly women, equitably benefit from development.