PRODUCTIVE INCLUSION MEASURES IN THE SAHEL
An integrated approach to promote the economic activities of poor and vulnerable households

Reduce poverty by delivering packages of services that tackle the multiple constraints faced by poor households, enhance income-generation capacities, raise earnings and improve welfare.

Improve job prospects for the poor by raising earnings and productivity of self-employed individuals, who constitute over 80% of the working population in low-income countries.

Promote women’s economic empowerment by creating business opportunities while boosting aspirations and supportive social dynamics.

Foster resilience to climatic shocks by helping households diversify livelihoods, improve food security and avoid adverse coping strategies.

Spur recovery after a major crisis and contribute to recovery efforts as a stimulus package (or “big push”) to revive economic activities of vulnerable populations.

More than 50,000 households have received the productive inclusion measures.

Burkina Faso
Mauritania
Niger
Senegal
Community sensitization on aspirations and social norms
Screening of a short video showing how a married couple overcomes tensions and works together to diversify their livelihoods. The screening is followed by a facilitated discussion with the wider community.

Life-skills training
Group training spanning 3 to 7 half days. Covers topics such as self-confidence, gender relations, communication skills, risk-taking.

Micro-entrepreneurship training
Group-based training spanning 3 to 7 half days. Covers fundamental skills in micro-business management, relevant for both agricultural and non-agricultural activities.

Access to markets
Facilitation of group-buying of inputs with support from coaches.

Cash grants
One-off transfer of 140-275 $US depending on the country.

Facilitation of community savings and loan groups
Adaptation of the Villages Savings and Loans Association approach, which features: group savings with weekly meetings where contributions are made; possibility to take small loans; distribution of share-outs (savings + interest) after cycles of 9-12 months.

Formation of groups of about 20 beneficiaries who participate together in program activities. Coaches provide support to groups and individual beneficiaries throughout the duration of the program.

This is a stylized representation of the program; the exact sequencing varied across countries. Implementation took between 12 and 18 months in total.
Women make up more than 90% of all beneficiaries.

Social and financial inclusion
The program created a safe space, and fostered group dynamics and peer learning. Beneficiaries experienced stronger social and financial support, higher trust and greater capacity for collective action.

Economic activities and diversification
The productive measures helped people boost investments and diversify off-farm income-generating activities, which led to strong increases in revenues and profits.

Well-being and food security
Beneficiaries displayed higher levels of total consumption and food security. They also experienced improved mental health and a greater sense of social worth.

Women’s empowerment
Women reported greater aspirations and decision-making power over their own resources. The program improved gender attitudes and perceptions of women engaging in economic activities.

SUCCESSFUL DELIVERY
Quality delivery is possible through national, government-led safety net programs.

93% attendance rate for 3-4 savings groups meetings/months.

90-98% attendance at group coaching meetings.

91-95% attendance at trainings.

$310 is the average cost of the productive measures per beneficiary across the four countries, including management and supervision costs.

Differences across countries show that the delivery of the productive measures through national systems and large-scale programs contributed to keep costs low.

More than 50,000 safety net beneficiaries participated in the productive inclusion measures across four countries.

90% of all beneficiaries.

RESULTS

Economic activities and diversification

Well-being and food security

Social and financial inclusion

Women’s empowerment

These results are based on impact evaluation findings from Niger. Final results will be based on a rigorous randomized controlled trial including a sample of more than 15,000 households across the four countries.
Social protection systems facilitate the delivery of productive inclusion interventions. National agencies harmonize policies. Decentralized staff coordinate and support implementation.

Delivering productive inclusion programs through national systems increases cost-efficiency compared to stand-alone programs. Productive inclusion interventions also further boost impacts of social assistance.

Safety nets are expanding and reaching a large population. This creates opportunities to scale-up productive inclusion programs as well.

### DELIVERY THROUGH NATIONAL SYSTEMS

<table>
<thead>
<tr>
<th>Beneficiaries</th>
<th>Safety Net Agency</th>
<th>NGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private firms</td>
<td>Social workers</td>
<td>Community volunteers</td>
</tr>
<tr>
<td>NGOs</td>
<td></td>
<td></td>
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Safety net agencies can partner with various actors to effectively deliver programs, including experienced local NGOs, private firms specialized in delivering training, and community agents responsive to local populations’ needs.

Two lighter-touch variations of the program were also tested. One variation prioritized psycho-social support. The second variation prioritized capital support.

The Sahel Adaptive Social Protection program is managed by the World Bank and supported by DFID, AFD and BMZ.

The productive inclusion measures were implemented as part of the following programs: Burkin-Naong-Sa Ya (Burkina Faso), Tekavoul (Mauritania), the Projets Filets Sociaux Adaptifs (Niger), the Programme National de Bourses de Sécurité Familiale (Senegal).

The design, implementation and evaluation of the program were supported by technical partnerships.

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Cover photo: Program beneficiaries in Kargui Bangou, Dosso region, Niger. Photo credit: Thomas Bossuroy