



# Community for Understanding Scale Up (CUSP) Webinar

## An invitation to feminist scale...

#FeministScale #CUSPScale



**30 March 2022**

0900 EST / 1400 BST / 1600 EAT



# Introducing CUSP Members



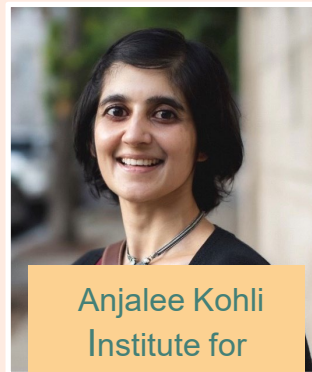
Rebecka Lundgren  
UCSD



Lufuno Barro  
IMAGE



Tina Musuya  
(formerly  
CEDOVIP)  
Social  
Development  
Direct



Anjalee Kohli  
Institute for  
Reproductive  
Health



Lori Michau  
Raising Voices



Hawa Kagoya  
CEDOVIP



Tvisha Nevatia  
Raising Voices



Ellen Kajura Bajenja  
CFAR-Uganda



Alice Welbourn  
Salamander  
Trust

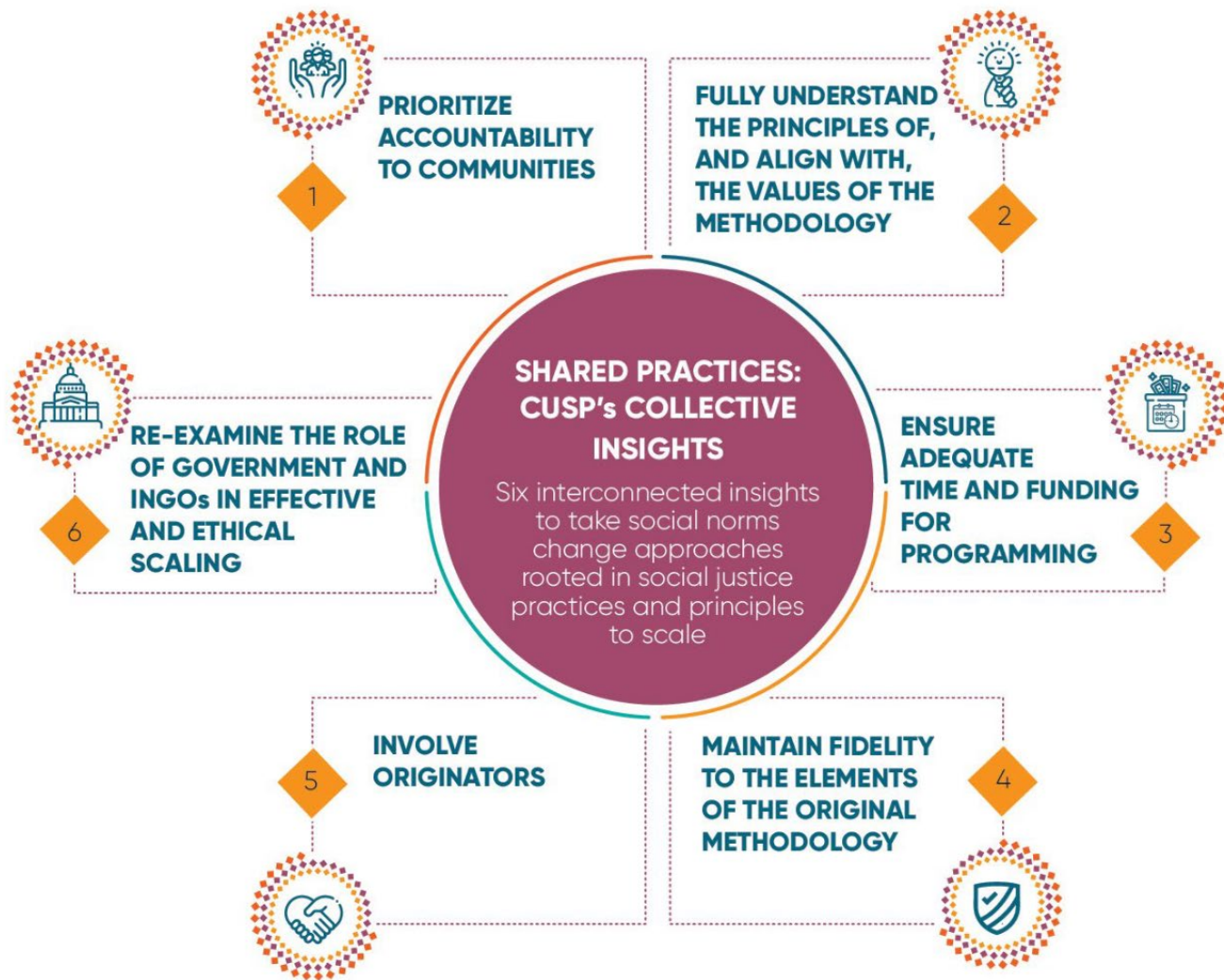


Diane Gillespie  
Tostan



Mona Mehta  
OXFAM GB

# CUSP Collective Insights





# Exploring Feminisms





# Scaling Up is a Metaphor and Metaphors Matter

The essence of **metaphor** is understanding and experiencing one kind of thing in terms of another.

● “Laughter is the best medicine.”

**Conceptual metaphors are not just one off comparisons.** They provide a structure of relationships, frequently inferences, some of which operate invisibly.

They have their basis in our bodily experiences and provide a way of structuring our understanding of situations, our thinking about possible actions and our evaluation of those actions.

• From: Lakoff and Johnson’s *Metaphors We Live By*



# “Life is a JOURNEY”?

“If you want to walk fast, walk alone, but if you want to walk far, walk together.”





“Life is a **DANCE**”?

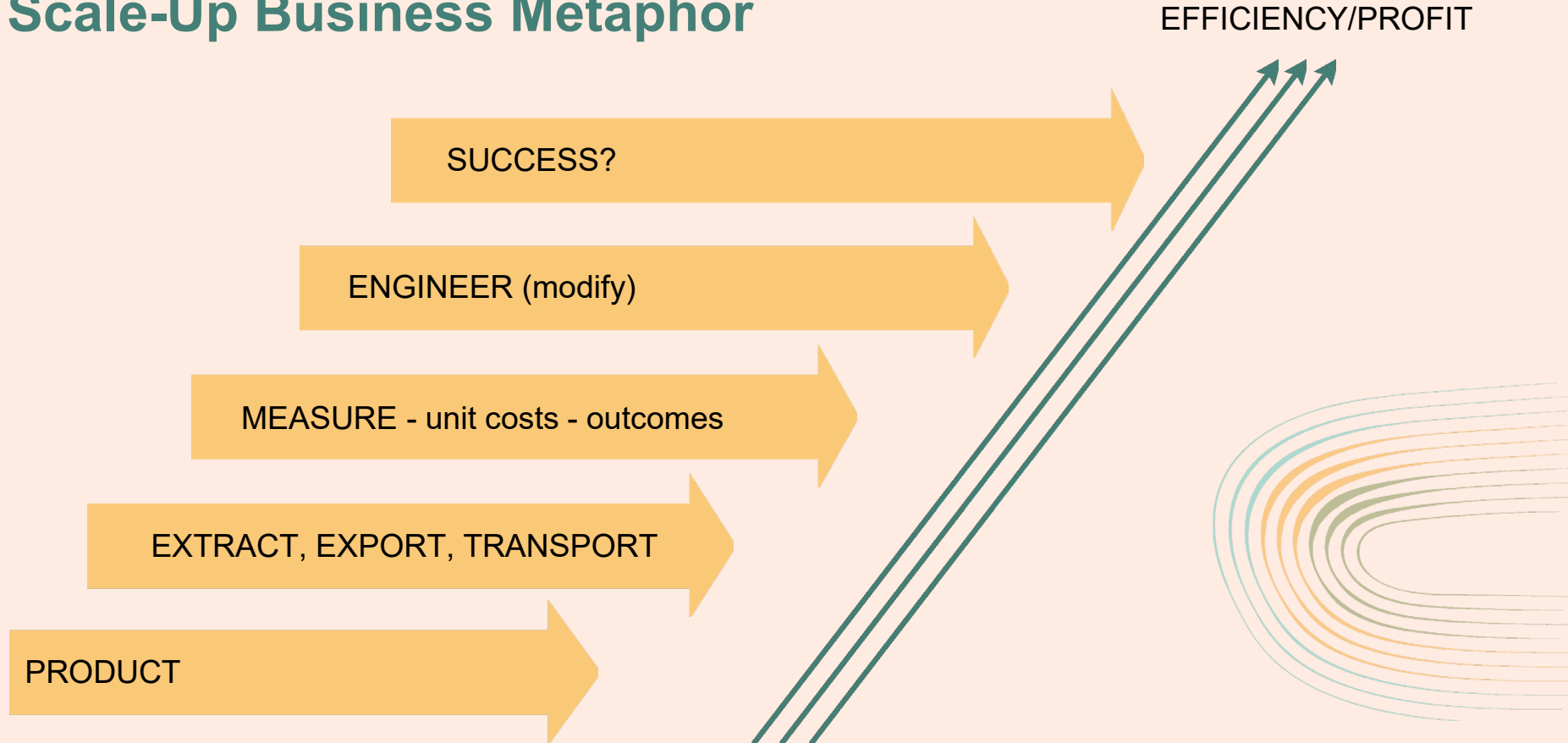


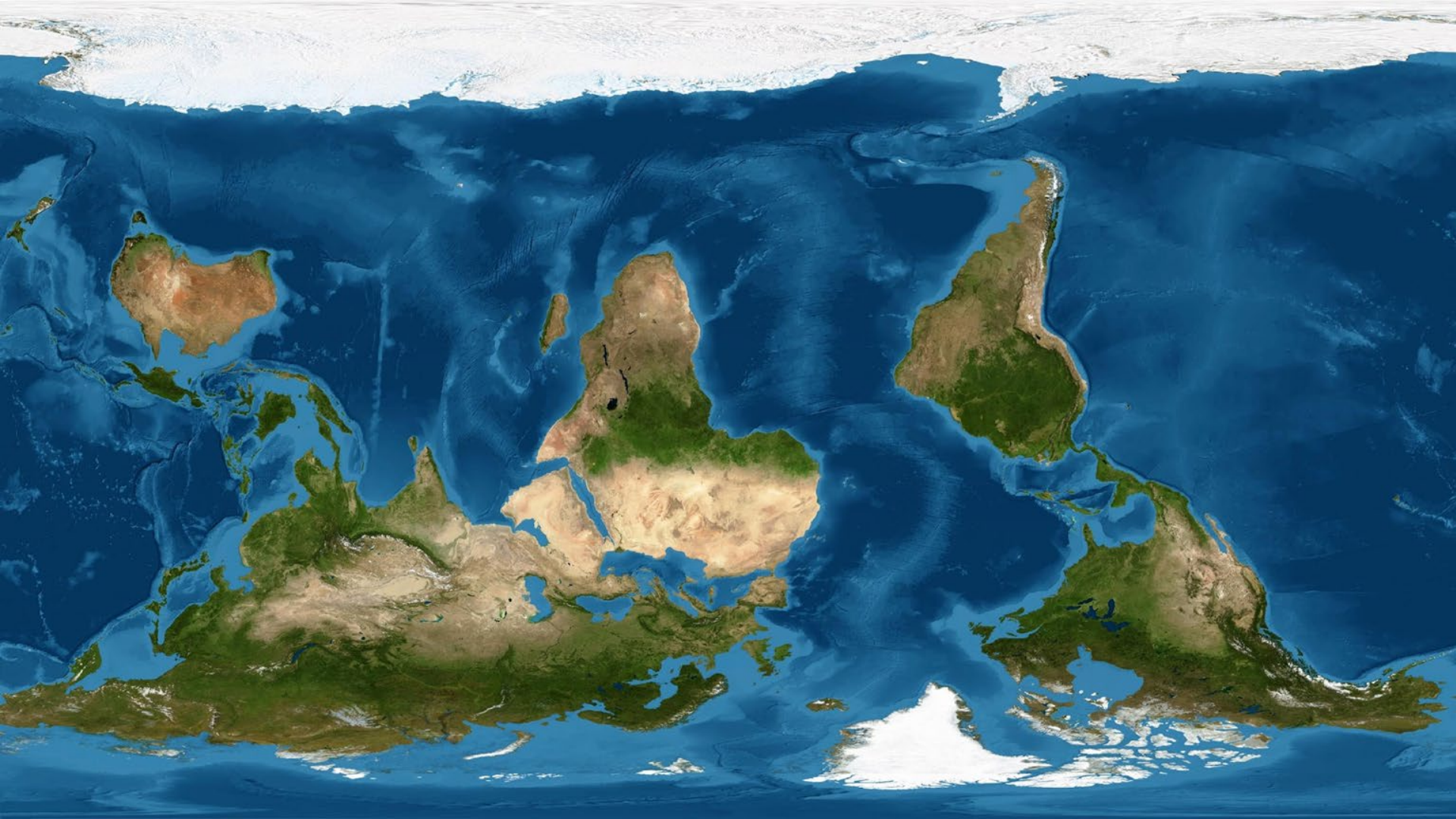
# The 'business' of scaling up






# Troubling Implications of the Scale-Up Business Metaphor

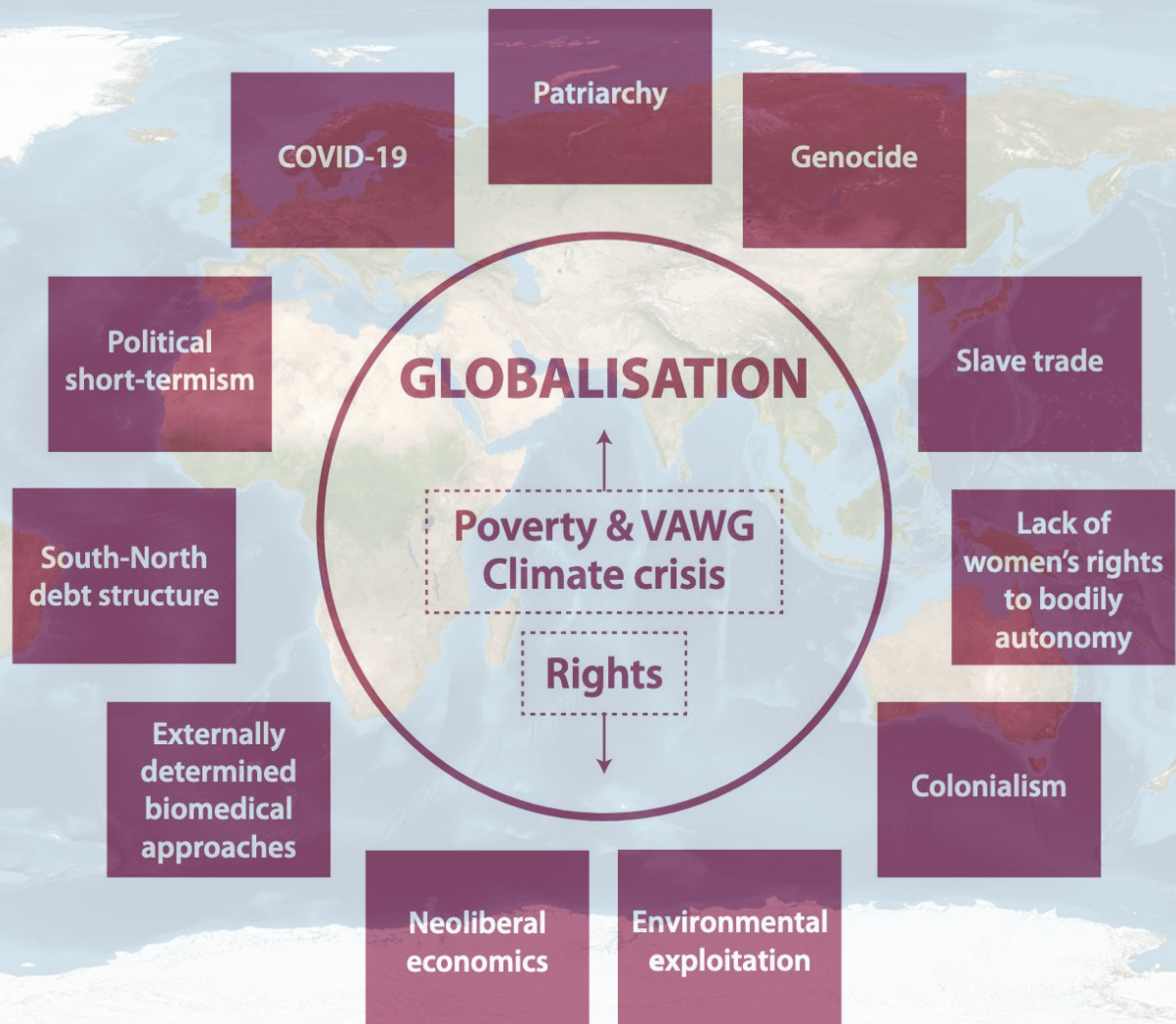








**The perfect storm:**  
an examination of  
the consequences  
of international  
'development'

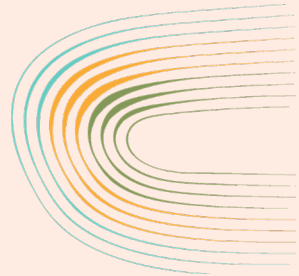








# An Ecological Metaphor for Scale





## 7 Elements of a Feminist Approach to Scale

1

Effective, in-depth pre-program consultation with all those who are and will be affected.

2

Commitment to a sustained, safe process defined by collaboration, mutual respect and balanced power—with an adequate budget to support such processes.

3

Culturally sensitive approaches to adaptation, with emphasis on learning and responsiveness.

4

High-quality, in-depth, on-going training and mentoring.

5

Accountability to communities, with an emphasis on those most affected.

6

Facilitation of connections with local governing bodies.

7

Political in nature.





# FEMINIST SCALE SUPPORTS MOVEMENTS



TRANSFORMATIVE  
SELF AND COLLECTIVE CARE  
INTERSECTIONAL  
QUESTIONING HIERARCHIES  
INCLUSIVE  
BALANCING POWER  
RELATIONAL

FEMINIST  
VALUES

# Reflections from CUSP Members: Applying Concepts

*Center for Domestic  
Violence Prevention*





# Reflections from CUSP Members: Applying Concepts

*Tostan*





# Reflections from CUSP Members: Applying Concepts

## *Raising Voices*





## Reflections from Our Panelists

**Sybil Chidiac - Gates Foundation**



**Laura Ghiron - ExpandNet**



## Reflections from Sybil Chidiac, Gates Foundation

*Throughout her career, Sybil has worked in partnership with African communities, government, banks, and fintech actors to catalyze new approaches into programs, and innovate digitally enabled products and services to reach women. Over the past two decades, her work has focused on developing innovative financial inclusion models and generating evidence that informs a broad understanding of savings groups as a platform for women's social and economic transformation, as well as policies that drive key unlocks in the enabling environment.*

*As Senior Program Officer within the Gender Equality division at The Bill & Melinda Gates Foundation, Sybil Chidiac is responsible for developing strategies, and managing a portfolio of livelihood focused initiatives that advance critical Women's Economic Empowerment outcomes across focal countries in sub-Saharan Africa.*

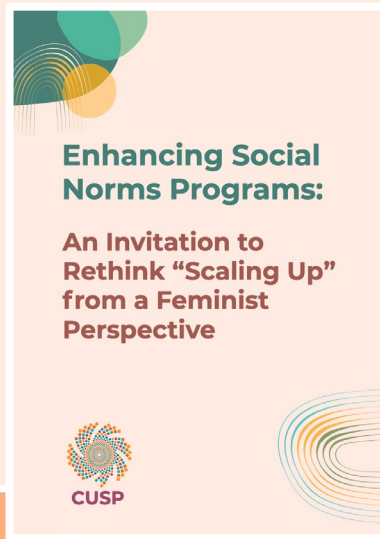
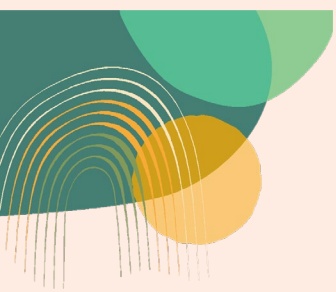




## Reflections from Laura Ghiron, ExpandNet

*Laura Ghiron, MPH, is President of Partners in Expanding Health Quality and Access and Member of the ExpandNet Secretariat. She previously served as Senior Research Area Specialist from 1997-2009 at the University of Michigan School of Public Health (UM-SPH). In 2003 she helped co-found ExpandNet and has since co-edited a book and several practical guidance tools on scaling up with WHO and others. Since 2007, she has been providing scaling up-related technical support to major efforts in Asia, Africa, and Latin America in the context of different foundation- and USAID-supported efforts working on global health as well as other sectors including education and natural resource conservation. For more information see [www.expandnet.net](http://www.expandnet.net).*





# Thank you!

CUSP’s thought piece on feminist scale

<https://tinyurl.com/CUSPFSDec2021>

CUSP’s infographic brief on feminist scale

<https://tinyurl.com/FemInfoBrief>

Read more about CUSP here

<https://tinyurl.com/CUSPOverview>

If you’d like to be included on a CUSP mailing list and involved in future discussions write to

[info@raisingvoices.org](mailto:info@raisingvoices.org)



**THE COMMUNITY FOR UNDERSTANDING SCALE UP (CUSP)** envisions a new way to conceptualize scale, grounded in feminist values, including essential elements of quality scale, and achieving outcomes that shape social norm change – all supporting and strengthening women’s movements.

## FEMINIST VALUES

**TRANSFORMATIVE,**  
seeking to upend  
inequalities,  
redistribute power,  
foster change at  
the root

**SELF AND  
COLLECTIVE CARE,**  
recognizing that  
everyone has a  
right to well-being  
and to expect care  
from others

**INTERSECTIONAL,**  
acknowledging  
women in all  
their diversities  
and how multiple  
identities impact  
experiences

**QUESTIONING  
HIERARCHIES** and  
challenging power  
dynamics within and  
across communities,  
organizations and  
the aid sector

**INCLUSIVE,**  
valuing all voices,  
every person  
matters, all groups  
and institutions  
working toward  
a shared vision

**BALANCING  
POWER,** starting  
with ourselves,  
extending out to all,  
deep awareness of  
power, commitment  
to balanced use for  
the collective good

**RELATIONAL,**  
building  
relationships of  
trust, collaboration  
and transparency,  
accountability,  
care and joy