

SUMMARY OF THE PROJECT IN DESIGN * (*)

Training and job opportunities for women in prison

PITCH ELIGIBILITY DATE		COUNTRY(IES)
06/21/2022		México
ALIGNED WITH COUNTRY STRATEGY?		
Yes		
PARTNER(S)		
La Cana		
PRELIMINARY CLASSIFICATION ENVIRONMENTAL AND SOCIAL IMPACT		
C (**)		
TOTAL BUDGET	IDB Lab	LOCAL COUNTERPART AND COFINANCING
US 300,000	US 150,000	US 150,000
DESCRIPTION		

The problem Oppression and inconspicuousness of imprisoned women in the Mexican penitentiary system. According to the National Survey of the Population Deprived of Liberty (ENPOL) in Mexico 2021, the population deprived of liberty in Mexico was 220,500 people. Of this total, 94.3% were men and 5.7% (12,568) women. Prison reproduces social and gender-based inequities, going under deficient defense, suffering from torture, and being abandoned by their relatives.

Precarious penitentiary processes and lack of social justice. A system based on punishment and repression is also a lack of transparency. In Mexico, it is not uncommon to witness the imprisonment of innocent people, and the failures of public and private defenders, prosecutors, or operators throughout criminal proceedings, from the detention and during the execution stage.

Lack of skills and opportunities for social reinsertion. According to the Introductory Guide to the Prevention of Recidivism and the Social Reintegration of Offenders, from the United Nations Office on Drugs and Crime (UNODC), recidivism rates continue to be very high among certain groups of offenders. Although it does not have global statistics, data from individual countries show high recidivism rates, reaching 70% or more. Although it has a higher probability in men, women face great multidimensional challenges, stigma, and discrimination. Criminal justice systems lack effective social reintegration interventions and programs to prevent recidivism and to stop the cycle. There are no public policies and gender-based vision for social reintegration, which provide preparation, official documents, and support for people to strengthen their job skills for their employability or self-employment, their well-being and mental health, or in general to overcome the difficulties that women face to reconnect with society

The solution La Cana is a Mexican social enterprise that provides job opportunities for women in prison and implements training programs and workshops that contribute to their personal and professional development. Since launching the enterprise in 2016, La Cana expanded its activities to 4 prisons in the state of Mexico and is now looking to further expand operations by implementing a new social franchise model that would allow them to expand to more Mexican prisons and impact the lives of more women.

*The information mentioned in this document is indicative and may be altered throughout the project cycle prior to approval. This document does not guarantee approval of the project.

**The IDB categorizes all projects into one of six E/S impact categories. Category A projects are those with the most significant and mostly permanent E/S impacts, category B those that cause mostly local and short-term impacts, and category C those with minimal or no negative impacts. A fourth category, FI-1 (high risk) Financial Intermediary (FI)'s portfolio includes exposure to business activities with potential significant adverse environmental or social risks or impacts that are diverse, mostly irreversible or unprecedented, FI-2 (medium risk) FI's portfolio consists of business activities that have potential limited adverse environmental or social risks or impacts, FI-3 (low risk) FI's portfolio consists of financial exposure to business activities that predominantly have minimal or no adverse environmental and social impacts.

The Social Impact Incentive, SIINC, proposed seeks to enlarge the impact of La Cana by incentivizing it to increase the number of franchises that it intends to open over the next years. SIINC can increase the impact of La Cana by supporting the company in replicating its model in other prisons and locations via the franchise model. At the same time, the company is planning to continue its growth by expanding its own activities (opening workshops in new prisons, training more women in new courses, etc.), which could shift their full focus from this scaling opportunity. With the social franchise plan designed in 2021 and ready to launch, it is realistic to assume that this will allow them to expand faster to new states, obtain an extra source of income, and become 100% sustainable. This strategy also holds the potential to steer the company towards deeper impact, by choosing prisons where there are less training and employment opportunities.

The beneficiaries La Cana beneficiaries are women deprived of liberty in prisons. These prisons can be female only or with mixed populations, the vast majority.

La Cana is currently focusing on deepening and widening their impact, e.g. by working on a social franchise plan that allows the model to be replicated around the country. This model would allow for each franchise to work with an additional 25 inmates. This means that within two years only, La Cana's model would reach more than double of the women it currently employs (143) – 215 directly through La Cana, and 100 through four franchises.

The current scaling plan is outlined in the table below:

Year	Women working directly with La Cana	Women working in franchises
2021	143	
2022	178	2 franchises: 50 women (25 per franchise)
2023	215	4 franchises: 100 women (25 per franchise)

The partner La Cana, Productos con Causa, SA de CV, is a woman-led Mexican social enterprise that provides job opportunities for women in prison and implements training programs and workshops that contribute to their personal and professional development. By employing women in prison and teaching them skills that they can use also once they complete their sentence, La Cana, in tandem through its sister non-profit organization, facilitates their social reinsertion and supports them throughout their life journey in areas related to their health, education, security and social development, by increasing their chances of finding a job, which would in turn deter them from re-engaging in criminal activities.

The IDB Lab's contribution This project will be part of the LAC Impact Facility (RG-X1261) financed by the Swiss Agency for Development and Cooperation (SDC), that in 2018 decided to pilot SIINC in the Vocational Skills Development sector. SIINC is a funding instrument that rewards high-impact enterprises with premium payments for achieving social impact.

This project aims to focus the investment grant of US\$150,000 Contingent Recovery Investment Grant on supporting the company in replicating and scaling its model in other prisons and locations via a social franchise model.

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