

Can Business Interventions Alone Empower Coastal Women?

Nurturing Behavior Change for Inclusive Blue Economy: A Case Study from a Woman's Coastal Community in Bone, Indonesia
(Anisa Indira Prameswari, Muhammad Alzaki Tristi, Yunita Mardiani)

RESEARCH FINDINGS

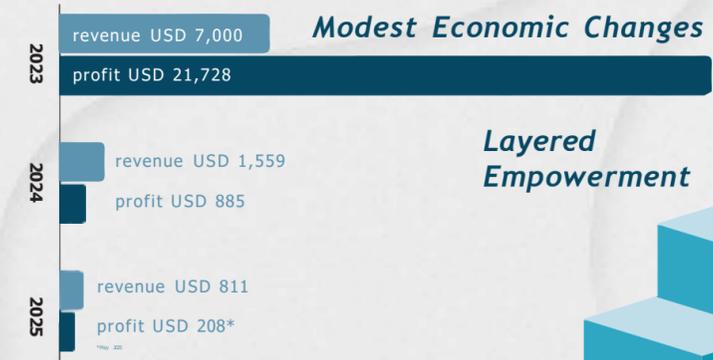
PHYSICAL & PSYCHOLOGICAL CAPABILITIES

AUTOMATIC & REFLECTIVE MOTIVATION

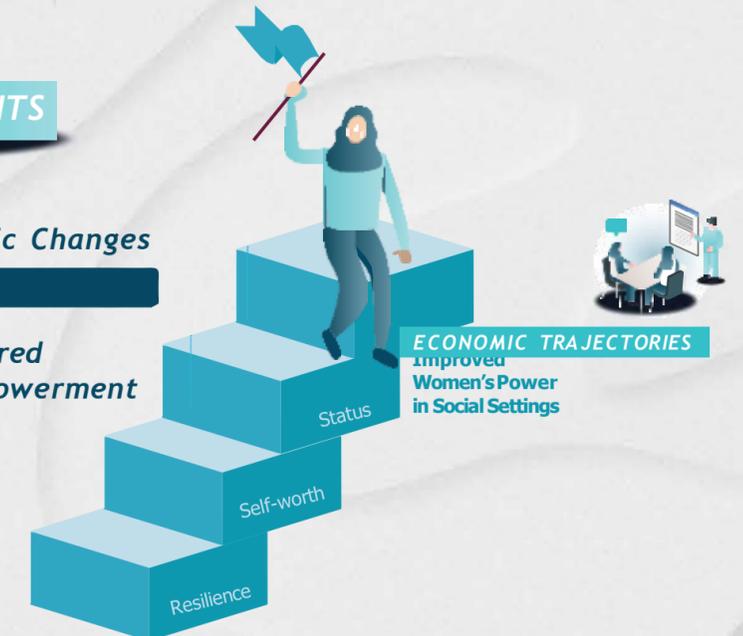
SOCIAL & PHYSICAL OPPORTUNITIES



RESEARCH HIGHLIGHTS



Layered Empowerment



Cultural Restraints on Gender Roles

In Bugis coastal communities, cultural and gender norms rooted in early marriage shape women's educational attainment, social participation, and entrepreneurial engagement. These norms reinforce dual roles as housewives and income earners, restricting women's time and resources and limiting the potential for sustained economic advancement.



Using **THE COM-B MODEL** to analyze economic & individual development outcomes.

