Integrating Gender and Including Women in Value Chain Development

This curriculum was developed by MEDA and ACDI/VOCA with funding from the USAID LEO project.
INTRODUCTION

1. Why a Training on Integrating Gender and Including Women in Value Chain Development?

2. Introduction of trainers

3. Introduction of participants
WORKSHOP OBJECTIVES

1. To review the basic concepts of value chain development and market systems
2. To learn how to apply a gender lens to designing and managing value chain projects using a facilitation approach
3. To understand the importance of ensuring the inclusion of women in market systems throughout the project cycle
AGENDA

1. Review of value chain and market systems principles
2. Overview of gender considerations in value chain and market systems development
3. Mapping and analyzing value chains to be more inclusive of women
4. Applying a facilitation approach with a gender lens
SESSION 1: OVERVIEW OF VALUE CHAINS AND MARKET SYSTEMS APPROACHES
UNDERSTANDING A MARKET SYSTEM

Session Goal
Briefly review value chain and market system concepts
Global Enabling Environment

Local / National Enabling Environment

- Global Retailers
- National Retailers
- Exporters
- Wholesalers
- Buyers
- Producers
- Input Suppliers

- Sector-specific providers
- Cross-cutting providers
- Financial (cross cutting)
MARKET SYSTEMS
Market systems are interconnected with other systems
HOUSEHOLDS ARE SYSTEMS TOO
Three objectives of market system development:

1. **Competitive**—system actors are able to effectively innovate, upgrade, and add value to their products and services to match market demand and maintain or grow market share.

2. **Inclusive**—delivering a sustainable flow of benefits to a range of actors, including the poor and otherwise marginalized, as well as to society as a whole.

3. **Resilient**—system actors are able to address, absorb, and overcome shocks in the market, policy environment, resource base, or other aspect of the system.
In small groups discuss, the following question:

How does gender equality and women’s empowerment relate to each of the three of market systems objectives?

Competitive

Inclusive

Resilient
SESSION 2: OVERVIEW OF GENDER CONCEPTS
WHY GENDER IS IMPORTANT

Session Goal

Participants will have a shared understanding of gender equality and why it is important to inclusive economic development.
HOW OBSERVANT ARE YOU?

Let’s take a look…

https://www.youtube.com/watch?feature=player_detailpage&v=pTv4yD6BKIA
WHAT IS GENDER?

Let’s take one more look…

https://www.youtube.com/watch?v=XjJQ BjWYDTs
EXERCISE: HOW HAS GENDER INFLUENCED YOU?

1. Reflect on your childhood
2. Recall an incident when you were told to “act like a boy” or “act like a girl”
3. Discuss in small groups and fill out the chart on your flip chart

<table>
<thead>
<tr>
<th></th>
<th>What was the message?</th>
<th>Who was the messenger?</th>
<th>Would the message be different if it came from the opposite sex?</th>
<th>What happened when you did not obey the message?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SUMMARY: WHAT IS GENDER?

<table>
<thead>
<tr>
<th>SEX</th>
<th>GENDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biological</td>
<td>Socially defined roles, responsibilities, and behaviours</td>
</tr>
<tr>
<td>Born with</td>
<td>Learned</td>
</tr>
<tr>
<td>Unvarying across cultures and through time</td>
<td>Culturally specific Changes over time</td>
</tr>
</tbody>
</table>
SESSION 3: GENDER AND WOMEN’S ECONOMIC EMPOWERMENT IN VALUE CHAINS AND MARKET SYSTEMS
Session Goal

1. Participants will have a working knowledge of why gender is important to economic development, value chains, and market systems
WHY IS GENDER AN IMPORTANT CONSIDERATION FOR DEVELOPMENT?
“As long as women are bound by poverty and as long as they are looked down upon, human rights will lack substance.... As long as the nation refused to acknowledge the equal role of more than half of itself, it is doomed to failure.”

- Nelson Mandela
Goldman Sachs April 2013 report:

- *In a growth and resource-constrained world...the potential in the female half of the world’s population is a solution that could prove very expensive to ignore.*

- *For countries to succeed and sustain success, it is essential that they build institutions that are inclusive.*
YET GENDER EQUALITY GAPS EXIST

Female farmers receive only 5% of all agricultural extension services from 97 countries.

Only 10% of total aid for agriculture, forestry and fishing goes to women.

Only 15% of the world's extension agents are women.

Art source: IIRR Africa
Data source: Food and Agriculture Organization 2010
CASE STUDY: MEDA IN PAKISTAN

How can women be meaningfully included in markets?
MEDA: STRENGTHENING SALES AGENTS

**Support Services**
(eg. transport, storage, designers, etc.)

**Input Suppliers**

**Financial Institutions**

**Retailers**

**Wholesalers**

**Exporters**

**Intermediaries receive:**
- TA in business management
- Matching grant opportunities
- Linkages to women’s business associations
- Forward and backwards linkages to valuechain actors

**Producers receive:**
- Access to capital
- Financial literacy
- Production/Market information
- Forum for issues of mutual concern
RESULTS: MORE THAN INCREASED INCOME
WHAT DOES WOMEN’S ECONOMIC EMPOWERMENT LOOK LIKE?

- Economic advancement – increased income and return on labor
- Access to opportunities and life chances such as skills development or job openings
- Access to assets, services, and needed supports to advance economically
- Decision-making authority and influence in different systems and sub-systems, including household finances
Equitable opportunities and outcomes does not necessarily mean the same treatment
GENDER NEUTRALITY CAN RESULT IN EXCLUSION
Gender neutral result statement: Improved access to agricultural extension services by farmers in Northern Ghana.

Gender-integrated result: Improved access, for male and female farmers, to agricultural extension services in Northern Ghana.

Gender equality result: Improved access for farmers, particularly women farmers, to agricultural extension services in Northern Ghana.
SESSION 4: INCORPORATING GENDER IN MARKET ANALYSIS TO DEVELOP INCLUSIVE SOLUTIONS
Session Goals

1. To demonstrate the importance of integrating gender analysis into planning for market systems projects to achieve equal outcomes for both women and men.

2. To show that identifying gender specific constraints and opportunities are important first steps in developing inclusive solutions.
How can gender be fully integrated into analysis of market systems?

CASE STUDY: WOMEN FARMERS IN NORTHERN GHANA
COMMUNITY AND HOUSEHOLD SYSTEMS

Value chain
Value chain
Household
Community
Inputs, expenditures
Resources
Human
Physical
Financial
Activities
Production
Consumption
Investment
Income, additional resources
Multiplier effects
Global Enabling Environment

Local / National Enabling Environment

- Global Retailers
- National Retailers
- Exporters
- Wholesalers
- Buyers
- Producers
- Input Suppliers

- Sector-specific providers
- Cross-cutting providers
- Financial (cross cutting)
DISCUSSION

1. What can we learn through gender analysis?
2. Why is it an important aspect of market systems analysis?
3. What are key considerations when undertaking gender analysis?
TESTING YOUR GENDER LENS

Key questions to review your analysis:

• What gendered assumptions are hidden in language? For example, in definitions of terms such as ‘farmer,’ ‘head of household,’ and entrepreneur, etc.?

• Are the non-economic activities that women do captured in the analysis and considered in recommendations?

• Are gender-based power relationships between actors included in the analysis (including between value chain players as well as among community actors and within the household)?
More questions to review your analysis:

• Have the gender implications of policies been included in the analysis, along with gender-based barriers to enforcement of such policies?

• Have views and experience of a full range of female stakeholders been heard during the analysis? (Consider differences based on class, age, religion, etc.)

• Have men, their views, attitudes, and experience of gender been heard?
How can gender-informed solutions be developed from identified constraints?
## SUSTAINABLE SOLUTIONS TABLE

<table>
<thead>
<tr>
<th>Solution</th>
<th>Client</th>
<th>Provider</th>
<th>Payment Mechanism</th>
<th>Business Case (Incentives)</th>
</tr>
</thead>
<tbody>
<tr>
<td>What change within the market system will reduce or remove the identified constraint?</td>
<td>Who needs this change?</td>
<td>Who, within the market system, can stimulate or deliver this change?</td>
<td>How will this be paid for?</td>
<td>What are the incentives that will sustain this change?</td>
</tr>
</tbody>
</table>
## SUSTAINABLE SOLUTIONS TABLE

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<th>Business Case (Incentives)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender-sensitive extension services that are accurate, timely and appropriate, are readily available to women farmers</td>
<td>Women farmers</td>
<td>Lead Farmer</td>
<td>Lead Farmers may embed information on planting, crop management in leadership of farmer group.</td>
<td>Lead Farmer sees higher productivity within group</td>
</tr>
<tr>
<td>Service Providers such as Esoko or Farmerline, radio programs</td>
<td></td>
<td>Service Providers such as input suppliers, aggregators, processors</td>
<td>Esoko and Farmerline provide info on subscription basis</td>
<td>Commercial info companies bus. model built on reaching as many subscribers as possible</td>
</tr>
<tr>
<td>Other value chain players such as input suppliers, aggregators, processors</td>
<td></td>
<td></td>
<td>Input suppliers and buyers may embed information in transactions with customers/suppliers</td>
<td>Increased productivity benefits input, aggregator and processor businesses</td>
</tr>
</tbody>
</table>

From the DFATD Canada-funded MEDA GROW Project
GROW PROJECT MODEL

- **Value Chain Players**
  - Input suppliers, processors, equipment dealers

- **Financial Services**
  - Financial, tractors, threshers, nutrition, health, market information and extension services

- **Non-Financial Services**

From the DFATD Canada-funded MEDA GROW Project
GROW PROJECT MODEL – LEAD FARMERS

From the DFATD Canada-funded MEDA GROW Project
1. How was the GROW project design shaped by the gender and market systems analysis?

2. How can this approach be applied to a project that seeks greater market system inclusion for both men and women?
WOMEN’S ECONOMIC EMPOWERMENT IN MARKET SYSTEMS

Women’s Economic Empowerment
WOMEN’S ECONOMIC EMPOWERMENT IN MARKET SYSTEMS

Elements of empowerment

Types of interventions

We must address underlying rules: formal and informal
SESSION 5: FACILITATING CHANGE WITH A GENDER LENS
Session Goals

1. To demonstrate how to facilitate changes in the market system, ensuring that women are included as market actors and that they have opportunity to move into a range of market roles.

2. To show how integration of women into market systems can empower women to become agents of change in their communities.
# KEY ELEMENTS OF FACILITATION

<table>
<thead>
<tr>
<th>Objectives of Facilitation</th>
<th>Characteristics of the Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systemic change</td>
<td>Innovator</td>
</tr>
<tr>
<td>Increased inclusion of women and other marginalized groups</td>
<td>Agent of change</td>
</tr>
<tr>
<td>New relationships between actors</td>
<td>Communicator</td>
</tr>
<tr>
<td>Sustained change</td>
<td>Trust builder</td>
</tr>
<tr>
<td></td>
<td>External to the market</td>
</tr>
</tbody>
</table>
PRINCIPLES OF FACILITATION

1. Ownership is key
2. No free lunch
3. As light a touch and as low a profile as possible
4. Lines in the sand
5. Enlist early adopters
6. Make a clear offer
7. There’s no right way to facilitate
1. Sometimes project activities might look similar to those used by implementers: e.g., capacity building.

2. Examples of other possible interventions:
   • Temporary cost reduction to promote adoption of new technology
   • Supporting market actors to develop and test new business models
   • Building demand for services
GROWTH: HOW TO ENSURE THAT WOMEN BENEFIT
GROUP ACTIVITY: INFLUENCING CHANGE
WOMEN AS AGENTS OF CHANGE

POWER AND AGENCY

<table>
<thead>
<tr>
<th>OUTPUT</th>
<th>OUTCOME</th>
<th>OUTCOME</th>
<th>IMPACT</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women's participation in activities</td>
<td>Increased self-efficacy, ability to make decisions</td>
<td>Increased bargaining power</td>
<td>Increased control of household resources</td>
<td>Increased financial independence</td>
</tr>
<tr>
<td>Women's participation in activities</td>
<td>New skills, changes in business practice</td>
<td>Access to new markets</td>
<td>Increased profit</td>
<td>Improved livelihood</td>
</tr>
</tbody>
</table>

ECONOMIC ADVANCEMENT
WOMEN AS AGENTS OF CHANGE IN AFGHANISTAN

From the DFATD Canada-funded MEDA Through the Garden Gate Project
Women Lead Farmer’s Annual Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$101.00</td>
</tr>
<tr>
<td>2008</td>
<td>$317.00</td>
</tr>
<tr>
<td>2009</td>
<td>$798.00</td>
</tr>
<tr>
<td>2010</td>
<td>$866.00</td>
</tr>
</tbody>
</table>

Women’s Contribution To Household Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$0.10</td>
</tr>
<tr>
<td>2008</td>
<td>$0.20</td>
</tr>
<tr>
<td>2009</td>
<td>$0.30</td>
</tr>
<tr>
<td>2010</td>
<td>$0.70</td>
</tr>
</tbody>
</table>

From the DFATD Canada-funded MEDA Through the Garden Gate Project
## INCREASED INCOMES => INCREASED SOCIAL CAPITAL

<table>
<thead>
<tr>
<th>Household Decisions</th>
<th>Percentage Of Respondents Who Say They Participate In Decision Making</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2010</td>
</tr>
<tr>
<td>Savings</td>
<td>92%</td>
</tr>
<tr>
<td>Food consumption</td>
<td>90%</td>
</tr>
<tr>
<td>Farming activity</td>
<td>91%</td>
</tr>
<tr>
<td>Children’s education</td>
<td>100%</td>
</tr>
<tr>
<td>Health services</td>
<td>80%</td>
</tr>
<tr>
<td>Household expenses</td>
<td>75%</td>
</tr>
<tr>
<td>Children’s marriage</td>
<td>79%</td>
</tr>
<tr>
<td>Buying and selling assets</td>
<td>79%</td>
</tr>
<tr>
<td>Mobility outside the home</td>
<td>71%</td>
</tr>
</tbody>
</table>

From the DFATD Canada-funded MEDA Through the Garden Gate Project
IMPACT – MONEY IN HER HANDS

How can women’s economic empowerment change lives?
REVIEW OF SESSIONS 1-5: INTEGRATING GENDER AND INCLUDING WOMEN IN VALUE CHAIN DEVELOPMENT
1. What are three objectives of market system development?
2. Define gender

"like a girl"
3. How are equality of results and equal treatment different? Why is this distinction important?
4. Why is gender analysis an important component of market systems analysis?
5. What principles guide facilitators of market system development?

6. What are questions facilitators might ask themselves to confirm that women are benefiting from facilitated changes?
7. Why is women’s economic empowerment in the context of market systems important?