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Behavior Change Perspectives on Gender and Value Chain Development



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Purpose of the research

- To look at gender and value chain development from a behavior change perspective
- Field research in Ghana (citrus) and Kenya (sweet potato)

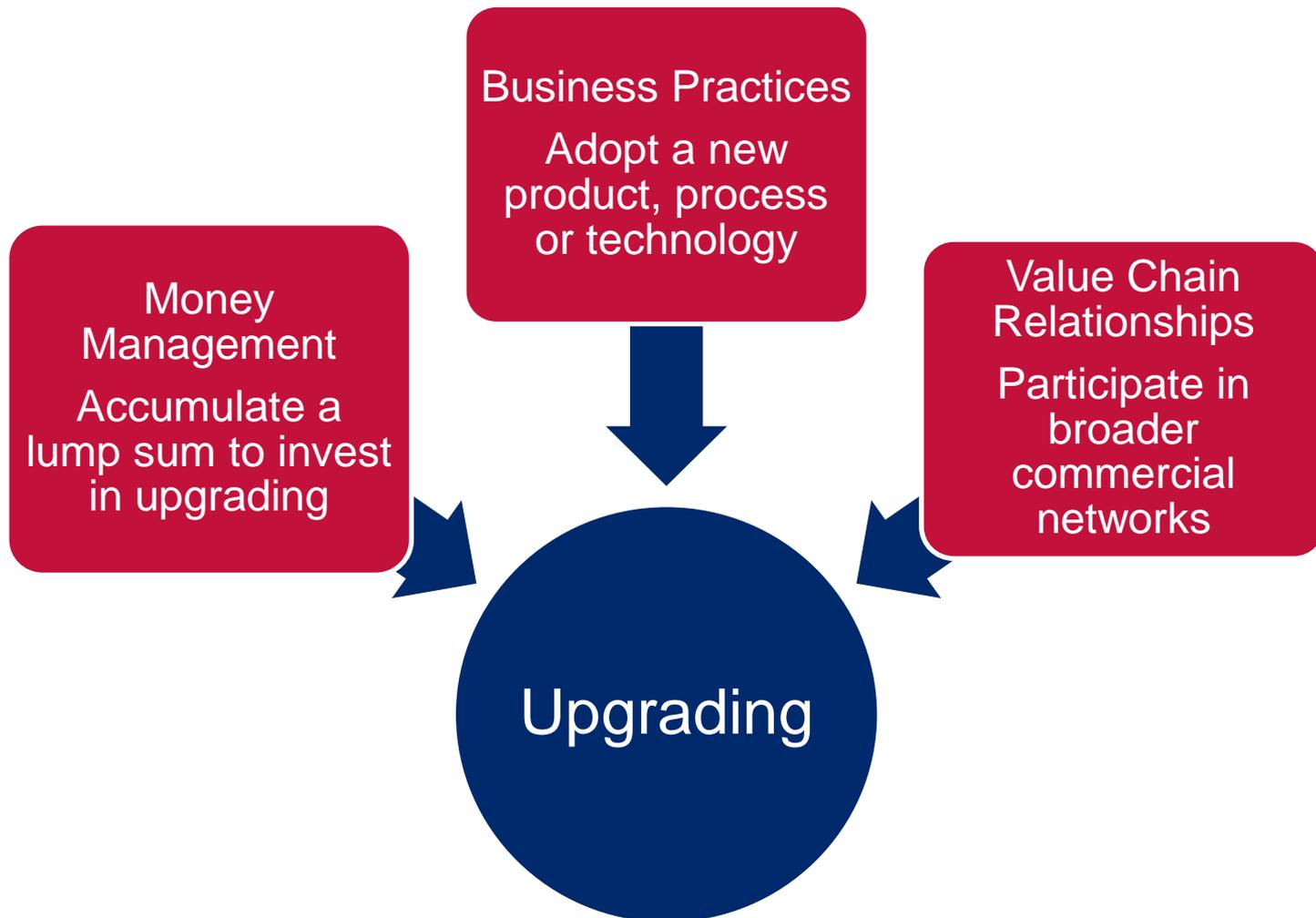


Focus on upgrading



Changes that improve the performance and competitiveness of value chains through improved processes, products, functions or new business models.

Behaviors that affect upgrading



Factors that support or impede behavior change

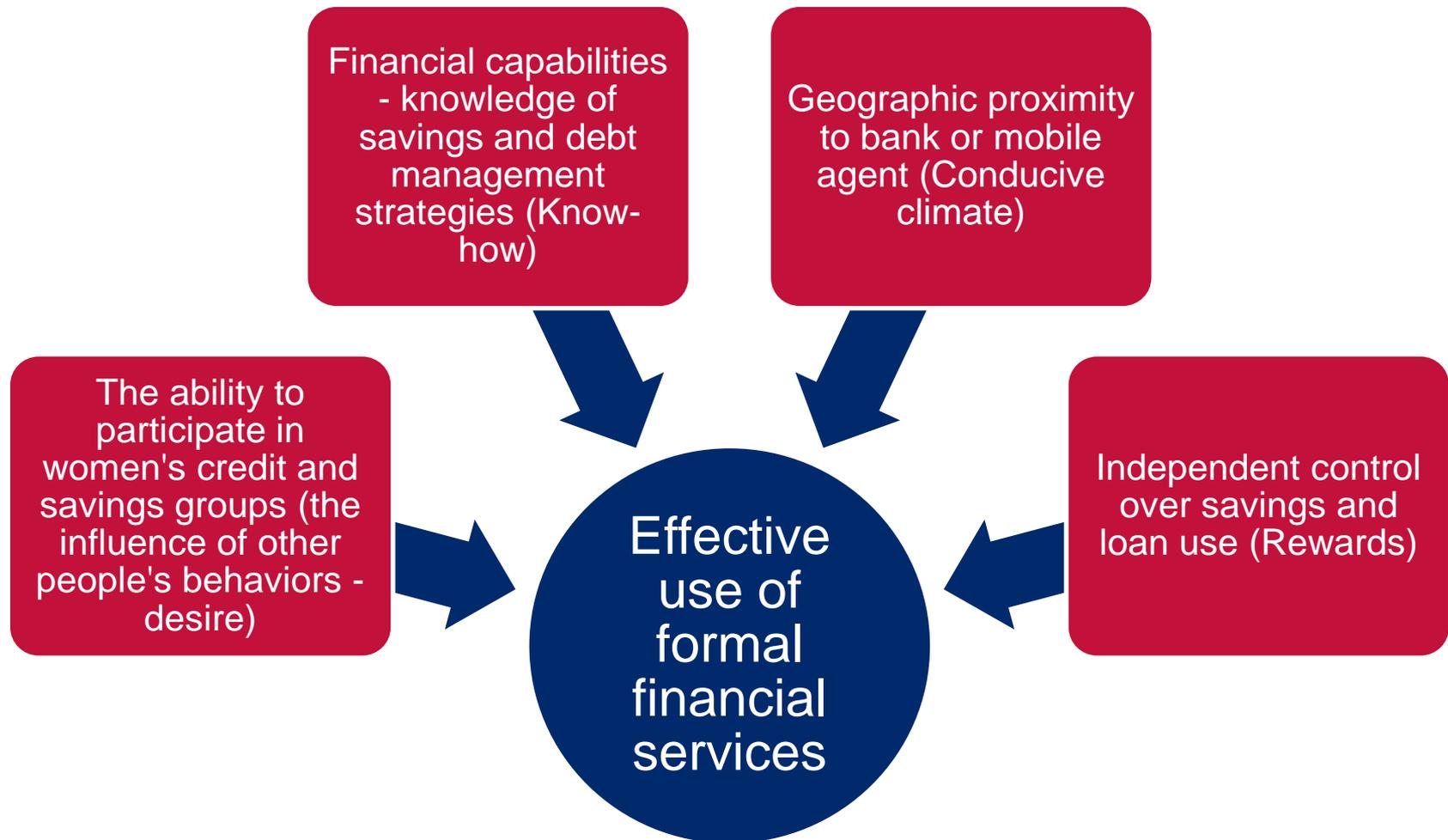
- Desire to change
- Know-how to change
- Conducive environment for change
- Rewards for change



Summary

<i>Category</i>	<i>Behaviors related to upgrading in value chains</i>	<i>Incentives to change</i>	<i>Factors that support or impede behavior change</i>
<i>Money management</i>	Accumulate a lump sum for investment in upgrading	Access to and use of financial services Control over income Participation in payment systems	Social norms regarding gender roles, (©C) Proximity (CC) Complexity (D) Way things done in past (D) Distribution of benefits in HH (R)
<i>Business practices</i>	Adopt a new product, process, or technology	Access to information (KH) Access to inputs and services	Social norms regarding gender roles (CC) Proximity (CC) Known outcome (D) Other people's behavior (D) Complexity (D) Profitability (R)
<i>Value chain relationships</i>	Participate in broader commercial networks	Social capital Trust	Social norms regarding gender roles (CC) Proximity (DD) Way things done in past (D) Availability of time (CC) Buyers honor agreements (R)

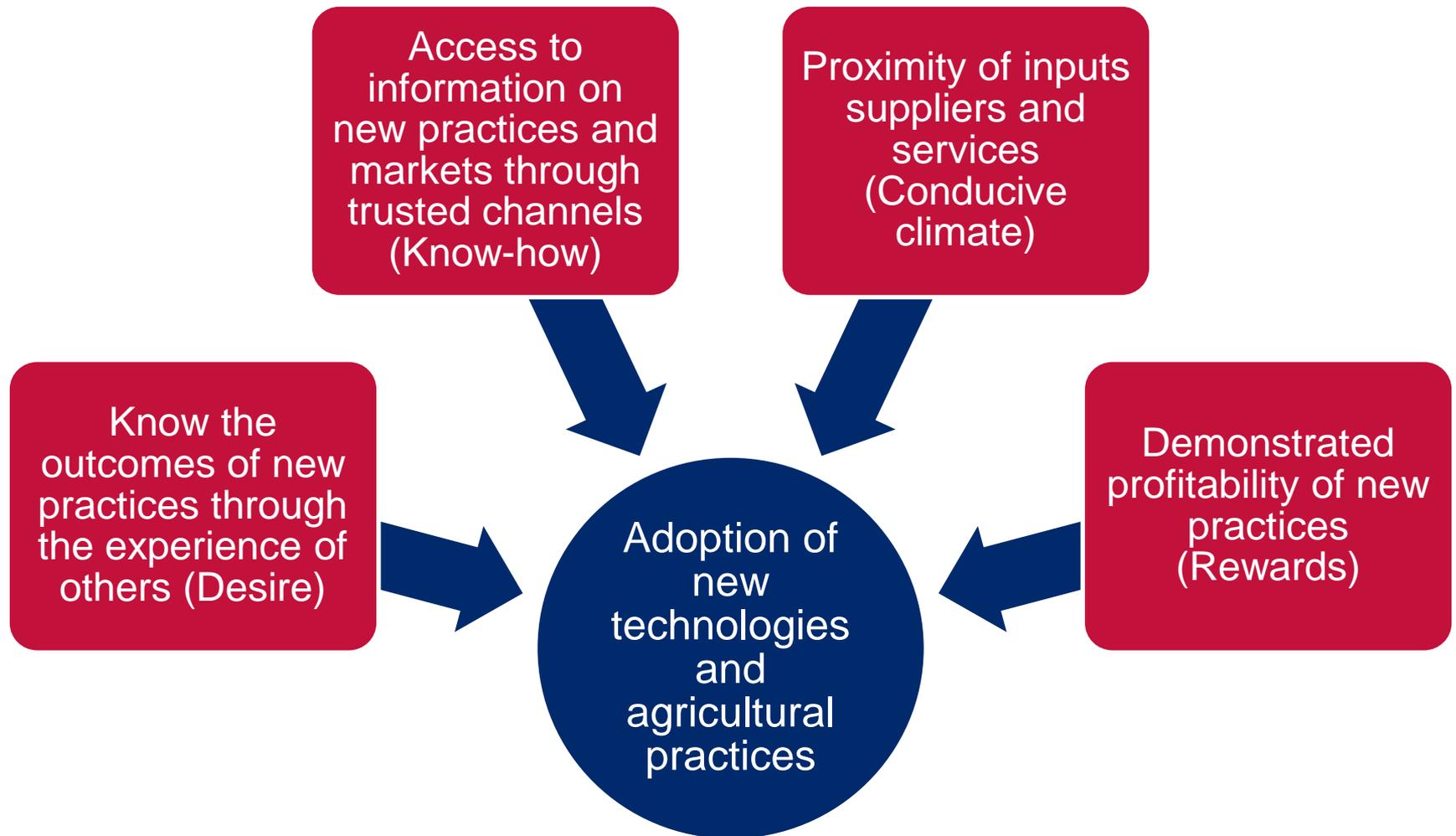
Money Management



Implications for Programming

- Electronic savings systems
- Systems of payment connected to women directly
- Financial capabilities to improve money management

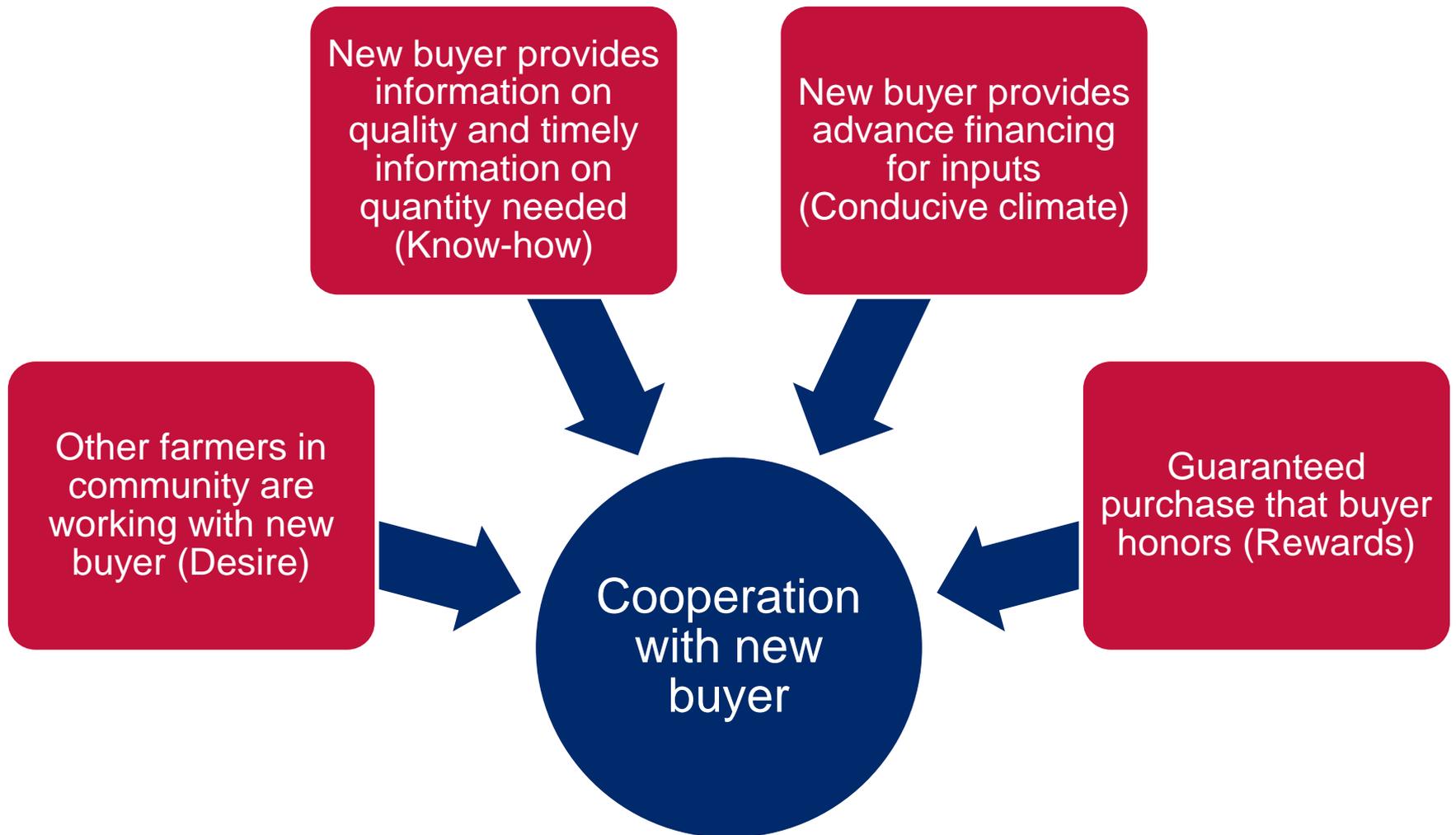
Business practices



Implication for Programming

- Increase women's participation in input supply
- Improve outreach to women clients
- Increase face-to-face interaction
- Extend reach of training to hired labor

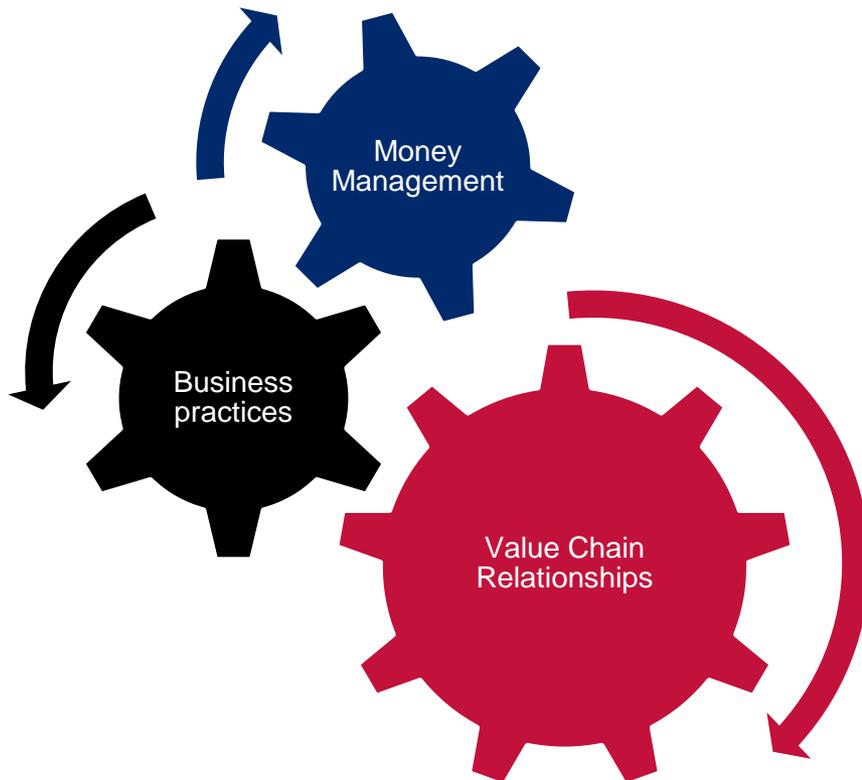
Value chain relationships



Implications for Programming

- Encourage participation of women in facilitation meetings
- Include men and women in formal agreements
- Promote women's access to farmer groups
- Start with an understanding of existing social networks

Behaviors are interlinked



- No single behavior is responsible for change
- Single leverage points may support multiple behaviors that contribute to upgrading
 - *Access to communication technologies and services*
 - Facilitates participation in safe, secure and predictable payment systems AND
 - Increases trust between farmers and buyers when payment is made immediately

Future use of framework

Research

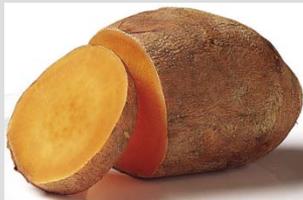
- Overlap between social and commercial networks and how this influences women's behaviors around upgrading (What risks exist for women if they move beyond social networks?)
- Women's and men's control over income and implications for participation in upgrading

Experimentation

- Integrating 'choice architecture' or other behavior change strategies in promoting desired upgrading behaviors for men and women. E.g., Related to women's control of income:
 - Experiment with payments through individual bank accounts in name of individual household members vs. household accounts in the name of household heads.
 - Experiment with payments through MPesa vs. banks



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