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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



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SESSION 1: OVERVIEW OF VALUE CHAINS AND MARKET SYSTEMS APPROACHES

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UNDERSTANDING A MARKET SYSTEM

Session Goal

Briefly review value chain and market system concepts

FRAME WORK FOR ANALYSIS

Global Enabling Environment

Global Retailers

Local / National Enabling Environment

Sector-specific providers

Exporters

National Retailers

Wholesalers

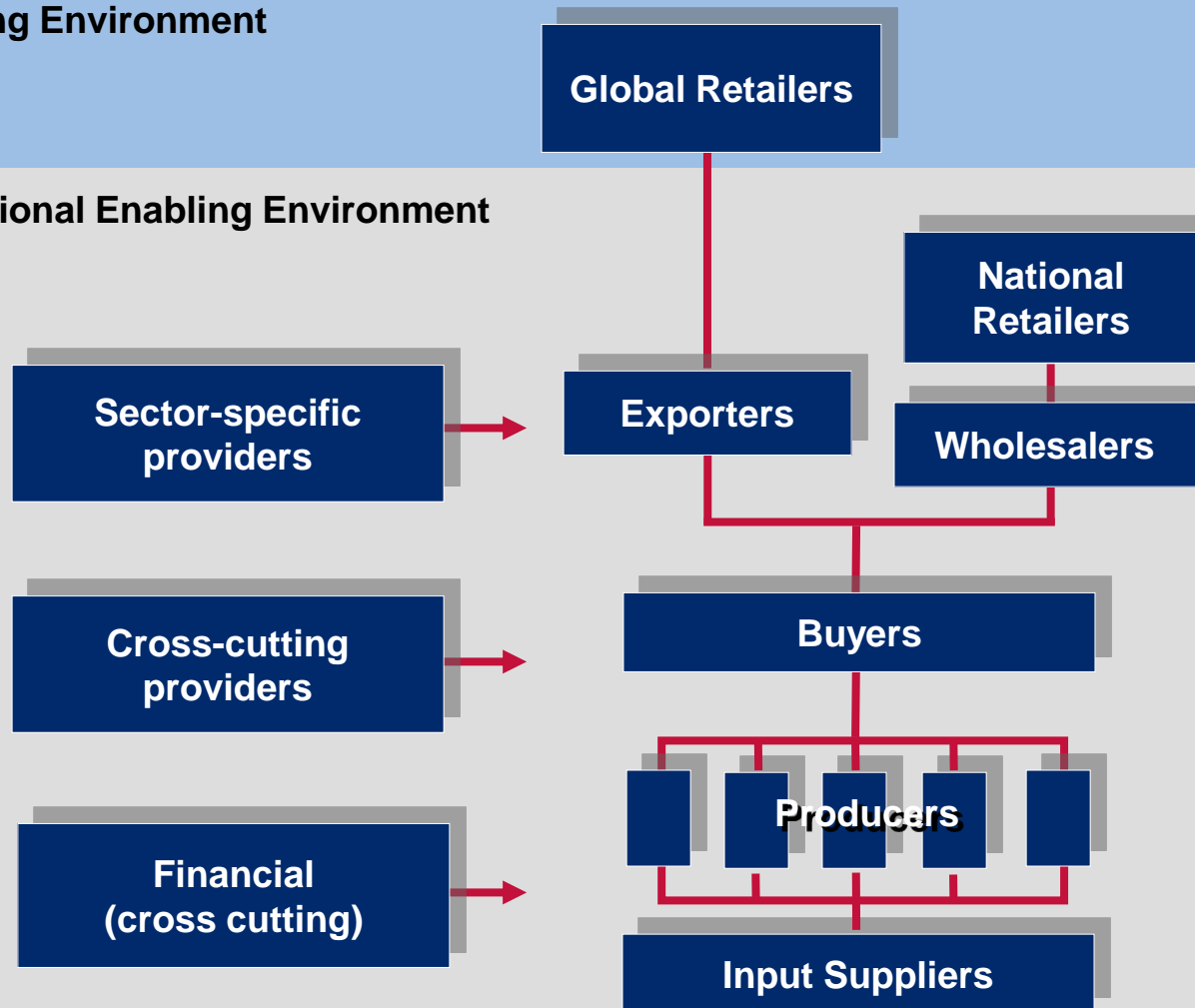
Cross-cutting providers

Buyers

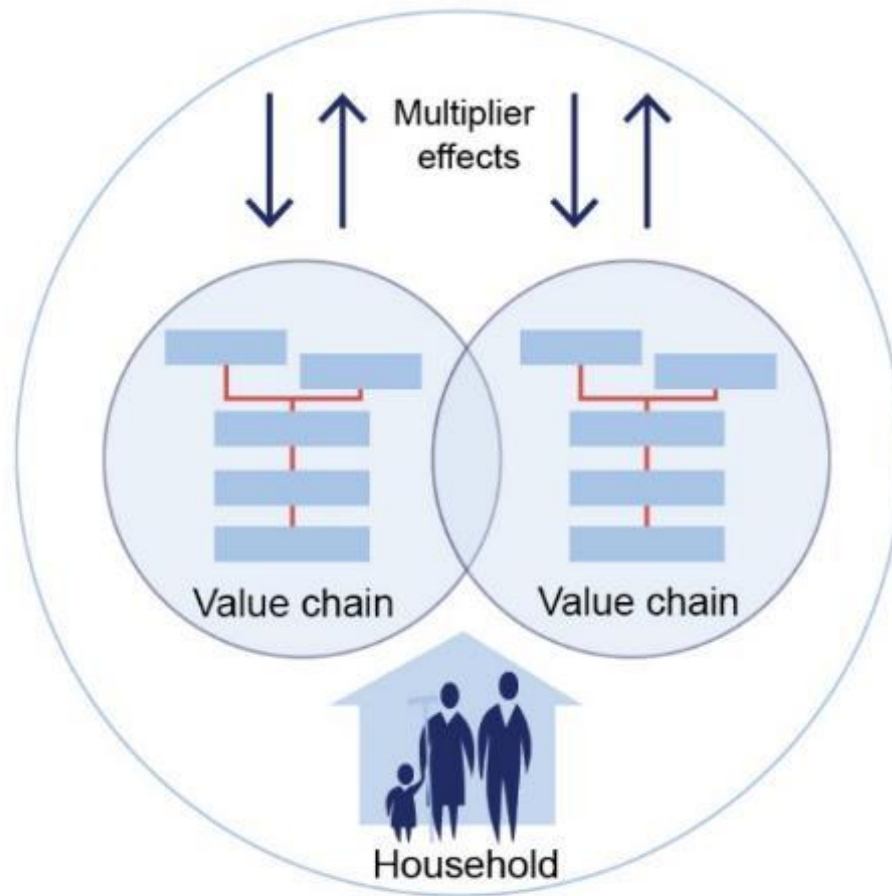
Financial (cross cutting)

Producers

Input Suppliers

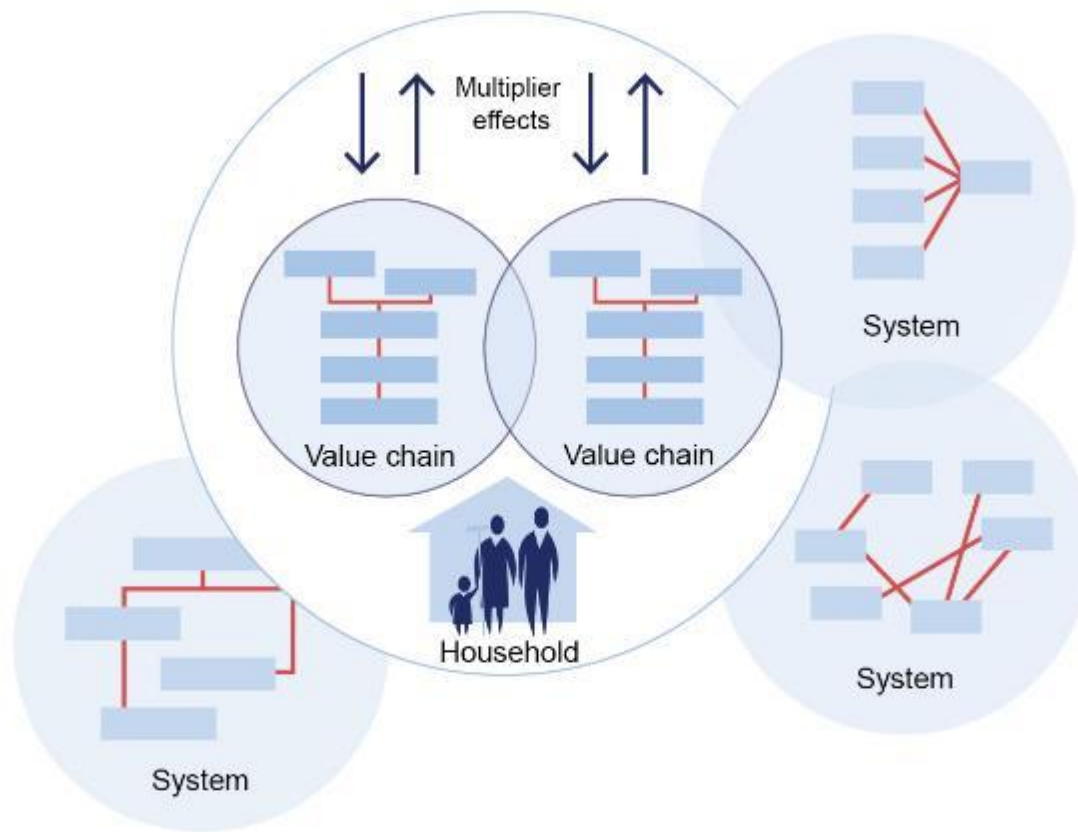


MARKET SYSTEMS

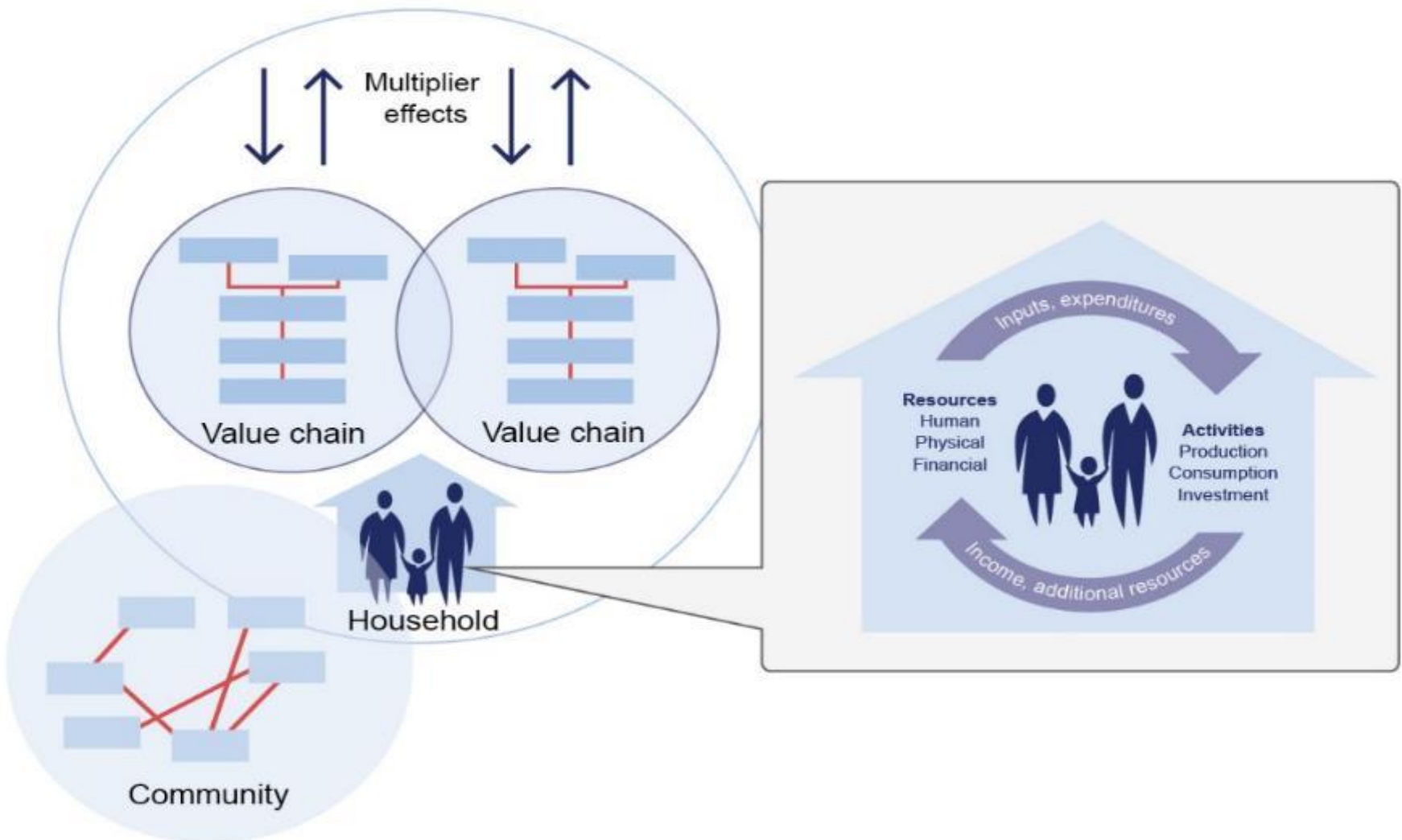


INTERCONNECTED SYSTEMS

Market systems are interconnected with other systems



HOUSEHOLDS ARE SYSTEMS TOO



MARKET SYSTEM DEVELOPMENT

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

ACTIVITY: GENDER AND MARKET SYSTEM DEVELOPMENT

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



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SESSION 2: OVERVIEW OF GENDER CONCEPTS

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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=XjJQBjWYDTs>

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

	What was the message?	Who was the messenger?	Would the message be different if it came from the opposite sex?	What happened when you did not obey the message?
1				
2				

SUMMARY: WHAT IS GENDER?

SEX	GENDER
Biological	Socially defined roles, responsibilities, and behaviours
Born with	Learned
Unvarying across cultures and through time	Culturally specific Changes over time



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SESSION 3: GENDER AND WOMEN'S ECONOMIC EMPOWERMENT IN VALUE CHAINS AND MARKET SYSTEMS

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GENDER, 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?



GENDER EQUALITY IS A HUMAN RIGHT

“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

GENDER EQUALITY IS SMART ECONOMICS

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

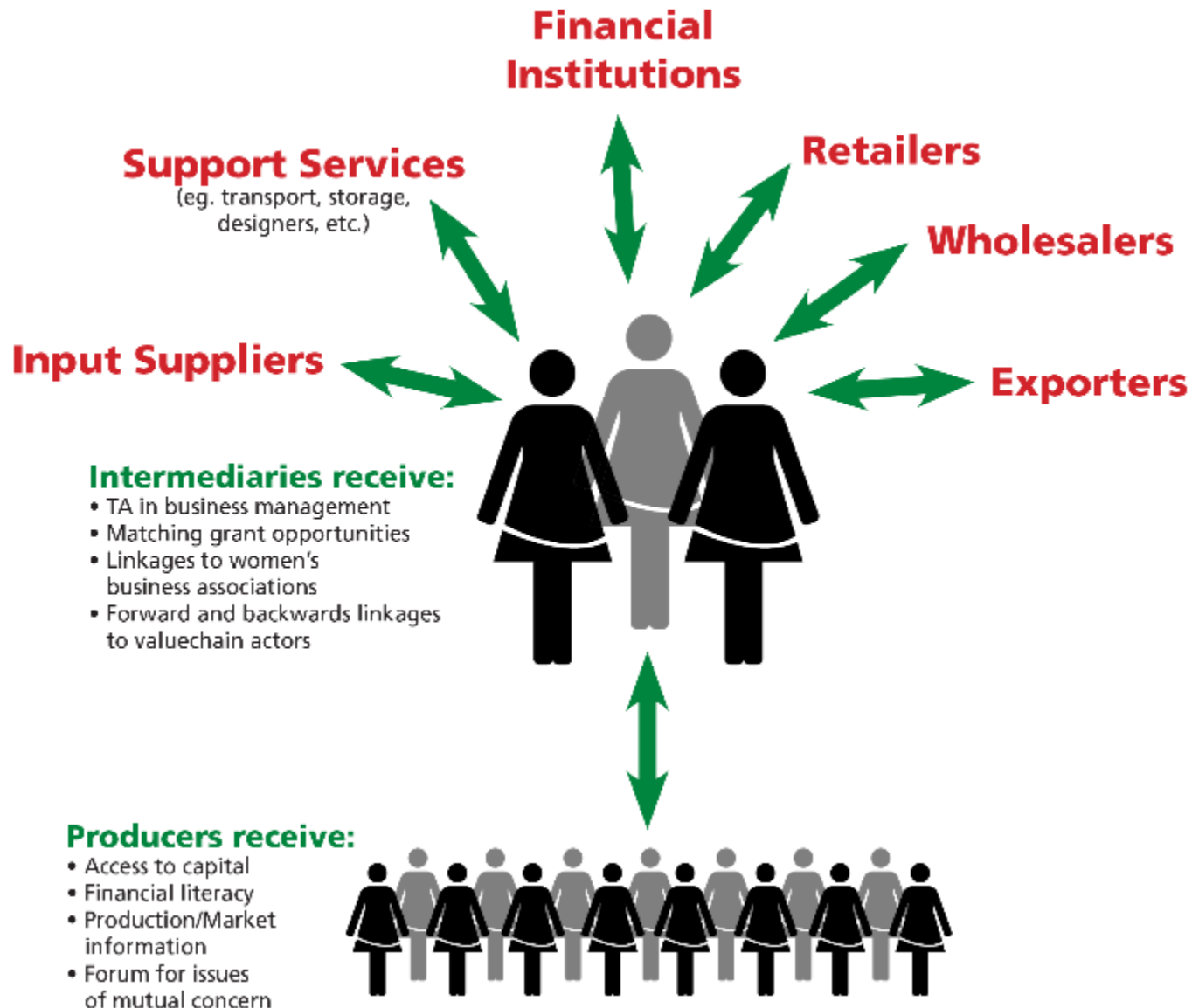
Data source: Food and Agriculture Organization 2010

CASE STUDY: MEDA IN PAKISTAN

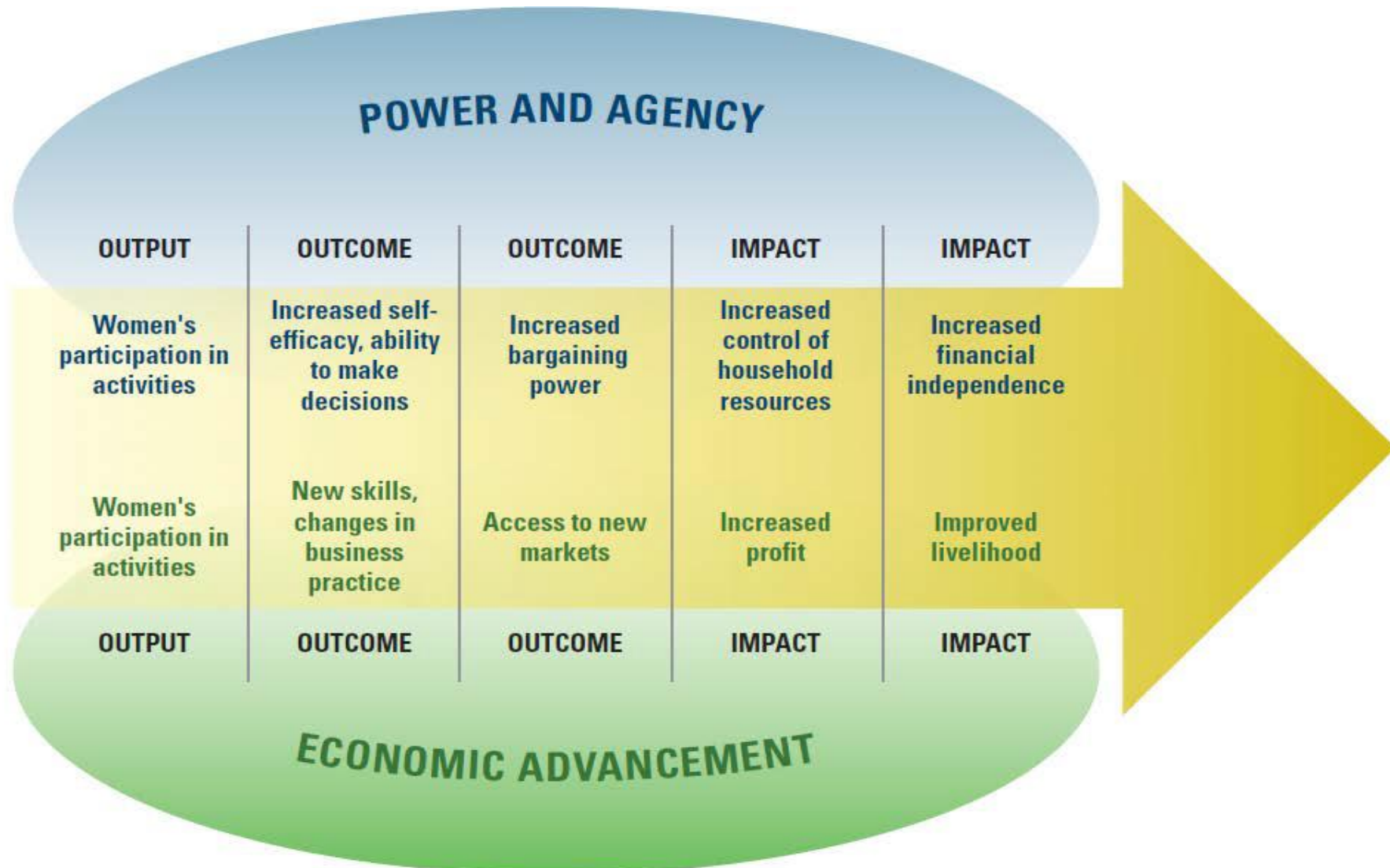


How can women be meaningfully included in markets?

MEDA: STRENGTHENING SALES AGENTS



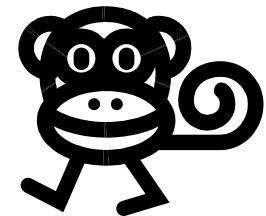
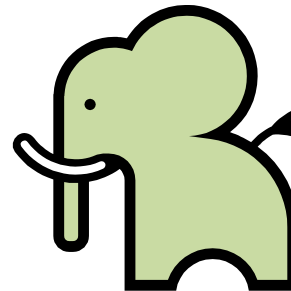
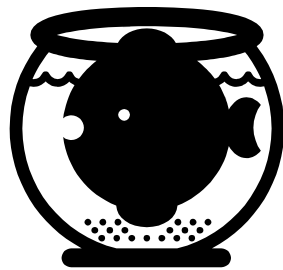
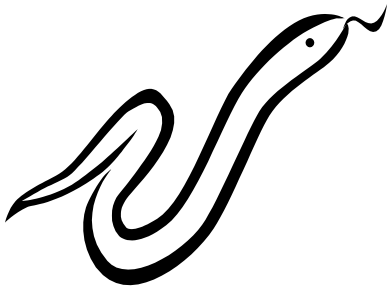
RESULTS: MORE THAN INCREASED INCOME



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**

EXAMPLE OF GENDER EQUALITY RESULTS

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.



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SESSION 4: INCORPORATING GENDER IN MARKET ANALYSIS TO DEVELOP INCLUSIVE SOLUTIONS

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INTRODUCTION

Session Goals

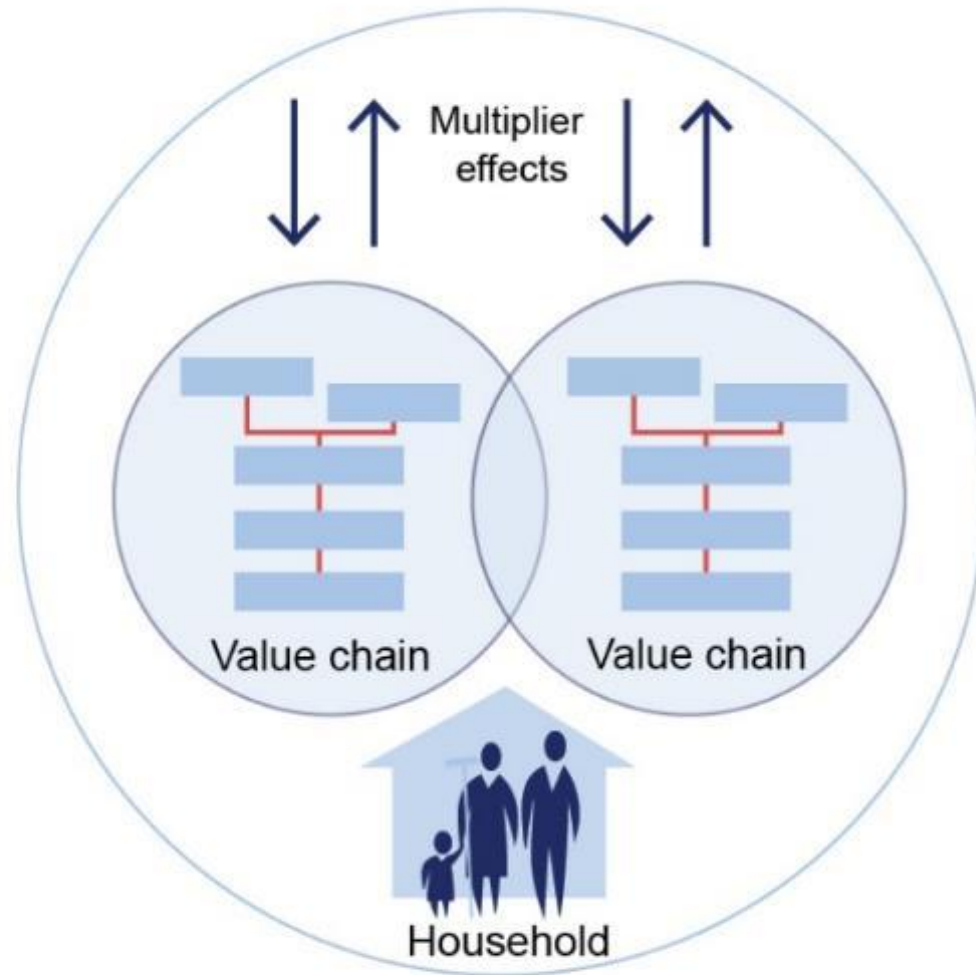
1. To demonstrate the importance of integrating gender analysis into planning for market systems projects to achieve equal outcomes for both women and men.
2. To show that identifying gender specific constraints and opportunities are important first steps in developing inclusive solutions.

CASE STUDY: WOMEN FARMERS IN NORTHERN GHANA

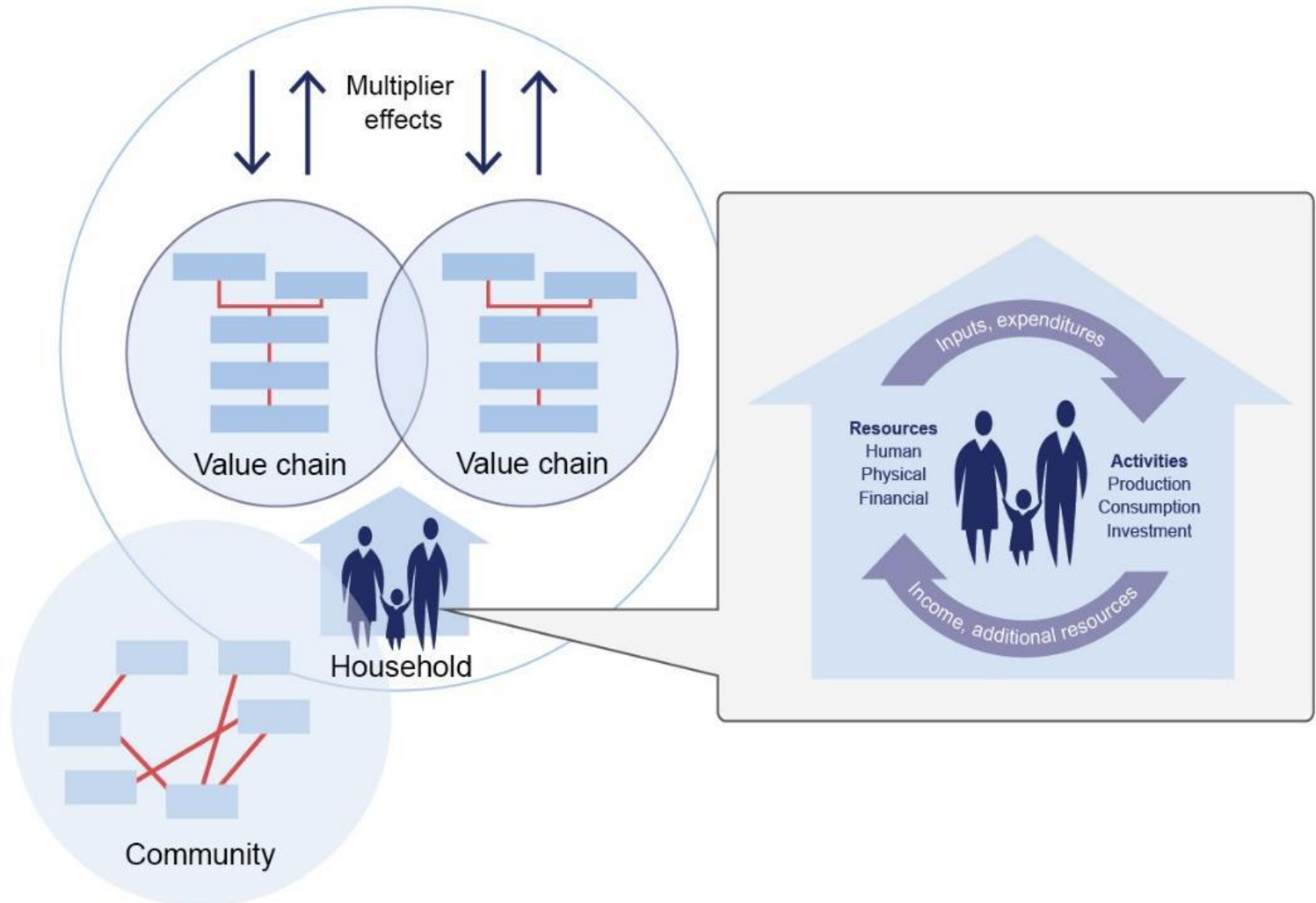


How can gender be fully integrated into analysis of market systems?

MARKET SYSTEMS



COMMUNITY AND HOUSEHOLD SYSTEMS



FRAME WORK FOR ANALYSIS

Global Enabling Environment

Global Retailers

Local / National Enabling Environment

Sector-specific providers

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National Retailers

Wholesalers

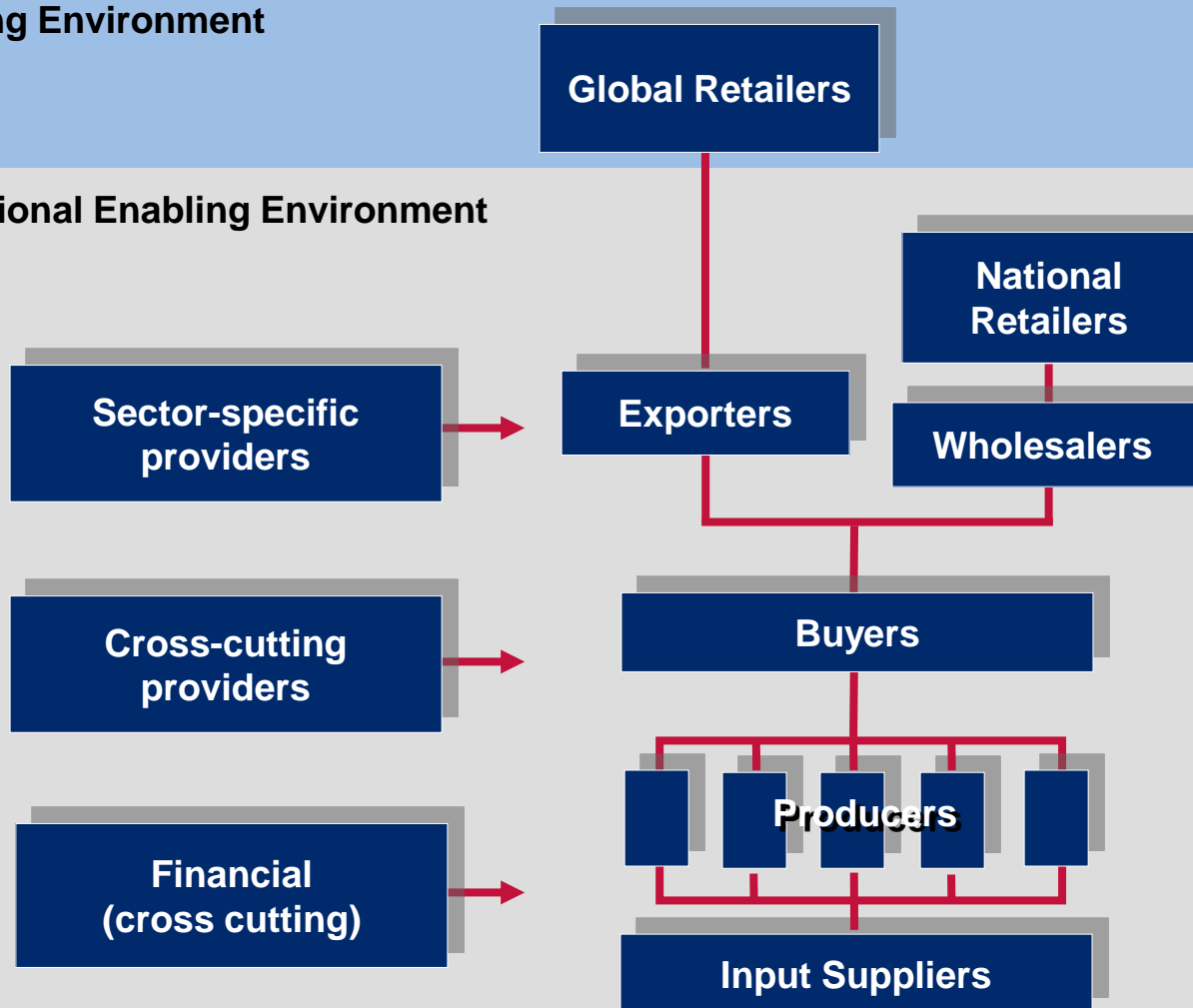
Cross-cutting providers

Buyers

Financial (cross cutting)

Producers

Input Suppliers



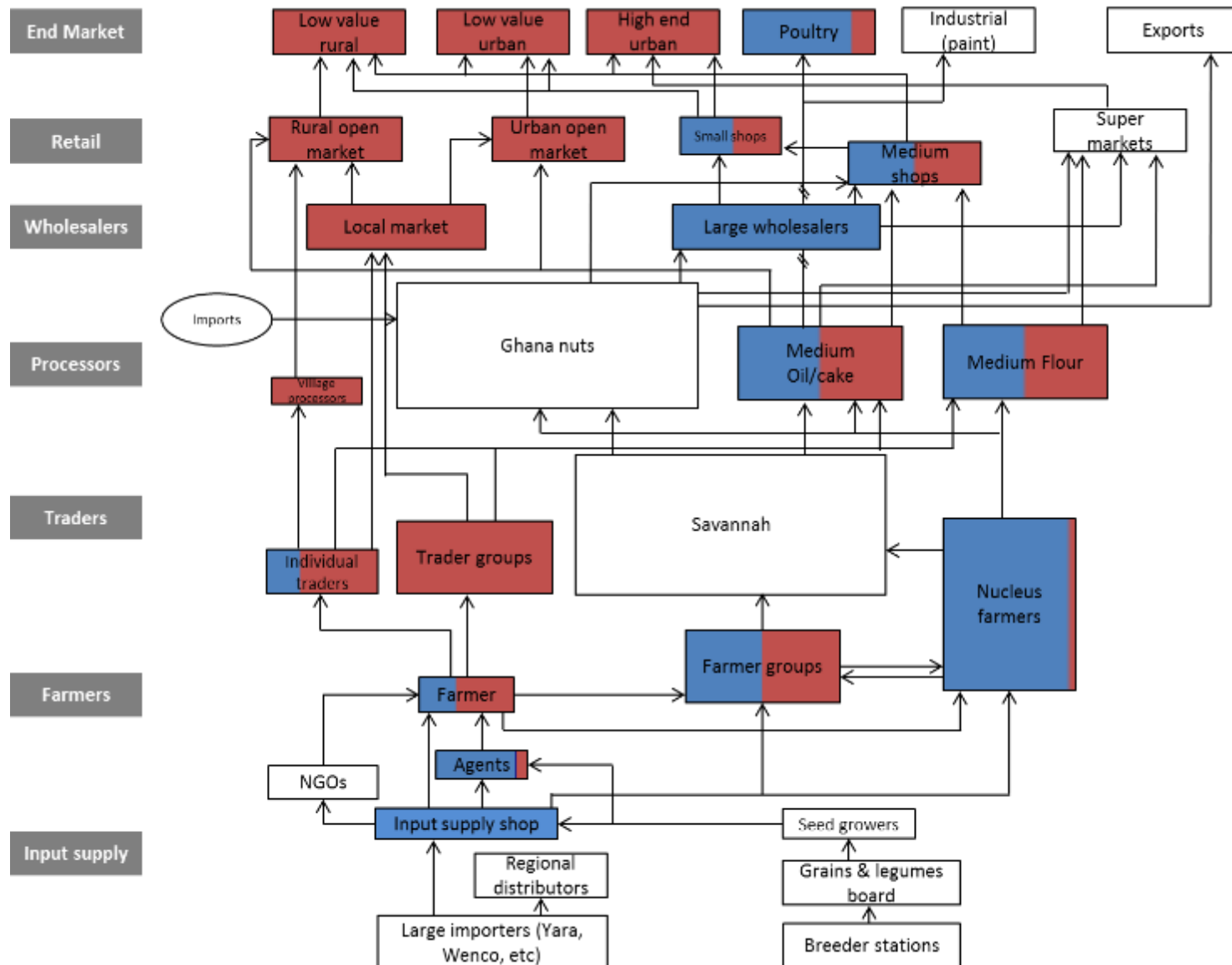
DISCUSSION

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?

MULTI-FOCUSED ANALYTICAL PROCESS



SOYBEAN VALUE CHAIN MAP



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)?

TESTING YOUR GENDER LENS (CONT.)

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?

IDENTIFYING SUSTAINABLE SOLUTIONS

How can gender-informed solutions be developed from identified constraints?

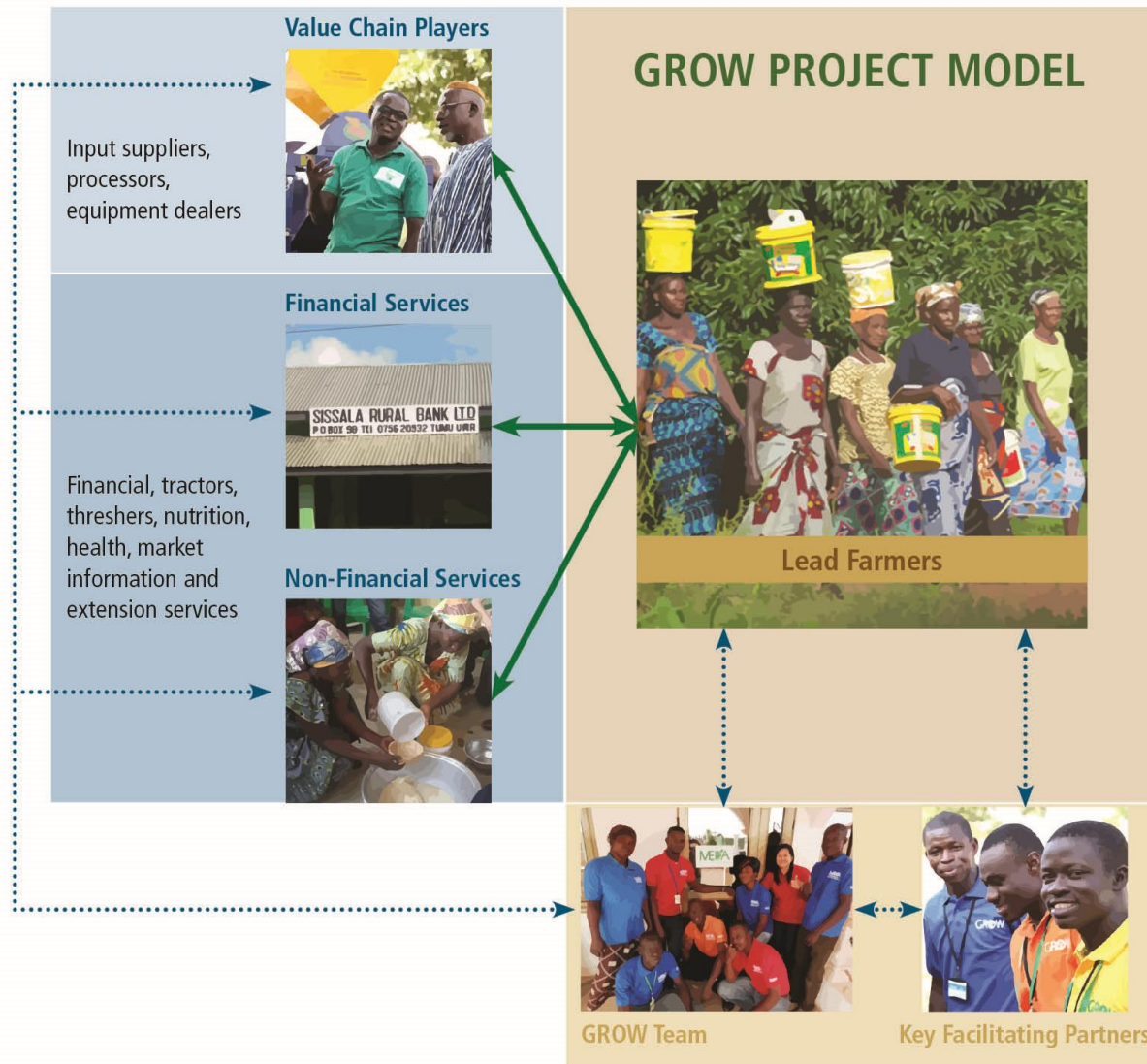
SUSTAINABLE SOLUTIONS TABLE

Solution	Client	Provider	Payment Mechanism	Business Case (Incentives)
What change within the market system will reduce or remove the identified constraint?	Who needs this change?	Who, within the market system, can stimulate or deliver this change?	How will this be paid for?	What are the incentives that will sustain this change?

SUSTAINABLE SOLUTIONS TABLE

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

GROW PROJECT MODEL



GROW PROJECT MODEL – LEAD FARMERS



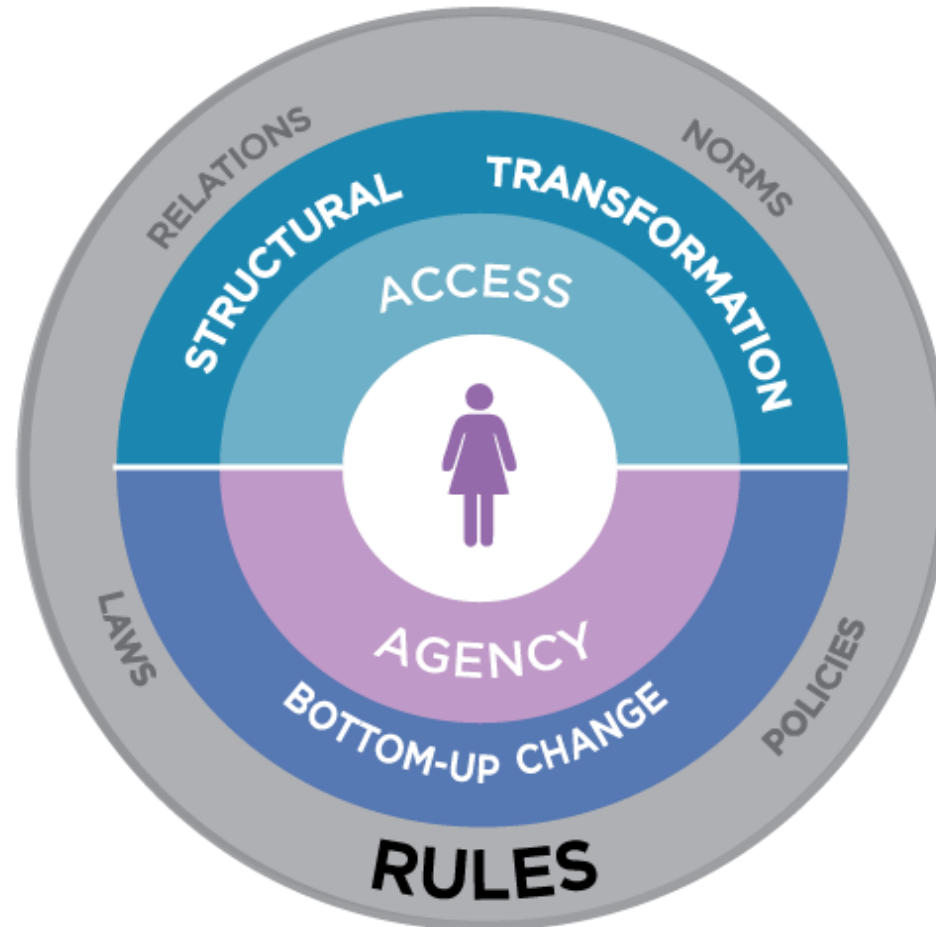
From the DFATD Canada-funded MEDA GROW Project

DISCUSSION

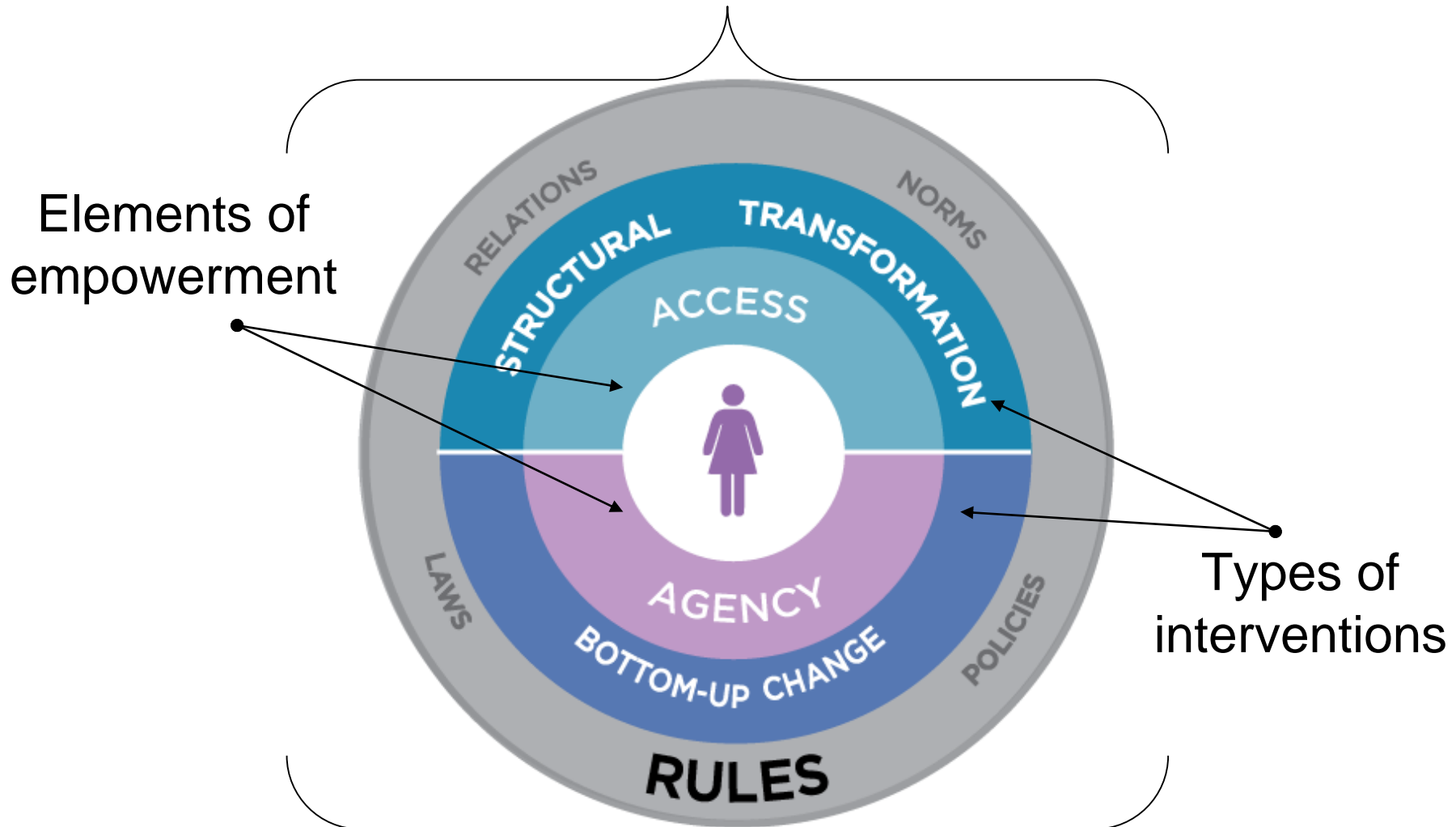
1. How was the GROW project design shaped by the gender and market systems analysis?
2. How can this approach be applied to a project that seeks greater market system inclusion for both men and women?

WOMEN'S ECONOMIC EMPOWERMENT IN MARKET SYSTEMS

Women's Economic Empowerment



WOMEN'S ECONOMIC EMPOWERMENT IN MARKET SYSTEMS



We must address underlying rules: formal and informal



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SESSION 5: FACILITATING CHANGE WITH A GENDER LENS

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FACILITATION 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

Objectives of Facilitation	Characteristics of the Facilitator
Systemic change	Innovator
Increased inclusion of women and other marginalized groups	Agent of change
	Communicator
New relationships between actors	Trust builder
Sustained change	External to the market

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

WHAT TACTICS MIGHT FACILITATORS USE?

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

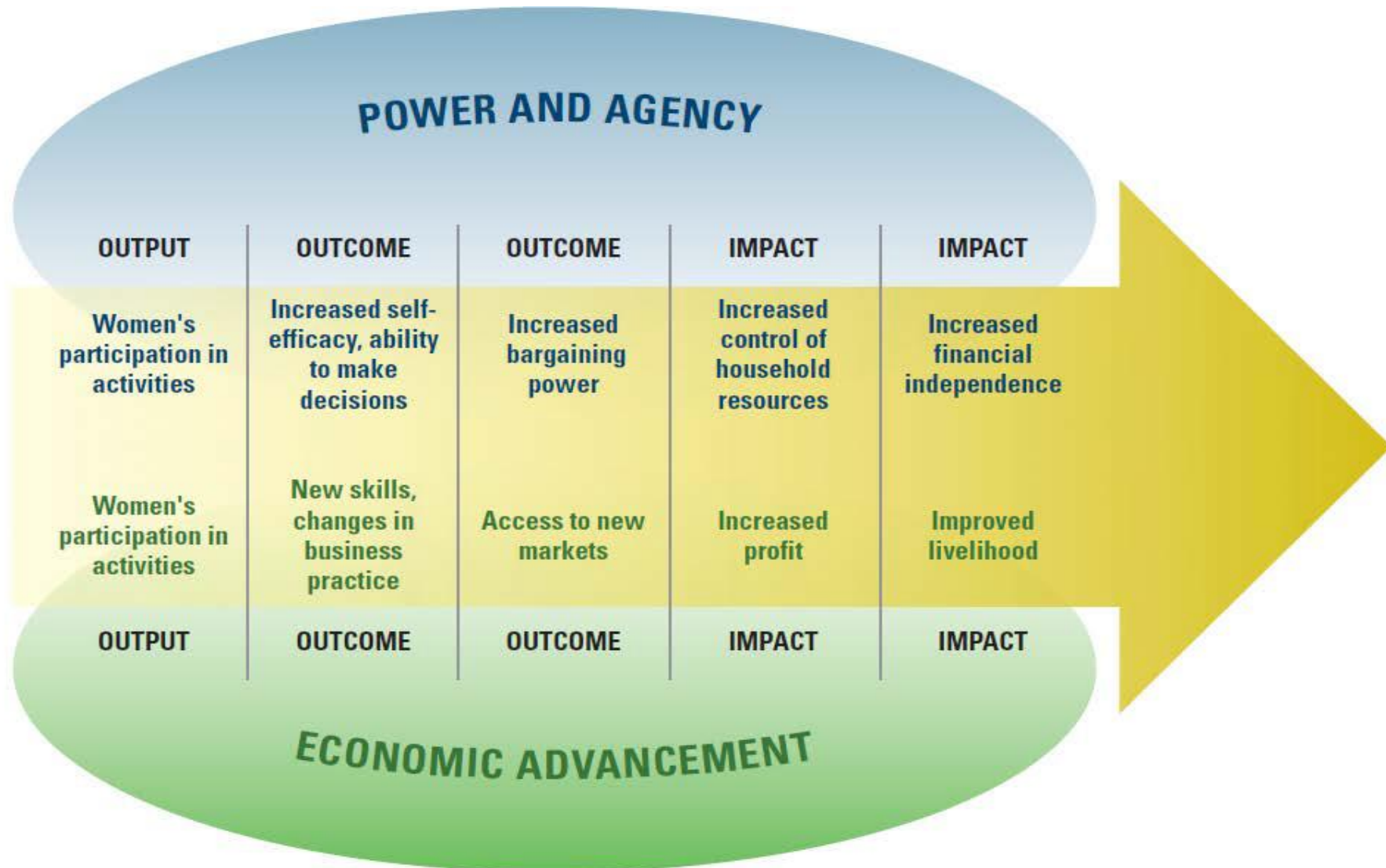
GROWTH: HOW TO ENSURE THAT WOMEN BENEFIT



GROUP ACTIVITY: INFLUENCING CHANGE



WOMEN AS AGENTS OF CHANGE

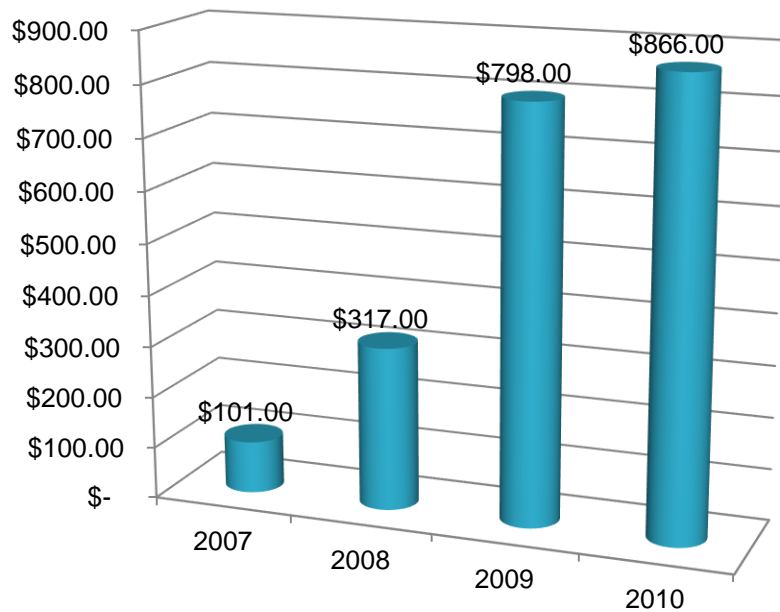


WOMEN AS AGENTS OF CHANGE IN AFGHANISTAN

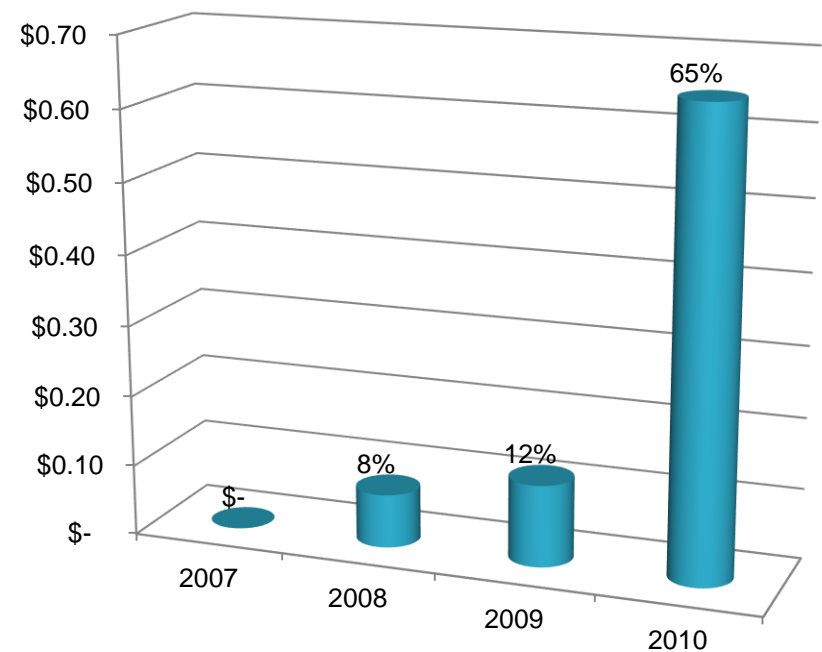


MEDA AFGHANISTAN: THROUGH THE GARDEN GATE (2007 – 2011)

Women Lead Farmer's Annual Income



Women's Contribution To Household Income



INCREASED INCOMES => INCREASED SOCIAL CAPITAL

Household Decisions	Percentage Of Respondents Who Say They Participate In Decision Making
	2010
Savings	92%
Food consumption	90%
Farming activity	91%
Children's education	100%
Health services	80%
Household expenses	75%
Children's marriage	79%
Buying and selling assets	79%
Mobility outside the home	71%

IMPACT – MONEY IN HER HANDS

How can women's economic empowerment change lives?





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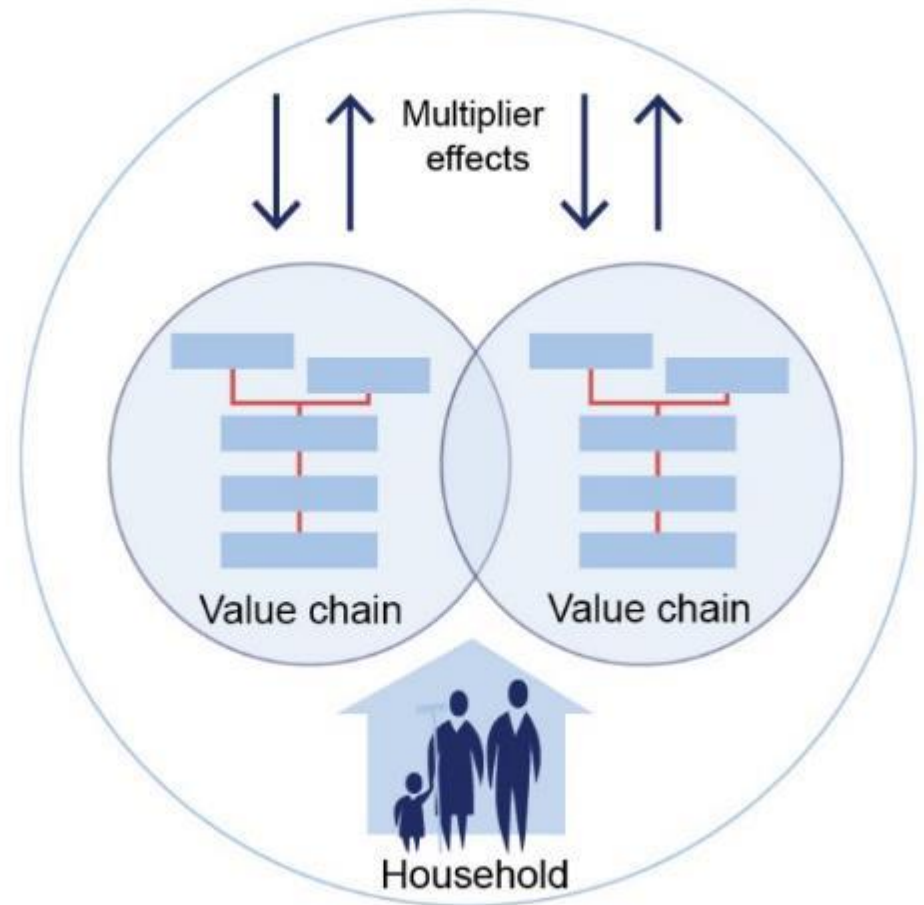
REVIEW OF SESSIONS 1-5: INTEGRATING GENDER AND INCLUDING WOMEN IN VALUE CHAIN DEVELOPMENT

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POP QUIZ

1. What are three objectives of market system development?



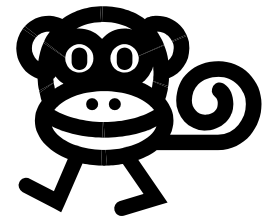
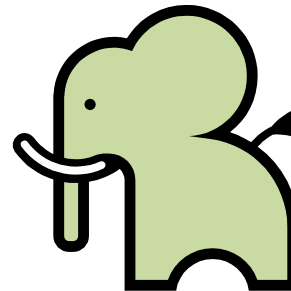
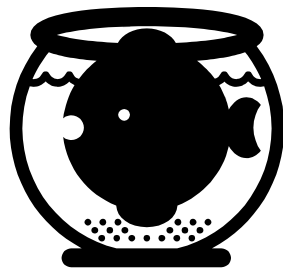
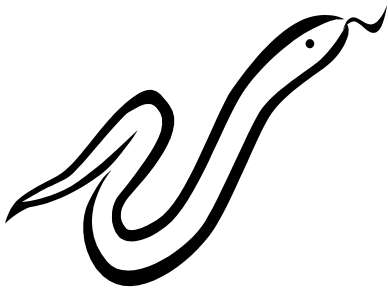
POP QUIZ

2. Define gender



POP QUIZ

3. How are equality of results and equal treatment different? Why is this distinction important?



POP QUIZ



4. Why is gender analysis an important component of market systems analysis?

POP QUIZ

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?



POP QUIZ



7. Why is women's economic empowerment in the context of market systems important?