



Implemented by



# Readiness program- Creating a common understanding: Gender and empowerment

16.07.2024





## 3<sup>rd</sup> call for concept notes

Implemented by



- Launch of 3<sup>rd</sup> call for concept notes on 8<sup>th</sup> July 2024
- Final deadline for submission of concept notes:  
**18<sup>th</sup> August 2024, 12pm (noon) GMT**
- All OACPS member states are eligible to apply  
(priority will be given to projects from countries with no or few projects from our previous calls)
- Cashew, cocoa, maize and livestock value chains
- Projects that focus on increasing incomes along the value chain, climate change mitigation and/or adaptation, and gender transformative approaches

### All information available on websites

Cocoa, maize, livestock:  
[www.agribusiness-facility.org/funding.html](http://www.agribusiness-facility.org/funding.html)



Cashew:  
<https://www.comcashew.org/private-sector-development>





Implemented by



**Topic:** Gender and empowerment

**Objective:**

- To introduce you to Gender and Empowerment.
- To support you in developing a concept note that includes gender.





Implemented by



## Agenda

1. What is gender ?
2. Why is it important for our goals? And **yours**?
3. What does empowerment mean?
4. How to contribute to empowerment?
5. Q&A





Implemented by



## What do you understand by „gender“?





Implemented by



## Youth and gender: We are all different and have different needs



Lou Lefort & Janice Kanyire Annyaah | Gender & Empowerment | 16.07.2024 | Page 7



Implemented by



## In the design phase of your project: Specify - Which group are you working with?

1. Gender and youth are different groups with different needs
  - Ask yourself: What is your target group or target groups?
2. Set specific goals for gender groups (women in a specific value chain) and set specific goals for youth (young women and men in a specific region or doing a specific role)



Implemented by



## Background

Our joint action **Business Support Facility for Resilient Agricultural Value Chains** contributes to progress towards **SDG 5 'Gender equality'**



In the framework of OACPS Strategic Plan 2022-2025 and the new Feminist Development Policy of the German Federal Ministry for Economic Cooperation and Development launched in 2023. <https://www.bmz.de/en/issues/feminist-development-policy>





Implemented by



### The 3R in Agri-Food Systems

#### Resources

- access to:
- agricultural finance,
  - technology,
  - extension services,
  - income disposal,
  - land
  - etc.



SNRD GTA Working Group & G500 Gender Group, Lighthouse talk 12

#### Rights

- (equal) right to **own and inherit land** (including land titles),
- (equal) access to **water and sanitation**,
- (equal) access to all levels of **education**,
- **freedom from gender-based violence** (GBV),
- **freedom of movement**,
- **sexual and reproductive health and rights** (SRHR),
- and other fundamental rights essential to rural communities.



#### Representation

- At the **macro level** (political arenas such as ministries, export boards, research institutes, chambers, and various actors that shape agricultural policies)
- At **meso and micro level** (cooperatives, producer associations, extension service providers, and households)





Implemented by



## Why is it important?

Women face unique challenges which severely limit the potential for food security, growth, and employment, like:

- Less access to resources like inputs, land, water, rural infrastructure
- Less access to capacity development and trainings (e.g., to acquire e-literacy and e-skills), technological inputs, to information and knowledge
- Less access to financial services
- Lack of recognition as entrepreneurs due to, among others, social norms (like disapproval from family)



Lou Lefort & Janice Kanyire Annyaah | Gender & Empowerment | 16.07.2024 | Page 12



Implemented by



## Why is it important ?

### Women play a crucial role in African agriculture!

The latest FAO report on the Status of Women in Food System (2023) shows that closing the gender gap in farm productivity and the wage gap in agri-food-systems would:

- Increase the global Gross Domestic Product (GDP) by 1 % (amounting to nearly 1 trillion USD)
- Reduce the number of food insecure people by 45 million

If just half of development interventions aimed at small-scale producers focused on empowering women:

- Incomes of an additional 58 million people would be significantly raised
- Resilience of an additional 235 million people would be increased.

## MAXIMIZE YOUR IMPACT



Lou Lefort & Janice Kanyire Annyaah | Gender & Empowerment | 16.07.2024 | Page 13



Implemented by



## Why is it important for your project?

Ten years of research by McKinsey and LeanIn.org offers key statistics demonstrating a clear correlation between organizational diversity and financial performance. For instance:

- Companies with the greatest proportion of women on executive committees earned a 47 percent higher rate of return on equity than companies with no women executives.
- Companies in the top 25 percent for gender diversity are 27 percent more likely to outperform their national industry average in terms of profitability.
- Companies in the bottom 25 percent for gender diversity were significantly less likely to see higher profits than their national industry average.

## MAXIMIZE YOUR SUCCESS



Lou Lefort & Janice Kanyire Annyaah | Gender & Empowerment | 16.07.2024 | Page 14



Implemented by



## In the design phase of your project: Work with and not just for your target group

1. Analyze and understand your context: what impacts negatively the women and/or youth? (lack of revenue, lack of access to resources, lack of decision taking ability, vulnerability to climate change, ....) and formulate how you want or can act on it ?
2. Different groups have with different needs, to reach and empower it is important to understand them: **Designing with women and men, not for women and men.** Include the target groups during the design of your projects (women's group, leaders, ..)
3. Look inwards, there might be some great opportunity for empowerment within your structure



Implemented by



## What do we mean with empowerment ?

Empowerment means **gaining power** and **control** over one's life.

It involves; **Awareness raising, building of self-confidence, expansion of choices and increased access to and control over resources**

Empowerment also involves **transforming** the **structures** and **systems** which reinforce and perpetuate gender discrimination and inequality



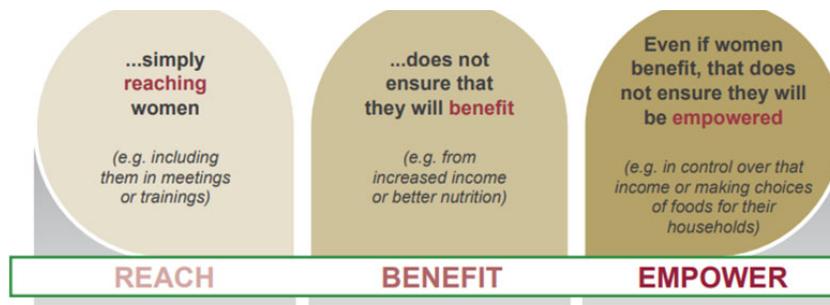


Implemented by



## What do we mean with empowerment ?

The distinction between **reach**, **benefit**, and **empower** points out that...





Implemented by



**Does it reach men and women?**

**Is the program designed to the benefit of men and women?**

**Is it empowering men and women?**



Implemented by



## An empowering approach

- addresses root causes of inequalities
- lasting impact sustainably on structures and norms



## Function of the „Do no harm“ principle

It means recognizing that the actions we take in a particular context are not neutral. Our actions will affect the relationships within that context, either for better or for worse [...], we have a minimum obligation to pay attention to these dynamics so that we do not unintentionally exacerbate them.

CDA Collaborative Learning Projects.





Implemented by



**Gender-based constraint:** Restricted mobility among women.  
**Target group:** Women traders.

REACH	BENEFIT	EMPOWER
<b>Objective</b> Train women in the use of ICTs platforms for marketing their products.	<b>Objective</b> Women have access to ICT tools and use them.	<b>Objective</b> Women have control over the use of ICT tools.
<b>Activities</b> <ul style="list-style-type: none"> <li>• Training in the use of mobile phones and internet.</li> </ul>	<b>Activities</b> <ul style="list-style-type: none"> <li>• Link women groups to private companies supplying mobile phones (hire-purchase).</li> </ul>	<b>Activities</b> <ul style="list-style-type: none"> <li>• Facilitate and support registration process of phones in the names of women.</li> </ul>
<b>Indicators</b> <ul style="list-style-type: none"> <li>• Number of women trained in the use of mobile phones and internet.</li> </ul>	<b>Indicators</b> <ul style="list-style-type: none"> <li>• Number of women groups accessing mobile phones through private companies.</li> </ul>	<b>Indicators</b> <ul style="list-style-type: none"> <li>• Number of mobile phones registered in women's names.</li> </ul>



## During the design phase: Be intentional

1. You have defined a precise target group, now: **Identify and design specific activities/mechanisms to achieve those goals.**
2. Remember that including women and youth in the training „quota“ is just reaching the target group but does not reach the threshold of benefitting those groups
3. Analyze intentionally the potential risks of your intervention and make sure to at least adhere to the „do no harm“ principle

N.B Consider that you will implement activities and monitor your impacts: Identify points of measurements at this stage to make sure that you reach your goals.



## Examples of empowering approaches

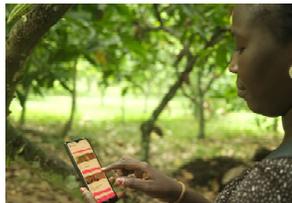
Implemented by



**1. Using training courses addressing both gender norms and climate-smart entrepreneurship: Gender Makes Business Sense + (GmBS+) or Cashew recipe training**



**2. Looking at the promotion of employment and growth with a gender perspective with for example, targeted training.**





Implemented by



**Gender-based constraint:** Restricted access to training and limited business registration among women.

**Target group:** Women processors.

REACH	BENEFIT	EMPOWER
<b>Objective</b> Train women in good processing practices.	<b>Objective</b> Women have increased revenue from good agricultural practices	<b>Objective</b> Women have control over increased revenue from good agricultural practices
<b>Activities</b> <ul style="list-style-type: none"> <li>• Training in good processing practices.</li> </ul>	<b>Activities</b> <ul style="list-style-type: none"> <li>• Link women new market or business opportunities / Link to supplier of inputs</li> </ul>	<b>Activities</b> <ul style="list-style-type: none"> <li>• Facilitate and support registration of businesses in the names of women.</li> </ul>
<b>Indicators</b> <ul style="list-style-type: none"> <li>• Number of women trained in good processing practices.</li> </ul>	<b>Indicators</b> <ul style="list-style-type: none"> <li>• Income of women has increased by ..%</li> <li>Or</li> <li>• x number of women have reported an increase in income</li> </ul>	<b>Indicators</b> <ul style="list-style-type: none"> <li>• Number of enterprise registered in women's names.</li> </ul>



## Examples of empowering approaches

Implemented by



**1. Using training courses addressing both gender norms and climate-smart entrepreneurship: Gender Makes Business Sense + (GmBS+) or Cashew recipe training**



**2. Looking at the promotion of employment and growth with a gender perspective with for example, targeted training.**



**3. Using Peer-to-Peer learning to promote gender transformative changes**





Implemented by



**Programme: Global Programme „Food and Nutrition Security, Enhanced Resilience“**

**Countries:** Benin, Burkina Faso, Cambodia, Ethiopia, India, Kenya, Madagascar, Malawi, Mali, Togo, Yemen, Zambia

**Links:** [Website](#)

## Husband Schools | Burkina Faso



**Objectives**

- To bring together model husbands designated by the community to encourage other husbands to adopt behaviours for improved household nutrition.

**Approach**

- Peer education, in which members are continually trained on specific topics as they arise and meet bi-monthly to plan community activities.
- Joint definition of “small doable actions” with a positive impact on the household, such as: supporting the wife in family nutrition, keeping a vegetable garden and other household tasks, accompanying the wife to the health visits. Members receive a “husband model” diploma.

**Impact**

- Each husband school has produced an action plan to improve their communities. Positive feedback from wives (more understanding and respect for their work).
- Quantitative study underway to compare indicators on knowledge (food, hygiene, production) and food availability at household level between families with a model husband and 'normal' families
- The project has introduced a new indicator in 2021 to measure men's involvement at household level



## Examples of empowering approaches

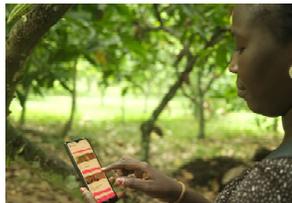
Implemented by



**1. Using training courses addressing both gender norms and climate-smart entrepreneurship: Gender Makes Business Sense + (GmBS+) or Cashew recipe training**



**2. Looking at the promotion of employment and growth with a gender perspective with for example, targeted training.**



**3. Using Peer-to-Peer learning to promote gender transformative changes**



**4. Using role models as a tool for gender transformative changes allows for new representations and expectations.**





Implemented by



### During the design and implementation phase: include the community

- It is important to including the entire community (even in topic of domestic nature) as empowerment is only possible and lasting with the support of everyone



Implemented by



## Maximize impact by including empowering women and youth in projects!



Lou Lefort & Janice Kanyire Annyaah | Gender & Empowerment | 16.07.2024 | Page 30

## Summary of the recommendations for your project

### Specify - Which group are you working with?

1. Gender and youth are different groups with different needs
  - Ask yourself: What is your target group or target groups?
2. Set specific goals for gender groups (women in a specific value chain) and set specific goals for youth (young women and men in a specific region or doing a specific role)

### Work with and not just for your target group

1. Analyze and understand your context: what impacts negatively the women and/or youth? (lack of revenue, lack of access to resources, lack of decision taking ability, vulnerability to climate change, ...) and formulate how you want or can act on it?
2. Different groups have with different needs, to reach and empower it is important to understand them: Designing with women and men, not for women and men. Include the target groups during the design of your projects (women's group, leaders, ..)
3. Look inwards, there might be some great opportunity for empowerment within your structure

### Be intentional

1. You have defined a precise target group, now: Identify and design specific activities/mechanisms to achieve those goals.
2. Remember that including women and youth in the training „quota“ is just reaching the target group but does not reach the threshold of benefiting those groups
3. Analyze intentionally the potential risks of your intervention and make sure to at least adhere to the „do no harm“ principle
  - N.B Consider that you will implement activities and monitor your impacts: Identify points of measurements at this stage to make sure that you reach your goals.

### include the community

- It is important to including the entire community (even in topic of domestic nature) as empowerment is only possible and lasting with the support of everyone



Implemented by



Lou Lefort & Janice Kanyire Annyaah | Gender & Empowerment | 16.07.2024 | Page 33



Implemented by



## Q&A





Implemented by



## Your readiness programm continues!!!

18 July 2024,  
2pm - 3:30pm GMT

**Climate**

← [Click here to join the meeting](#)