Webinar 9: How to integrate gender equity strategies in horticulture value chains

Horticulture for Development Professional Series

Questions? Email horticulture@ucdavis.edu

USAID FROM THE AMERICAN PEOPLE   HORTICULTURE INNOVATION LAB   UC DAVIS UNIVERSITY OF CALIFORNIA

Hort4Dev Learning Series

Gender Integration and Women's Empowerment in Horticulture

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Contents

A. Background Info
- Gender, sex definitions
- Women's empowerment definitions
- USAID Frameworks and Policies

B. Considerations for implementation

C. Measuring Impact

Background Info

Sex

refers to "the biological characteristics that define humans as female or male"

Gender

the "economic, political, and cultural attributes and opportunities associated with being male or female. The social definitions of what it means to be male or female vary among cultures and change over time. (USAID ADS Chapters 200–203). Gender refers to the array of socially constructed roles and relationships, personality traits, attitudes, behaviors, values, and relative power and influence that society ascribes to the two sexes on a differential basis. Gender is an acquired identity that is learned, changes over time, and varies widely within and across cultures. Gender is relational and refers not simply to women or men but to the relationship between them."

Gender Integration

"The process of assessing the implications for women and men of any planned action, including legislation, policies, or programs in any area and at all levels. It refers to strategies for making women's as well as men's concerns and experiences an integral dimension in the design, implementation, monitoring, and evaluation of policies and programs in all political, economic, and social spheres—such that inequality between men and women is not perpetuated."

What does women's empowerment in horticulture look like?

Women's Empowerment and the WEAI

Decision-making power agricultural production	Access to and ownership over resources	Sole or joint control over income or expenditures	Leadership	Time allocation

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B. Key Lessons Learned (and How to replicate them!)

1. Integrate gender into research

- Intersectionality

- Sampling

- Enumerator sensitization and training

- Sex disaggregated data for primary data collection

- Additional layers of research on roles and needs in secondary data collection

- Consult with a gender advisor

2. Sensitize staff and research teams

- Personal reflection
- Linkages with donor and client policies
- Hiring for diversity (including youth)
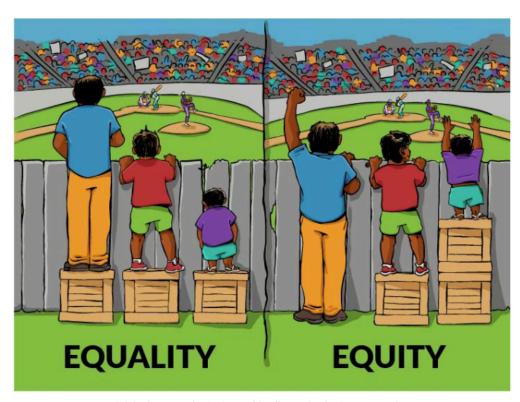- Include staff in research on gender norms and roles

3. Develop an actionable gender strategy

- Based on gender analysis
- Highlight key priorities; do NOT cover every area of women's empowerment
- Designate roles and responsibilities
- Develop ASAP after gender research; this is the step that bridges research and action
- When possible, integrate into workplans

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4. In design, consider activities that address women's specific needs

EQUALITY   EQUITY

Original concept by Craig Froehle. Illustration by Angus Maguire.

5. Know gender roles and promote more profitable roles for women

- With research, identify roles
- Move women into more profitable service, PHH, or marketing roles
- Prioritize work with existing women and youth service providers and input providers
- Identify the additional resources and/or support that women will need to reach these higher, more remunerative levels
- Prepare for community backlash
- Provide linkages to options for finance and personal savings for income saving

6. In market systems, establish the business case and consider blended approach

- In a facilitated market systems approach, private sector actors form agreements with development actors to implement activities

- Social inclusion needs a different approach in these types of programs

- Consider gender business case studies as components of gender analysis or other studies

C. Measuring Impact

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