Making the strongest links:
Mainstreaming gender analysis in value chain analysis & development
Gender and Trade Linkages, 16 September 2010
15:00 - 16:30
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Learning Objectives
- Understand the relevance of gender mainstreaming in value chains
- Explored the concept of participation and action learning, specifically from a gender and value chain perspective
- Understood the concept, and identified, invisible women in their value chain
- Understood what quantitative gender information is, how to get it, and where to include it in a value chain
- Understood and identified gender equitable solutions for value chain upgrading

Gender in value chains: so what?
Exercise 1.
- The value chain picture: Form 3 groups and take 10 minutes:
  - To create a definition of a value chain
  - To suggest 3 reasons why including gender issues is vital for sustainable value chain upgrading:

VCA cycle
- Why? Purpose and focus
- What? What mapping, what happens where?
- Who? Stakeholder analysis and participatory process
- What happens where? Unintended mapping of focal points
- Why do inequalities and inefficiencies exist? Qualitative research
- How? Detailed recommendations
- Who does what? Sustainable networks and collaboration
- Is it happening? Monitoring
- What next? Ongoing learning

See ILO’s guide on value chain analysis for decent work a ‘how to’ guide to value chain analysis and development. www.ilo.org/sead

Glossary, terms & acronyms
- Let’s take 10 minutes to make certain we are all talking about the same thing!
  VCA, GSVCA VCAD, cluster development, pro poor, decent work, gender mainstreaming, PALS, GALS

The socio-economic value of gender mainstreaming in value chains
The big picture: gender equity is a key element of:
- Sustainable enterprises and sustainable development
- Pro poor approaches
- International conventions
- Your personal success in VCA and design
VALUE CHAINS ‘GENDER LENS’

- Gender disaggregation of ALL economic data
- Language must be gender inclusive
- Boundaries of ‘economic analysis’ to include non-market activities
- Analysis of inequalities in power relations, voice, and vulnerability.
- External gender inequalities at the meso- and macro-levels
- Inclusion of all female stakeholders (Participation)
- Societies attitudes and behaviours

DISCUSSION: PARTICIPATORY PROCESSES

- What are participatory processes? Why have them in VCA?
- Share your experience of value chain analysis, that you have been involved in, have they been participatory?

GENDER AND PARTICIPATION

- Attendance ≠ participation
- Practical gender issues: time, place, method of communication
- Power relations
- ‘They just don’t come to sessions or if they do they don’t say anything’!
- Should not be lumped together

THE TOOLS FOR PALS

- Stakeholder analysis
- Mapping techniques for:
  - Preliminary mapping
  - Participatory scoping
  - Quantitative research
  - Qualitative research
  - Strategic and action planning
(Part 6, Making the strongest links guide)

INITIAL MAPPING EXERCISE: HONEY VALUE CHAIN

**KEY**

ADDITIONAL ENGENDERED INFORMATION

**HIDDEN WOMEN: HONEY VALUE CHAIN**

**KEY**
In VCA for pro-poor development, gender based qualitative analysis will be as important as quantitative information. It is essential for:
- establishing why particular inequalities, blockages and patterns of change occur
- in particular, identification of patterns of governance and power relations governing the existing distribution of value and chain management
- identification of potential areas of common interest between different stakeholders (men and women) and potential areas for conflict of interest
- based on these three, potential for positive changes in incomes and negotiating power of those who are currently vulnerable or disadvantaged by the chain.

In relation to sustainable or pro-poor development, these qualitative questions may in fact be the main focus of the investigation to highlight ‘possible points of leverage’ where change is necessary.

**Win-Win Solutions to Both Upgrading and Gender Equity Goals**

- Upgrading and gender equity
  - Solutions that address blockages in the value chain and at the same time advantage women (Rather than disadvantaging them)
- Negotiating conflicts of interest between men and women for sustainability of interventions
  - Means looking beyond the enterprises into gender relations, meso and macro as well

**Refresher Quiz, Q**

- Fill in the gaps!

  Women are often _________ when analyzing a value chain. Often their contributions can be central to upgrading chains. Their _________ activities can directly impact on the productivity of businesses along the value chain.
  _________ research can give information on where, who and how many women are involved in a value chain. However _________ research is more useful in discovering gender based blockages in a value chain. The only way to find out this information is to speak to both _________.
  Remember: ‘my wife _________ anything’

**Refresher Quiz, A**

- Fill in the gaps!

  Women are often invisible when analyzing a value chain. Often their contributions can be central to upgrading chains. Their non-economic activities can directly impact on the productivity of businesses along the value chain.
  Quantitative research can give information on where, who and how many women are involved in a value chain. However qualitative research is more useful in discovering gender based blockages in a value chain. The only way to find out this information is to speak to both _________.
  Remember: ‘my wife _________ anything’

**Implementation and Monitoring**

- Indicators depend on your reasons for upgrading
- Developing indicators and monitoring can be built in to participation.
- Gender lens can be used as a framework for developing indicators
- Different levels for gender indicators: enterprise, household, association, institutional
GENDER LENS CHECKLIST

• Is all information gender-disaggregated and gender difference included as a dimension of analysis and monitoring throughout?

• What gendered assumptions are made in language and terminology? For example: in definitions of ‘entrepreneur’, ‘worker’, ‘head of household’?

• Are women’s ‘invisible’ and/or non-market activities part of the analysis and recommendations throughout?

• Are gendered power relations within and between enterprises part of the analysis and recommendations throughout? Within households? Within markets? Within communities? Within development institutions?

• Are gender implications of macro- and meso-level policies included in the analysis and recommendations?

• Are the full range of female stakeholders not only been included throughout the process but have they actually been given a voice?

• Have the gender dimensions of men’s attitudes, behaviour and experience also been included in the analysis and recommendations?

• What are the implications for the gender skills and gender composition of the Management Team and/or Steering Committee/s?

STAGE 1: SCOPING AND MAPPING

• Scoping: Does the goal include gender equity as an integral part of pro-poor development? Do the objectives include an explicit commitment to gender equality of opportunity and, where necessary, affirmative action for women’s empowerment? Are the definitions and language used gender inclusive?

• Preliminary mapping: Does the preliminary VCA map include sufficient consideration of those parts of the value chain where women are concentrated, including subsistence and home workers and/or unpaid workers in male-owned enterprises? Do preliminary questions and hypotheses include questioning of gender differences and inequalities along the chain?

• Design of the process: Does the stakeholder analysis differentiate between men and women? Between women from different backgrounds? Are women equitably represented at different levels? What sort of support might women from different backgrounds need to enable them to fully articulate their perspectives and recommendations in the participatory process?

STAGE 2: VALUE CHAIN RESEARCH AND ANALYSIS: GENDER-ACCURATE INFORMATION

• Participatory research: Does the participatory mapping enable accurate and adequate articulation of women’s needs and views? Does it include explicit questioning on gender?

• Quantitative research: Does the quantitative information include relative proportions of women and men involved in different locations of the value chain? Gender inequalities in profits, remuneration, representation or power?

• Qualitative research: Does the qualitative information include analysis of identified gender inequalities at different parts of the value chain? Does it include influences outside the value chain likely to be relevant in explaining gender inequalities such as gender stereotypes and power relations in the household?

STAGE 3: ACTION STRATEGY: GENDER EQUITABLE PROPOSALS

• Are women’s needs and views equitably represented in action proposals?

• Have the full range of relevant VCD interventions for women been considered: different dimensions: economic, social and political? at different levels: individual, household, institutions, national and/or international levels?

• Have the gender dimensions of strategies for men been considered? Have possible strategies for supporting gender equality?

• Have the gender implications and potential impacts of all the VCD recommendations been considered? Have women entrepreneurs been ‘ghettoised’ along the value chain?

STAGE 4: IMPLEMENTATION: GENDER-ACCOUNTABLE OUTCOMES

• Has understanding and networking between women and men been increased at all levels to break down barriers and discrimination in implementation, maximise progress and minimise unnecessary conflict?

• Are gender indicators included in the monitoring and evaluation guidelines?

• Will the range of women stakeholders be adequately represented in ongoing value chain monitoring and planning? (PALS)