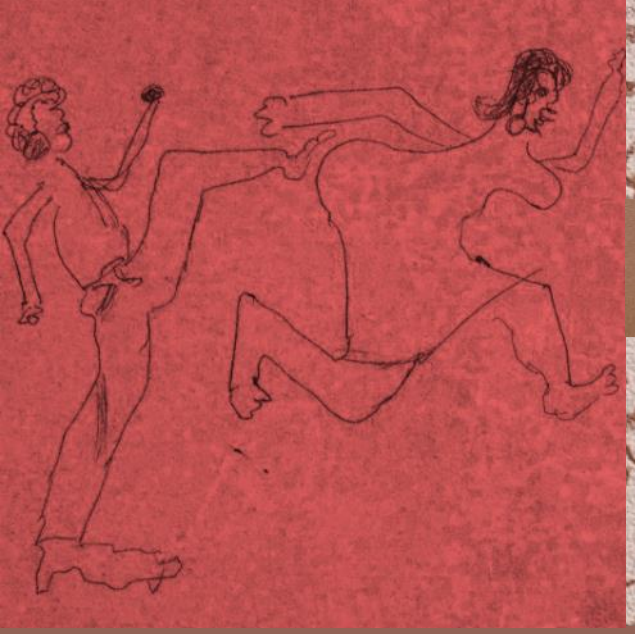
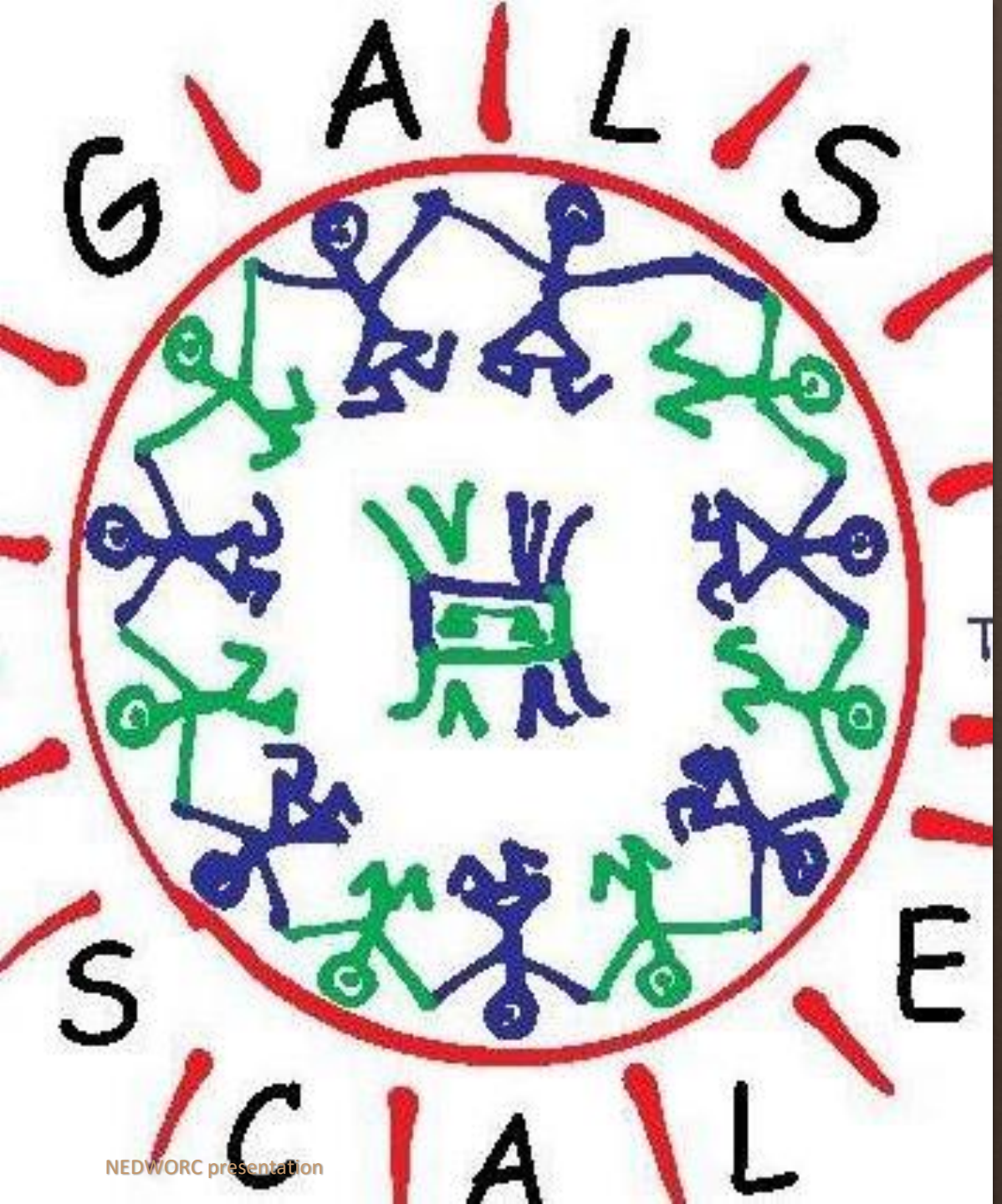


Gender Action Learning for Sustainability at Scale

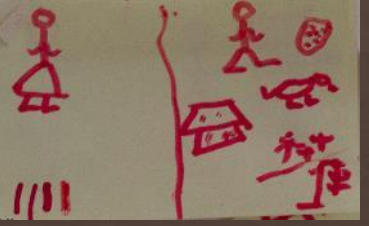
Empowering
Women, Youth and Men
Farmers

Making value chains gender smart



Questions

1. Why gender strategies, and for whom?
2. What are the benefits?
3. Intervention: GALS@scale
   - What is it? What does it do?
   - Principles, strategies, tools
   - Upscaling and measuring impact
4. Where is it being implemented? Who can implement?
5. Conclusions
6. Next steps



Gender challenge 1 :

Individual women

- Women often do most of the work in on-farm production and processing (est. 70%)

BUT:

- Lack of property rights and household decision-making mean men control income
- Invisible/unrecognised/household/unpaid mean overworked and little time
- Lack of market access mean cannot move up the chain
- Sexual harassment and gender-based violence at all levels
- Institutional discrimination in access to financial services, technical assistance and participation in decision-making

- Women's lack of resources, power, time, skills mean they have neither the capacity nor incentives to improve production
- Women prioritise crops that they can control
- Single women have difficulty becoming successful farmers
- GAPs training for women may increase workload, reinforce stereotypes, may not enable women to implement what they are learning and may lead to misunderstandings and resentment from men
- Many women are only too aware of gender inequalities – issue is what they can do
- Existing women leaders often have better options outside coffee

From women's point of view,
IT IS NOT MORE 'INTEGRATION' THAT IS NEEDED,
but
CHANGING THE TERMS AND CONDITIONS OF THEIR INTEGRATION

Gender Challenge 2:

Farm livelihoods

- Gender inequality in property rights, division of labour and decision-making leads to inefficient use of resources in the household
- Men's control of coffee income and excessive luxury expenditure by men (alcohol, smoking, 'women in town') limits resources for family wellbeing
- Men will die young, caught in vicious cycle of peer pressure and health risk
- Men move to town and do not invest in coffee, particularly young men
- Households engage in distress sales in informal sector because of cash shortages

Gender Challenge 3:

Cooperatives

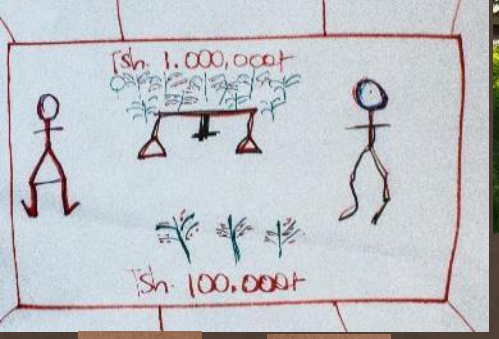
- Lack of member participation or commitment
- Unrealistic farmer demands of leaders
- Corruption and expenses of leaders
- Fair Trade premiums often taken by male ‘heads of households’
- No transparent system
- Poorly functioning training budgets
- No incentive for women to pay the membership fee
- No incentive for women to be on the Board
- Side-selling to informal sector

Gender Challenge 4:

Cost to Companies

- Inefficient, insecure and poor quality coffee supply from farm households - neither women nor men have incentive to invest
- Households side selling to informal sector because of avoidable cash-flow problems
- Informal sector and inefficient local traders pushing down quality
- High cost and ineffectiveness of GAPs
- Gender inequalities in staff households leads to female and male absenteeism and high staff turnover
- Lack of gender diversity in staff leads to poorer decision-making and inability to relate to communities
- Overall perception of farmers is that companies are just there to exploit – and therefore it is justified to cheat them as far as possible.

INEFFICIENCY AND MISTRUST AT ALL LEVELS OF THE CHAIN

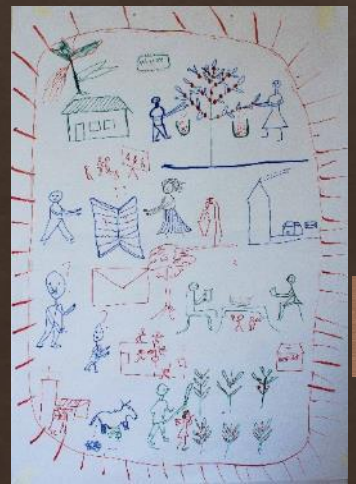


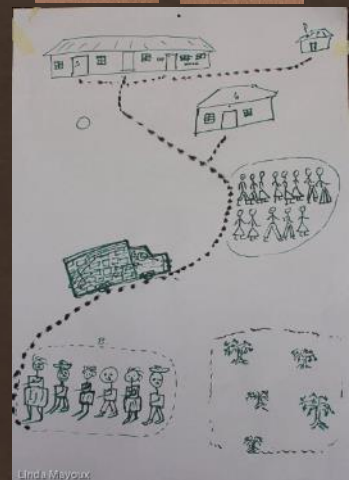
€£$☺☺☺
Company

WHY GENDER STRATEGIES?
'QUADRUPLE WIN-WIN'

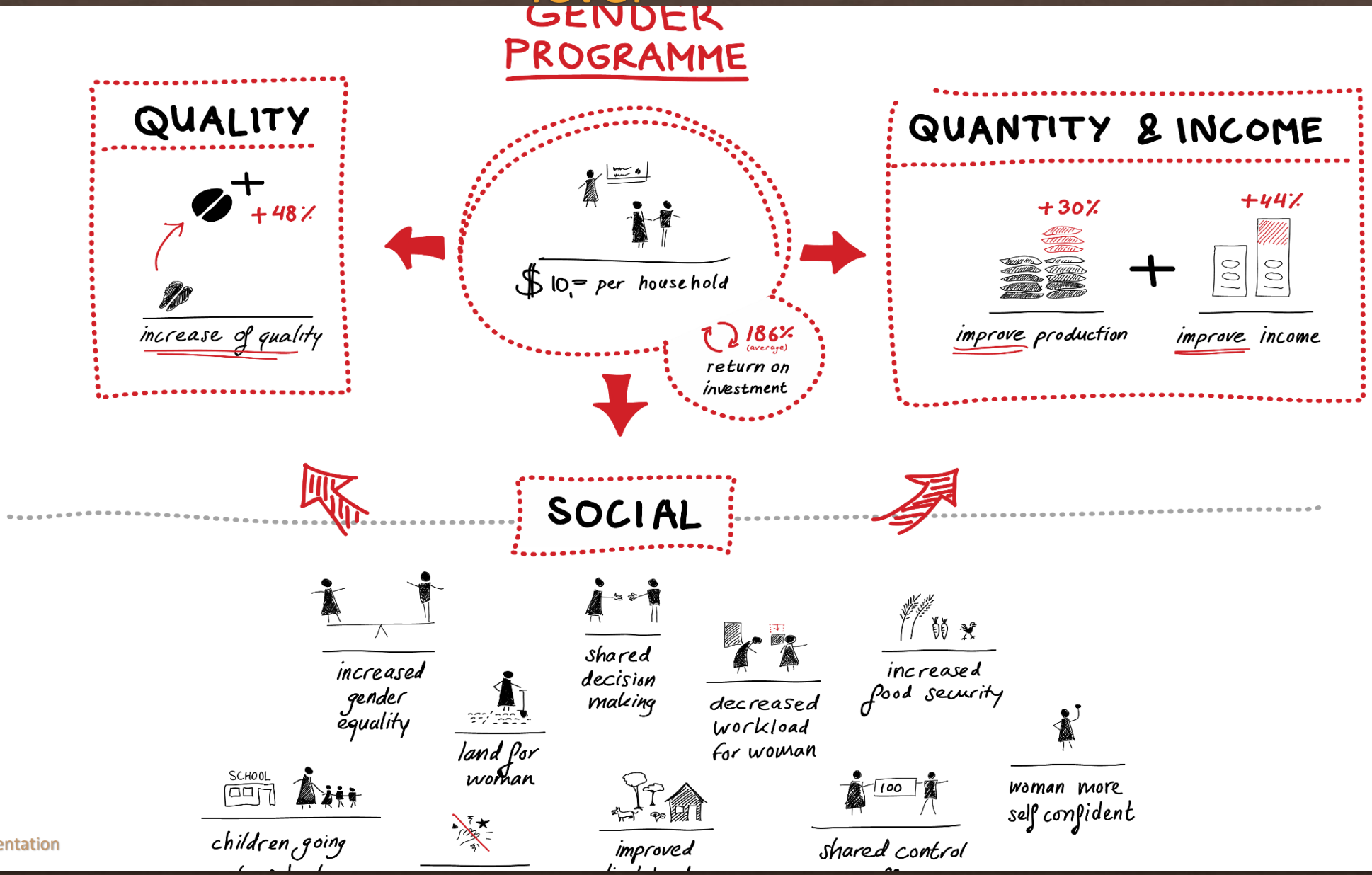
- For women themselves – human rights for half the population
- For families – more efficient livelihoods and well-being of children, youth and men
- For traders, cooperatives and companies – increased efficiency and profits higher up the value chain and ethical brand image – local to global
- For local, national and global economies – increased growth, food security and poverty reduction

€£$☺☺☺
Staff





2 Benefits for women, at household and company level



3. What is GALS@scale?

Gender Action Learning for Sustainability at Scale (GALSatScale) is a

- community-led empowerment methodology
- can be adapted to different cultural and organizational contexts
- can be adapted for any issue including: livelihoods, food security, financial services, value chain development, conflict resolution, governance, health, reproductive rights and climate change.

GALS develops

- participatory visioning and planning skills
- strengthens social networks for women and men at all levels, based on the generic Participatory Action Learning System (PALS) methodology.
- focuses specifically on developing new visions for relationships between women and men as equal human beings, and implementing changes in gender inequalities in resources and power.
- GALS is also mainstreamed in organisations and with multiple stakeholders to increase effectiveness of any development process.

3. What is GALS@scale?

Low cost empowerment at scale:

- it can empower many thousands of people to improve their lives and communities at relatively low cost.

Through

- developing self-motivated structures for pyramid peer sharing
- integrating into existing activities of implementing public or private agencies

3. What is GALS@scale?

It is not a set of tools but a **change philosophy** based on underlying principles of social and gender justice, inclusion and mutual respect.

In particular it promotes women's human rights based on the United Nations Convention on Elimination of ALL Forms of Discrimination Against Women (CEDAW):

Right 1: freedom from violence

Right 2: equality of property ownership

Right 3: equality of decision-making

Right 4: equality of work and leisure

Right 5: freedom of thought and association

3. What is GALS@Scale Principles of facilitation

Gender empowerment is fun

Everyone can be a leader of change

Action focus

Inclusion

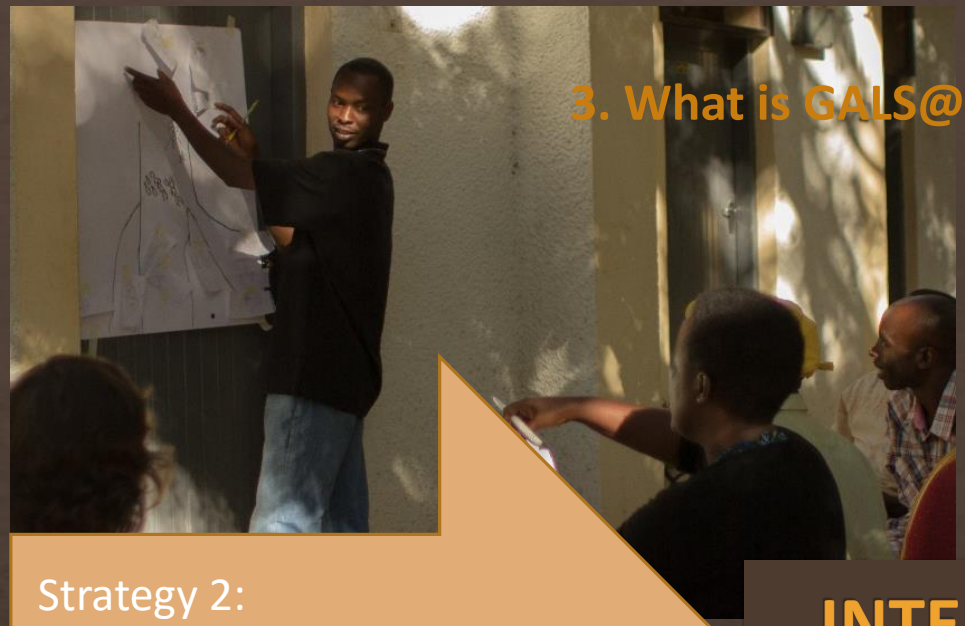
Build new friendships, networks and leadership

Sustainability

From cultural sensitive to cultural change

Social justice, including gender justice, is non-negotiable

3. What is GALS@scale: Implementation



Strategy 2:
Gender mainstreaming for innovation and institutional change
(GALS Phase 2)

INTERLINKED GENDER STRATEGIES

Strategy 3:
Advocacy Network for policy improvement
(GALS Phase 3)

Strategy 1:
Empowerment through Community-led Gender Action Learning
(GALS Phase 1)

Tool 1: Vision

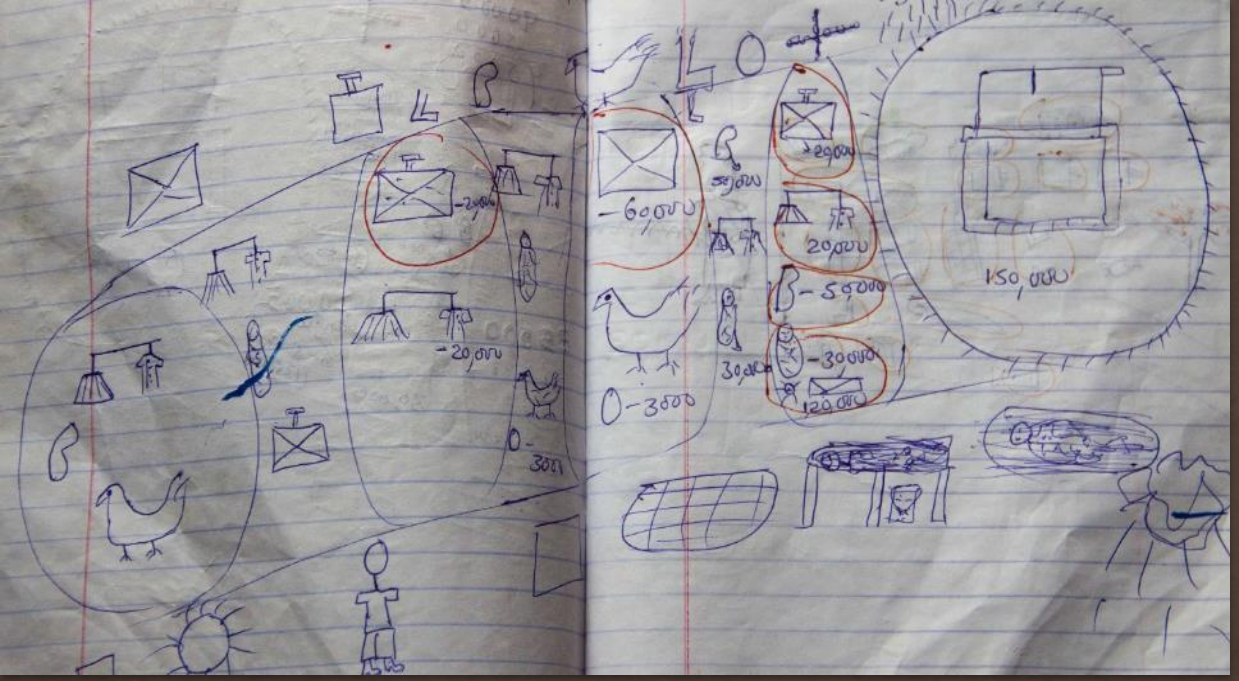
- gives inspiration
- direction to planning.

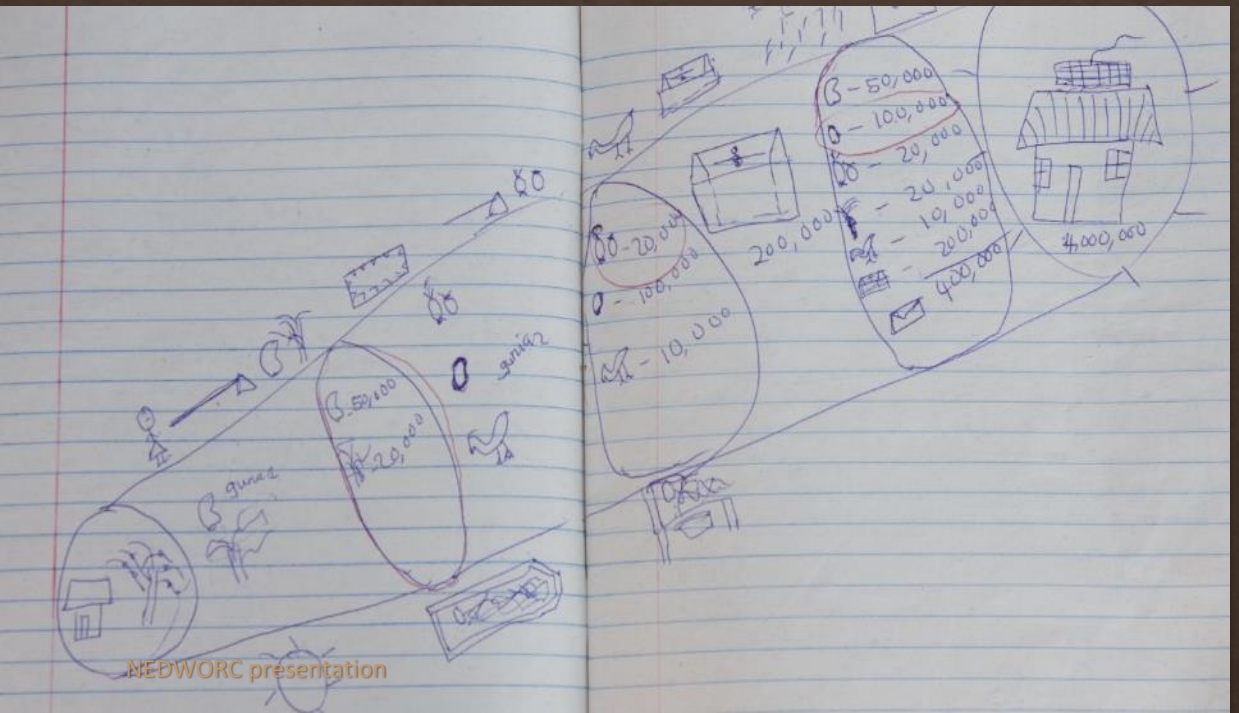
Without a clear vision:

- difficult to see where one is going
- easy to get discouraged by challenges that will arise on the way.

Visioning is therefore

- **the basis and starting point** for any GALS process
- drawn at the beginning of each stage
- for different purposes
- continually revisited to assess progress
- can be drawn by individuals, households and groups





Tool 2. Vision Journey

Produces individual plans towards a vision.

It:

- Teaches basic planning skills and the value of planning and record keeping
- Reinforces discussion of equitable ownership, decision making and cooperation within families
- Places quality coffee even more firmly as a significant contribution to family development towards a bigger vision.
- Promotes farmer self-reliance and determination to change

Tool 3a: Increasing Incomes Challenge Action Tree

- Famers experience and innovative ideas on challenges, potential solutions, analysing
  - Production
  - Marketing
  - Household (gender youth child labour)
- Own solutions and 10 change commitments.
- Cost effective service delivery focussing what farmers really need to know
- Same tool for technical GAP sessions

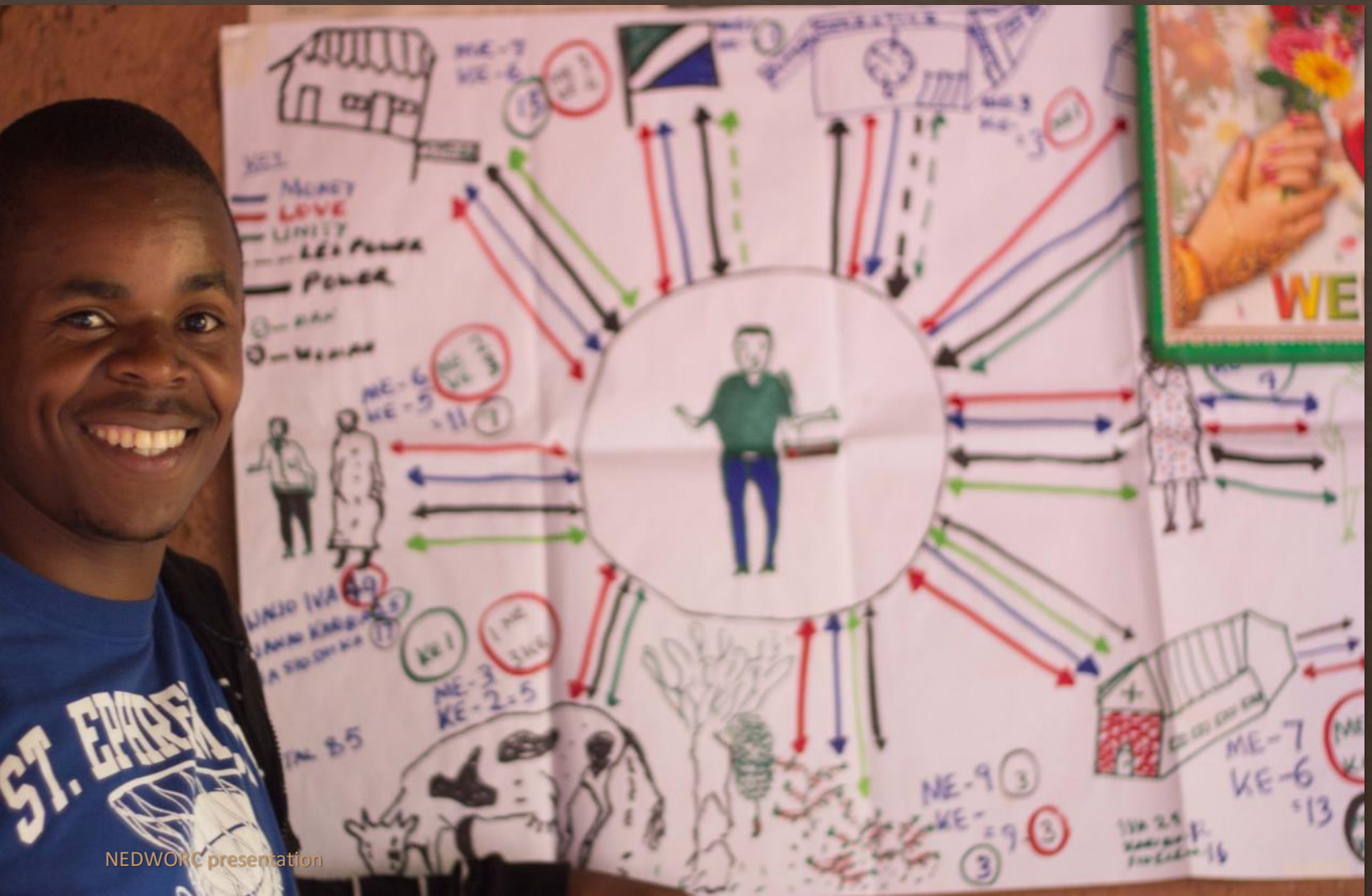
Tool3b. Gender and Youth Balance Tree

Looks in more detail at the middle household part of the Increasing Coffee Incomes Challenge Action Tree to analyse:

- how division of labour within the household can be made more equitable and efficient
- How expenditure can better award those doing the work
- How ownership, decision-making can be more equal to improve buy-in and incentives for all family members.

This leads to increased cooperation and transparency in the household and reduction in wasteful expenditures. For companies it reduces for example the need for side selling and demand for subsidized inputs.

Tool 4. Change Empowerment Map



Social networks used for dissemination of methodology

Measuring impact

4. Network of practitioners worldwide

5. Conclusions

- ‘Culture’ is not a barrier but power relations.
- Very many women have leadership potential
- Men benefit and can mobilise around a vision for change
- The private sector can be a powerful engine for change – good or ill
- Gender is a business efficiency issue – gender inequality undermines efficiency and profitability at all levels.
- There are cost-effective and sustainable strategies out there – and many more innovations that are possible

5. Next steps

Useful websites:

http://www.galsatscale.net/

http://www.gamechangenetwork.info/

http://gamechangenetwork.org/

www.gendersmartsolutions.nl (forthcoming)

LINK to youtube: GALS trailer https://www.youtube.com/watch?v=7EAlcnTNvwQ

Try out tools for yourself!

How can I help you?

- Explain the methodology to third parties
- (Assist in) design gender and generational components in programmes using the GALS@scale methodology
- Manage and implement GALS@scale programmes for (I)NGOs, producer organiastions and private sector partners together with network of national consultants
- Measure impact of ongoing GALS@scale programmes
- Other?

Contact:

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