

Living Income Community of Practice

Topic specific 2022 webinar series

The Living Income Community of Practice



Federal Ministry
for Economic Cooperation
and Development



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Living income and gender: Why does adopting gender transformative approaches to improve livelihoods in agriculture matter?

16 February 2022
14:00-15:30 BST (GMT +1)

Today's Facilitators

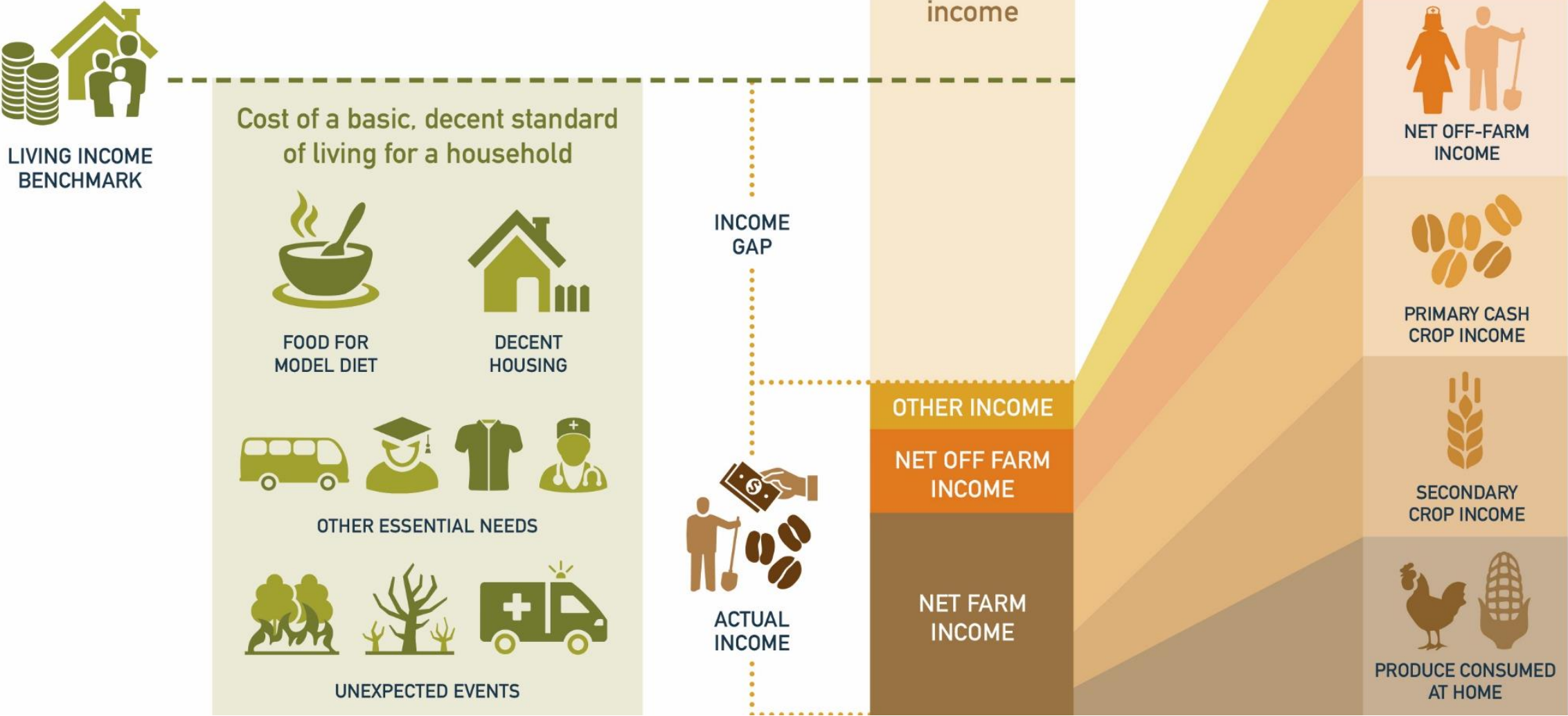


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The Living Income Story



Housekeeping Rules

THIS SESSION IS BEING RECORDED

- A link will be shared post this webinar
- A copy of the slide deck and recording will be available on our website within 2 weeks.

HOW CAN I ASK A QUESTIONS/COMMENT?

You will be kept muted throughout main session so,

- Raise your virtual hand (organizers shall unmute you)
- Type your question on the question box

TECHNICAL DIFFICULTIES ? Reach out to rita@isealalliance.org

Anti Trust Statement

As participants in this group, we need to be mindful of constraints of antitrust laws. During both the formal and informal parts of this meeting, participants shall not enter into discussions, agreements or concerted action that may have as their object or effect the restriction of competition. This prohibition covers the exchange of competitively sensitive information including, but not limited to, information concerning individual prices, production, sales, capacities, costs, rates, coverages, market practices, claims settlement practices, company level investments, or any other competitive aspect of an individual company's operation.

Each participant is obliged to speak up immediately for the purpose of preventing any discussion falling outside these bounds.

Thank you!

Main Discussion Agenda

- Panel Presentation
 - Context setting
 - **EMBEDDING the approach- What you need to know**
 - **CHALLENGES to adopting these approaches to support farmers to earn a LI**
 - **Recommendations- for how sectors, companies can start to adopt (consider) these approaches to support farmers to earn a LI**
- Panel discussion and Q&A
- LiCoP updates and news

Today's guest speakers



Martha Rainer Opoku Mensah
Private Sector and Livelihoods
Programme Officer
Oxfam. Ghana



Jiselle Steele
Private Sector Gender Advisor
Oxfam Business Advisory Service,
Oxfam GB



Cesar Maita
Senior Manager, Gender
IDH



Context setting



What is a gender transformative approach?

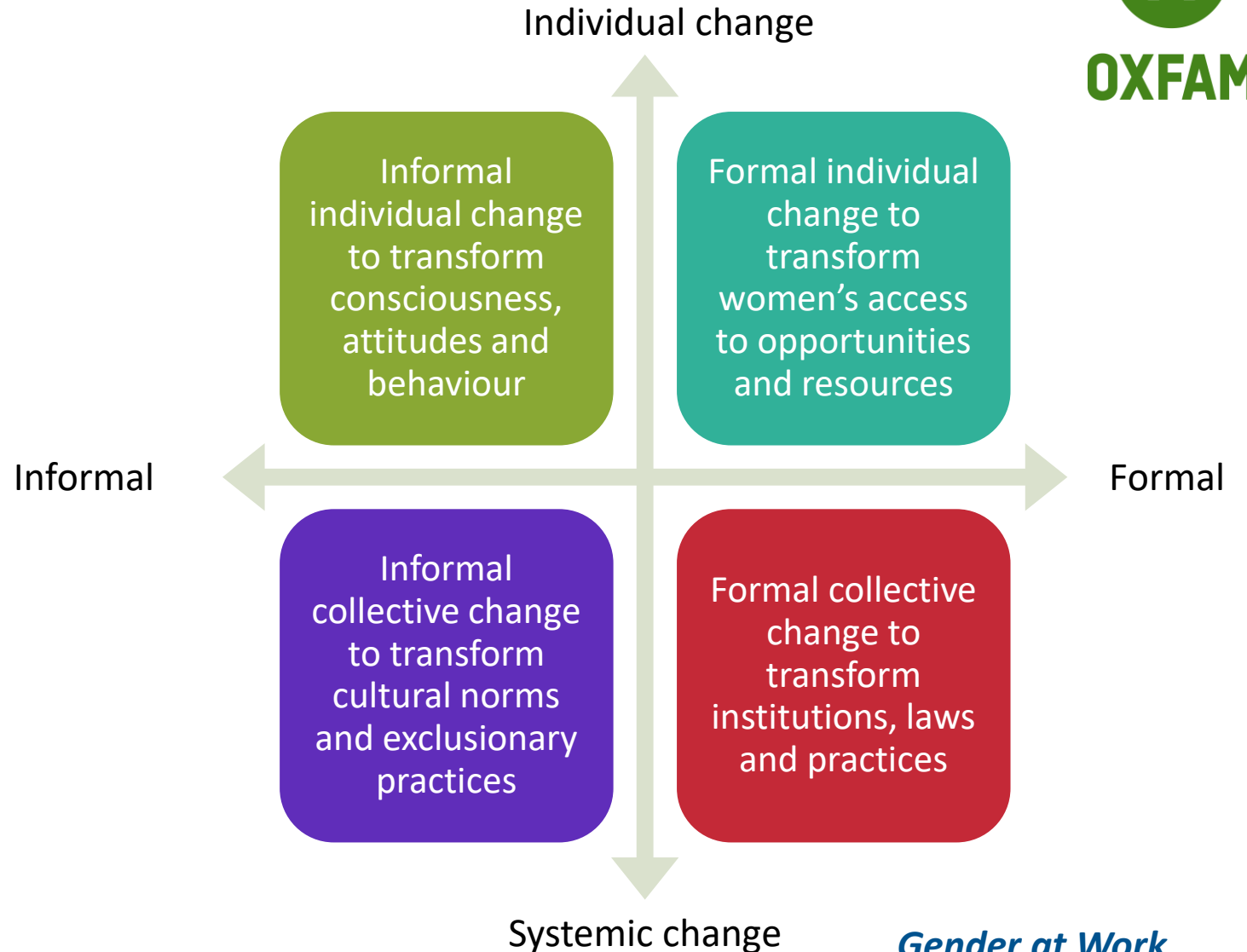
- Going beyond the symptoms and **addressing the root causes of gendered dimensions of poverty**, vulnerability, and inequality
- **Changing policies and practices** of institutions, and **tackling the social norms, attitudes, and behaviours** that sustain discrimination
- **Applying an intersectional lens** to gender equality issues, recognising the impact of race, age, class, disability and other aspects of identity on the socio-economic challenges faced by smallholder farmers



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Why is it important?

Adopting gender transformative approaches enables **lasting systems change by tackling the root causes of inequality**



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Gender at Work
Analytical framework

Background

- The ratio of men to women Cocoa farmers in Ghana is 7:3. Cocoa is seen as a male crop with men dominating and controlling resources and assets within the sector.
- Women contribute about 40% of the labour force in the agricultural sector in Ghana contributing significantly to its sustainability. However, they are constraint with access to productive resources such as land, inputs, labour and control over the proceeds and incomes from the farms.



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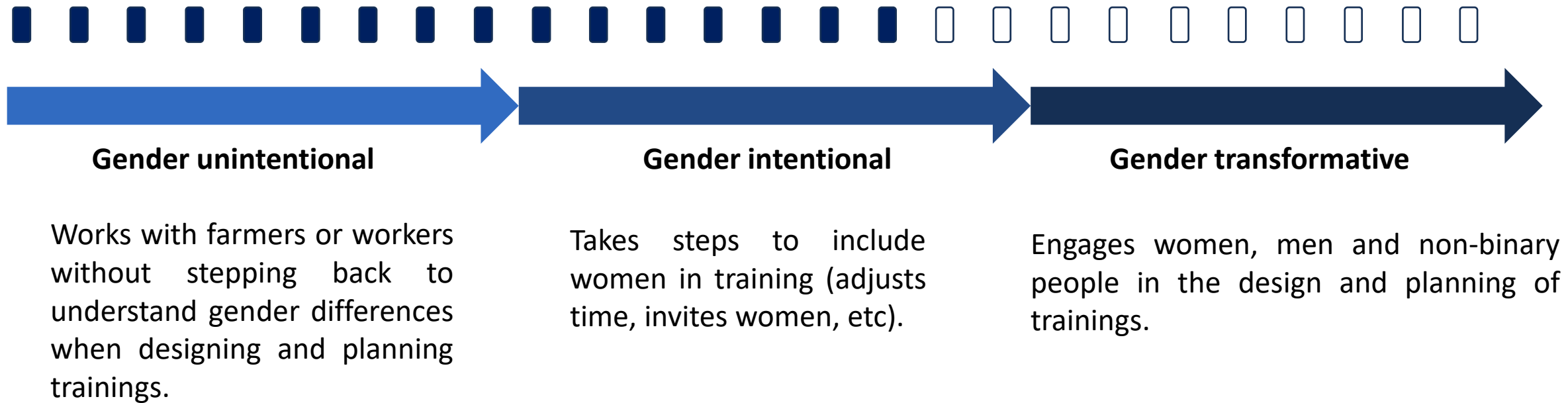
What are the gender specific barriers for women smallholder farmers which impact their ability to earn a living income?

- Lack/ Limited access to productive resources that will help them to be economically empowered. (Land, input, labour, High cost of production etc)
- Burden of care work. Women are overwhelmed with Care work that limits their ability to be engaged in productive ventures that will make them economically empowered.
- In Couple households, Men control the resource and benefits from the Cocoa business, and that matters, the women become dependent on the man rather than being empowered in their home.
- Based on the above, Women farmers lag behind about 25 to 30% of incomes compared to men. Men control the financial resource and proceed from the farm.



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Towards Gender Transformative Business Models





+131%

131% increased coffee supply through female farmer training approach



GBV reduction

GBV reduction in Kenya flowers sector through gender committees due to compliance to standards, and in tea sector through 50% women in supervisory roles.



Increased income

Increased income for coffee smallholders when women take part in household decision-making



€1.3M

€1.3million higher revenue and €150K company savings through comprehensive gender package in fish processing facility



+2.8%

2.8% increase in worldwide flower exports through adopting gender requirements of standards



+30%

30% increased yields for female onion producers through access to finance



+66%

66% higher retention rate in apparel factories through career advancement programs targeting women's needs



Securing supply

Securing cocoa supply through a sector-wide women's empowerment community approach



+14-18%

14-18% increased household income through direct salary payment to women in palm oil



EMBEDDING the approach- What you need to know





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how to embed a gender-transformative approach

Critical reflection

- Identify root causes of gender inequality
- Tackle gender issues in new ways by challenging assumptions about social and power structures

Meaningful participation from diverse perspectives

- Build capacity and active participation of women and under-represented groups
- Invest time and resource to increase ability to engage with marginalised groups

Communication and monitoring of progress made

- Track and publicly report on efforts to embed gender transformative approach
- Capture and communicate learnings to support continuous improvement

Examples of approaches and best practice

- Collaborate with International Women's Coffee Alliance ([IWCA](#)) or equivalent organisations to design and implement LI benchmarking and close the gap activities.
 - Incorporate time use surveys and [rapid assessment tools](#) into national frameworks for measuring household income to understand women's labour inputs more effectively.
 - Gender analysis to identify gaps in access to services and resources to develop farm productivity and increase income for women and men smallholders.
- [CARE Coffee Industry Support Project](#)
 - [Oxfam Living Income: From Right to Reality paper](#)
 - [Nespresso Gender Analysis tool](#)
 - [Hanns R. Neumann Stiftung \(HRNS\) Gender Household Approach](#)

What approaches have been adopted by stakeholders in the cocoa sector?

- Most sustainability programme have a Living income program addressing all the components of the living income (training on GAP, Additional livelihood, Increasing yield, cash transfers, etc.). However, It is difficult at this stage to talk about the extent to which incomes have been increased since companies are not deliberate about collecting women's income data as a benchmark for measuring progress.
- LID, instituted by COCOBOD and CDI to close the Income gap is nowhere close to closing the Income GAP.
- Formation of women solely cooperatives by COCOBOD to support women and part attention to their needs.
- However, in the case of women, the focus is on additional livelihoods, Child labour, and Village Savings and Loans Schemes (VSLAs) and not on Cocoa.



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Embedding the approach: Other sectors

- **Gender Empowerment Platform - Tea, Kenya**
- **FMS Farms – Cassava, Nigeria**





CHALLENGES to adopting these approaches



Challenges to embed gender transformative approaches

The need for consistent commitment, effort and investment from top level leaders in public and private sector

Tailoring gender transformative approaches to local contexts and taking cultural sensitivities into account

Demand for quick wins and limited resources leading to activities that focus on symptoms rather than root causes of inequality

Ensuring collaboration between public and private sector actors to help scale up gender transformative activities in different settings

Gender and Living income: Challenges of current integration of gender in living income strategies

- Living income sits at the household level and thus brushes over gender differences in contributions to household income.
- Income assessments are often based on averages and do not account for the actual income situation of women at the household level.
- Living income is measured in cash terms – and control over cash income often sits with men; unpaid care work is not factored in.
- Living income strategies are often targeted at men and women and do not explicitly target the needs of women farmers.
- Interventions targeted at women often focus on alternative income streams but do not strengthen women's position in cash crop farming.



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Challenges

- Companies and key stakeholders buy-in
- Complex gender terminology
- Systemic issues in the enabling environment: legal, education & social norms.
- High upfront investment & unclear and often longer term investment-return horizons
- Build the value-chain specific business cases for GTBM
- Scalability and sustainability of GTBM
- Effective data collection/analysis
- Technology
- Mixed interventions
- Suitable partnerships





Recommendations- for how sectors, companies can start to adopt/consider these approaches





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Recommendations to get started

Take deliberate steps, **make use of available resources** such as the Gender Transformative Tracker tool and **develop a timebound action plan**

Incorporate gender metrics and collect data disaggregated by gender, race, age and other identities to monitor and measure the impact of activities

Work directly with women led producer organisations to design and implement gender policies and related strategies and activities

Lead by example and **invest time and resources** into embedding gender transformative approaches

Recommendations

To be gender inclusive, companies should:

- Make women an explicit target beneficiary group of strategies, ensure resources flow directly to and benefit women, be transparent about your approach to embedding gender and learnings;
- work with women and women's rights organizations when designing and implementing strategies and assessing their impact, engage men and boys as part of the solution;
- conduct a thorough gender analysis to inform strategy, including collecting gender-disaggregated data on income levels and sources, land tenure, roles across the value chain, access to and control over finances, and unpaid care work.



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Recommendations

To be gender inclusive, companies should:

- Mainstream Living income in all sustainability initiatives. Every activity done should measure how this is contributing to farmer's income. Especially, measuring women farmers' income levels before interventions are rolled out.
- Living income strategies can contribute significantly to women's economic empowerment if designed and implemented with strong gender analysis.
- A gender lens can strengthen the inclusiveness of living income strategies.



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Recommendations

- Simplifying language
- Gender integration in Living Income strategy: Define clearly your goals
- Effective approaches/interventions: Self-assessment
- Willingness to see with business/gender lenses
- Building the business case for GTBM internally and externally.
- (co) Design and/or apply available approaches/tools: Learning by doing!
- Data & Metrics as a priority
- Test & pilot
- Share & learn: It is a journey!
- Gender champions

Discussion and Q&A



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Thank you!