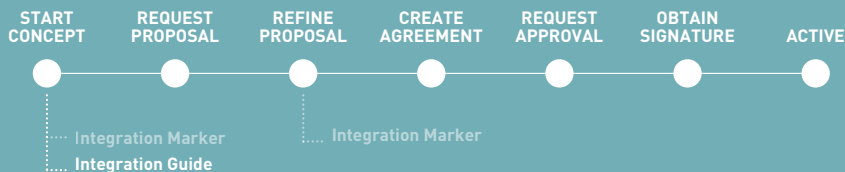


# GENDER INTEGRATION GUIDE



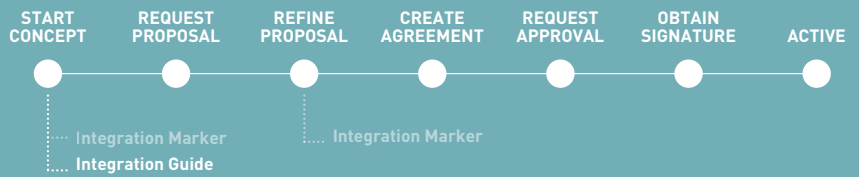
This **Gender Integration Guide** highlights key questions for investment makers and provides hints about what to look out for during the investment design phase. This tool can also be used as a guide in their discussions with partners, ideally during concept development and before a full proposal is developed.



Whether designing an intervention, technology, product or research study, integrating a gender lens can greatly contribute to the success and impact of an investment. Gender integration looks beyond simply targeting women with products and services. Instead, it uses solid gender analysis to consider how people might experience the problem differently because of their gender, and also to identify the gender gaps in access to and agency over resources, as well as the gendered power relations that may affect the solution to a problem. Effective gender integration requires gender analysis to inform gender integration in all aspects of the design. This will in turn ensure better results and accelerated progress toward development goals.

It is important to note that this guide is not meant to be used to evaluate the effectiveness of an investment with regard to outcomes and impact, but rather to support investment makers in integrating a gender lens in the design of investments and to encourage them to move investments along the gender integration continuum. We recommend using this in conjunction with the [Gender Integration Marker](#) to guide the assignment of a category for each investment:

<p><b>Gender Unintentional</b> Investment does not integrate a gender lens in the proposed approach, nor target gender gaps/barriers.</p>	<p><b>Gender Intentional</b> Investment is designed to reduce gender gaps/barriers in access to resources or increase the evidence base around gender gaps/barriers.</p>	<p><b>Gender Transformative</b> Investment is designed to reduce gender gaps/barriers in agency or control over resources.</p>
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The following questions and prompts can guide investment makers to better understand how gender affects the targeted problem and identify opportunities for integrating a gender lens in the design of a solution.



### **PROBLEM: What problem does this investment target?**

**Look for:**

- a clear articulation of the problem the intervention, technology or product is trying to solve (or that the research aims to explore or document).
- an analysis of the social context of the problem.



### **POPULATION: Who is affected by this problem?**

**Look for:**

- an analysis of who is most affected by this problem and/or will most benefit from the proposed solution.
- how the problem differentially affects people based on their social and demographic characteristics– e.g. age, sex, gender identity, ability, status, race, class, ethnicity, sexual orientation, migratory status, etc.



### **CONTEXT: What is the gendered context in which the problem exists?**

**Look for:**

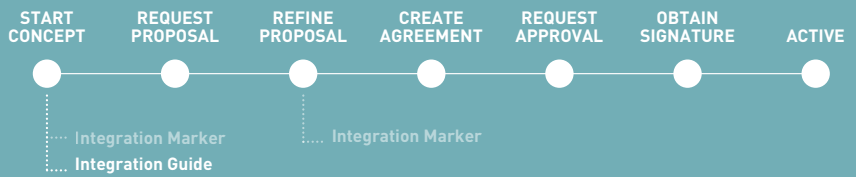
- whether a gender analysis was conducted. This would be demonstrated by a context analysis that identifies the different barriers, challenges and opportunities that people face with regard to the problem because of their gender. If no formal gender analysis was conducted, you can request one be included in the start up phase of the investment in order to establish and update design as needed to address:
  - differences in how people experience the problem because of their gender.
  - additional challenges that result from the intersection of gender barriers with other forms of discrimination that further determine how people experience the problem (intersectionality).
  - references to primary and secondary data on gender differences in access to (the opportunity to use a resource), use of, control over (the capacity to make decisions about who uses resources, how they are used and how to dispose of it) and agency over (the capacity to control resources, free from threats, violence or retribution) relevant resources in the specific context.
  - descriptions of the gender differences related to who makes decisions relevant to the problem and also to the intervention, technology or product, e.g., design of services or products, access to transportation, household activities, spending on services or products, service utilization, design of policy, design of market strategies, design and implementation of research activities, gender dynamics in the implementing team, etc.
  - descriptions of relevant gender differences in time use that relate to the problem.
  - an analysis of how institutional policies and practices (public or private) reinforce or challenge gender inequalities.



### **GENDER GAPS AND BARRIERS: What are the relevant gender gaps and barriers affecting this problem?**

**Look for:**

- a clear articulation of gender gaps/barriers in access to and/or in control/agency over resources.
- a clear articulation of how people may benefit differently from an intervention, technology or product because of their gender.
- data supporting the identification of gender gaps and barriers.
- a clear articulation of how these gender gaps and barriers relate to the desired sectoral outcomes
- an explanation of how these gaps were prioritized in determining the proposed solution(s).



## **SOLUTION: How does the proposed solution integrate a gender lens?**

### **If aiming to design a gender intentional investment, look for:**

- whether the proposed solution addresses the prioritized gender gaps and barriers in access to resources or increases the evidence base around these.
  - a clear plan of how the approach will address the prioritized gender gaps and barriers in access to resources, or increase the evidence base around these.
  - an articulation of how the proposed scope, approach and planned activities or research will account for gender gaps and barriers in access to resources. For example by suggesting different gender-specific approaches to reaching investment participants without exacerbating gender inequalities.
- a description and analysis of the potential risks (unintended consequences) that may arise from targeting gender gaps or gender inequality.
  - a strategy for mitigating or avoiding these potential risks, including indicators to monitor whether the identified risks happen.
- activities and outputs that engage men, or research their potential role, in the achievement of gender equality outcomes and that result in benefits for all.
- activities and outputs that address how the problem affects people of different ages, e.g. engaging and/or benefitting children will require different activities than those involving adults.
- specific outcomes and outputs in the results framework that set clear targets for the reduction of gender gaps in access to resources or for the increase of the evidence base around gender gaps/barriers.
- a plan to measure changes in the identified gender gaps and barriers and how these changes affect progress towards sectoral outcomes. Specifically:
  - a plan to collect and report sex disaggregated data.
  - a plan to collect relevant data on gender gaps and barriers and their links to sectoral outcomes to assess progress, inform midcourse corrections (as needed) and ultimately show who has been effectively reached with which services/products.
  - a plan for how the analysis of the data on gender gaps will inform the project progress and outcomes.
- gender expertise in the implementation/partner team. Specifically:
  - the staff identified have the appropriate skill set and position, i.e., that they have experience conducting gender analysis and integrating gender in program design and have technical knowledge of the sector of this investment.
  - staff with gender expertise have dedicated time to support the investment.
  - if there is no gender expertise on staff or it is not sufficient, look for a plan to obtain expertise on staff or through partnering with other organizations or persons with proven expertise in gender analysis and/or integration.

### **If aiming to push gender integration further to design a gender transformative investment, look for all items described above AND also:**

- a clear articulation of how underlying gender power relations and gender gaps in control or agency over resources affect how people experience the problem and also how addressing them may strengthen the investment.
- an explicit intention to address underlying gender power relations and gender gaps in agency over resources, for example,
  - setting outcomes and outputs that aim to increase women and girls' empowerment.
  - engaging local partners that have experience working to transform unequal gender power relations.
  - engaging decision-makers and stakeholders at all levels to support the investment's focus on transforming gender power relations.