



# GENDER ANALYSIS GUIDE

**A practical tool to support investment design**

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Photo: BMGF/Carmen AbdAli

# Gender Analysis Guide

## What is a gender analysis?

A gender analysis is a **written report** that **provides and analyzes information** about **gender differences**. It focuses on barriers and opportunities in a **specific context** (geography, religion, political environment, objectives/activities of the investment). And it **makes recommendations** for overcoming the barriers and maximizing the opportunities for both men and women.<sup>1</sup> See Annex 1 for specific components of a gender analysis.

### It is not only:

- A literature review
- A conversation with a gender expert
- Adapting lessons learned from a similar project

## What is the value?

Effective programming requires understanding gender norms in a specific context. Gendered social norms can vary by location of project site, by religion, by clan or tribal affiliation, and by activity. For example, if the project goal is to increase uptake of drought resistant common bean seeds, the grantee needs to know who purchases seeds; who grows, weeds, and harvests the beans; who cooks them; and who earns money from selling them. The grantee must then

plan information campaigns, and consider subsidies and incentives around the answers to those questions. The design also should account for how the project activities will impact gender roles. If women are responsible for cooking the beans, and the beans require more water and fuel, the new bean variety will create additional work and therefore may not be a workable replacement for drought-affected crops.

## When should it be conducted?

Gender analysis can be conducted at any stage of an investment cycle. Ideally, a gender analysis would be done before the design stage so that relevant gender issues can be identified and considered during design. This rarely happens unless a grantee is funded to do a gender analysis as part of proposal preparation. However, if you are considering a planning grant, landscaping, or scoping study, this is an ideal time to do a gender analysis. Without a gender analysis, other options for collecting information for the proposal phase would be a targeted literature review

or review of or communication with similar projects with a gender component.

The second-best option is to conduct a gender analysis at the beginning of a project and to use that to inform the workplan. Finally, if investment activities are not reaching women or are reaching far fewer women than men, or if investment activities are not yielding desired results, a gender analysis could help identify steps to take to course correct.

<sup>1</sup> The foundation's [Gender Equality Lexicon](#) defines gender analysis as:

*"a critical and systematic examination of the constraints and opportunities available to an individual or group of individuals based on their sex and gender identity. Gender analysis explores social relationships and gender gaps in several domains, including gendered division of labor, access to and control over resources, and decision-making power, as well as the opportunities for advancing gender equality."*

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## Who should lead?

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The gender analysis should be led by a gender expert who also understands gender differences in the context of rural agriculture. A qualified candidate would have experience conducting a gender analysis, understand the questions to be asked and answered in the specific context, and be able to effectively communicate the findings and recommendations in writing. This person can be an international or local

consultant with experience in the region of work or a gender expert who is a local staff person. If the consultant is not local, a local staff person who will hold some responsibility for designing and implementing the workplan should accompany the consultant and assist in setting up interviews.

## What is the duration and cost?

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The cost and duration of a gender analysis depends on several factors, such as the geographic location and size of the investment which affects the scope and complexity of the analysis; the methods selected (qualitative, quantitative or both); and, as a corollary, the amount of data to be collected and analyzed. Also, the type of gender analysis carried out and the availability of existing data will affect the

cost and duration. When gender issues are highly relevant to an investment, follow-up may be required. The cost can be as low as \$10,000 and require 7-10 days and as high as several hundred thousand dollars over months, depending on scope, methodology, and expertise required. However, a gender analysis can fit within almost any budget constraint. See Annex 1 for examples of methodologies.

## How should the data be collected and analyzed?

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Depending on the information needed and the budget, the data to be collected can be quantitative, qualitative, or both. However, in-country (state, region, community) data collection and interviews are critical components. In the context of agricultural development work for example, at

a minimum, rural women engaged in agriculture should be interviewed, as well as local leaders (both government and traditional), and INGOs, NGOs, and CBO's working in the area with the targeted population. See Annex 1 for examples of methodologies.

## How should the findings be used?

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The findings should be captured in a report that includes concrete recommendations specific to the project and then discussed with the grantee. The recommendations, to the extent feasible, should inform the project workplan and possibly project staffing.

# Annex 1

## Gender Analysis Methodologies and Examples

### Literature Review

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A gender literature review should be **the first step** in conducting a gender analysis, with a view to systematically identifying, reviewing, and analyzing existing research and literature on gender related to the proposed investment. A literature review will also inform the protocol for the field research.

### Rapid Rural Appraisal

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Gender analysis is often carried out using [Rapid Rural Appraisal](#) (RRA), a participatory, rapid, flexible, relatively low-cost (\$10,000–\$30,000) technique used to gain a quick understanding of rural communities' socio-economic conditions, their priorities, and their perspectives. RRA uses a range of qualitative methods such as group discussions, semi-structured interviews, observations, and mapping exercises to gather data. Conducting a gender analysis using RRA involves gathering gender-disaggregated data, identifying gender-based constraints and opportunities, and developing gender-sensitive project activities that address the specific needs and priorities of women and men in the community. The general process is:

1. **Design a gender-sensitive survey tool** to identify the different roles and responsibilities of women and men in the community and gender-based constraints, opportunities, and priorities. The tool typically involves open-ended questions that allow respondents to provide detailed and nuanced answers.
2. **Carry out gender-segregated focus group discussions** that separate women and men into different groups and allow participants to speak freely and openly about gender issues that may not be raised in mixed groups.
3. **Analyze the data collected** to (1) identify gender-based constraints and opportunities such as access to resources, decision-making power, and social norms that may limit the participation of women and men in the project; and (2) develop gender-sensitive project activities that address the identified needs and priorities of women and men. Activities that increase women's participation and decision-making power, improve access to resources, and challenge harmful gender norms should be considered.

Over the investment cycle, gender analysis may be used to monitor and evaluate project activities to ensure that they remain gender-sensitive and responsive to the needs and priorities of women and men in the community.

#### Example

The PRomoting and Enabling Vaccination Efficiently, Now and Tomorrow (PREVENT) project aims to create an efficient sector of medium-sized African hatcheries, applying hatchery vaccination and proactive marketing methods to initiate and increase vaccinated day-old chick (DOC) sales to poultry small-scale producers (SSPs). A rapid gender diagnostic/analysis was implemented to determine existing labor patterns and control and to examine how these could change from geography to geography, and within different SSP segments, as women's involvement increases. The Gender Landscaping, conducted by the International Livestock Research Institute (ILRI) in collaboration with the Global Alliance for Livestock Veterinary Medicines (GALVmed), helped the project build an early qualitative picture of the current situation on the ground, focusing on improved backyard, semi-intensive, and emergent commercial poultry producers. The landscaping interview data was collected using semi-structured interviews (focus group discussions and key informant interviews) in three countries representing East, West, and Southern Africa (Tanzania, Nigeria, and Zimbabwe). The results are being used to inform both future gender and M&E (Monitoring and Evaluation) activities and the project/governance plan.

<https://galvdox.galvmed.org/publications/rapid-gender-landscaping-analysis-poultry-sector-nigeria-tanzania-and-zimbabwe>

### Intrahousehold Surveys

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Intrahousehold data surveys can be used to conduct a gender analysis if the survey instrument includes questions on how resources and responsibilities are allocated within households by gender, gender differences in decision-making, access to resources, and control over income. The data can be mined, for example, to understand how

household resources such as food, healthcare, and education are distributed between men and women or how agricultural-related and household chores and responsibilities are divided between genders. Collecting survey data is expensive, with costs ranging from \$100,000 to more than \$700,000.

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The **Abbreviated Women's Empowerment in Agriculture Index (A-WEAI)** is an example of a quantitative tool that could be adapted for a gender analysis.

**Description:** <https://www.ifpri.org/publication/abbreviated-womens-empowerment-inagriculture-index-weai>

**Questionnaire:** [https://www.ifpri.org/sites/default/files/Basic%20Page/a-weai\\_q.pdf](https://www.ifpri.org/sites/default/files/Basic%20Page/a-weai_q.pdf)

**Project Example:** gender baseline study from NDDP, found here: [NDDP-Gender-Study-Report.pdf \(sahelconsult.com\)](https://www.sahelconsult.com/nddp-gender-study-report.pdf)

The **Women's Economic Empowerment in Livestock Index (WELI)** is another option for consideration. Again, this is a tool that can be adapted to a specific project (by a gender expert).

**Description:** <https://gender.cgiar.org/tools-methods-manuals/womens-empowerment-livestock-index-weli>

**Examples of Guiding Questions:** [https://gala.gre.ac.uk/id/eprint/22345/7/22345%20FORSYTHE\\_Gender\\_in\\_Agricultural\\_Mechanization\\_2018.pdf](https://gala.gre.ac.uk/id/eprint/22345/7/22345%20FORSYTHE_Gender_in_Agricultural_Mechanization_2018.pdf)

### Project Example

*GEMINI: GxExM Innovation in intelligence for climate adaptation (INV-002830)/Crop discovery and translational sciences.* Cowpea trials in Nigeria and common bean trials in Tanzania will do gender assessments during field trials (budgeted for \$229K and \$269K, respectively) to identify crop traits that are high priority for women, which will influence the development of novel seed varieties. Traditional product concept development emphasized productivity and was not able to quantitatively balance yield against other critical attributes.

## Institutional Analysis

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A gender analysis may be carried out using the institutional analysis method. Broadly, such an analysis involves examining the policies, structures, and processes of the grantee or implementing agency(ies) to identify how these contribute to gender inequalities or promote gender equality. Then, gender-responsive strategies must be developed. A typical institutional analysis involves:

1. Identifying the institution to be analyzed, such as a government department, non-profit, or private sector company. Then examining the institution's policies and procedures related to gender in terms of how services are provided to farmers (m/f), as well as the internal recruitment and training of staff.
2. Analyzing the gender roles and responsibilities within the institution, including leadership positions, decision-making processes, and how these affect the delivery of services to farmers (m/f).
3. Assessing the institutional culture, including the norms, values, and beliefs that guide service delivery, behavior, and decision-making.
4. Identifying gender biases in the institution's policies, procedures, and culture, such as gender-based stereotypes, discriminatory practices.
5. Analyzing how institutional policies and practices impact service delivery to farmers (m/f) including access to resources, decision-making power, and economic opportunities.
6. Developing gender-responsive strategies to address gender biases and promote gender equality within the institution and its services.

Over the investment cycle, an institutional analysis may be used to monitor and evaluate the institution's progress in addressing gender issues, including tracking gender-disaggregated data, analyzing policies and practices, and soliciting feedback from staff.

## Gender Market Analysis

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For certain grantees, a gender analysis can be used as part of a market survey to understand the ways in which gender affects market behavior, consumer preferences, and the demand for their products and services. It aims to provide insights into how gender influences the behavior of consumers and how grantees can develop products and marketing strategies that respond to these gender-based differences. Such an analysis involves collecting and

analyzing data on gender-specific preferences, behaviors, attitudes towards products and services, and opportunities and constraints for accessing those products and services. This analysis can help grantees to identify market opportunities and develop targeted marketing strategies that meet the specific needs of men and women and account for constraints they may face.

## Annex 2

# Sample Gender Analysis Questions to be Answered by Grantee

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### 1. What is the core objective of the investment?

Example: To provide better cattle vaccinations to more people so that small holder households can increase their income, cut their costs, and produce more quality milk.

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### 2. Will the investment activities impact a human end-user?

Example: *Developing* a vaccine for cows does not impact humans, although distribution, uptake, and price would. Gender is not a consideration during development of the vaccine but would be during trials and distribution.

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### 3. If yes, who (by gender) in the household or business or cooperative is responsible for each activity, and who (by gender) will have a role in the activity but no decision-making power?

Example: At the household level, women vaccinate cows and take care of young and sick cows, but men purchase vaccinations and decide how to spend household income.

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### 4. Who will directly benefit from the core objective given the current roles and social norms for men and women?

Example: Women milk cows and market the milk, but they turn over the income to men. Men's income should increase, and women's workload may decrease if there are fewer sick cows.

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### 5. What technical information and skills do household members need for the project to be a success, and how should the information be distributed so that both men and women receive the information, training and support they need? (*Women and men may need different levels of information and training depending on their starting place*).

Example: Information campaigns cover the effects of the disease and why the vaccination is necessary; what the vaccination does; how and when it should be administered; what to watch for in side-effects; how much the vaccine costs; where it can be purchased, etc. Both men and women need this information, given their roles, but women may require more skills training and need to ask more questions.

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### 6. What are the social norms that may be a barrier to success, and who should address them?

Example: Men will receive greater income if cows are vaccinated and traditionally would not spend the increase on household expenses. The household would benefit from increased income for food and school fees, which will require a change in thinking for men and women. In this example, local government has a women's office, which has facilitated social -norm change activities, and they are willing to participate in setting up and managing the trainings.

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**7. What resources are required for the investment to be a success and are they available to both men and women?**

Example: the vaccinations are expensive but will be subsidized by the project for a period of time. It will take more time, more frequent visits, and a translator to ensure that women, as well as men, understand the issues and have the skill to administer the vaccine. There are few female extension workers.

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**8. What must occur for the investment outcomes to be sustainable?**

Example: Both men and women must see the benefit from the investment in vaccines; investments may not be effective if they are not reaching those (women) who administer the vaccines.

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**9. What are the gender-related risks and what might be an unintended consequence of the project?**

Example: An unintended consequence may be that men's income increases and women's work increases with the bigger herd and more milking, which may disincentivize women to participate.

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**10. What are the institutional biases that exacerbate or fail to address gender gaps and how can these be addressed?**

Example: extension workers and veterinarians are primarily men and usually only want to deal with men; training may be required for existing staff and/or female staff may need to be recruited.

### General Process for Organizing a Gender Analysis

1. Identify which questions above you cannot answer or cannot answer fully.
2. Request desk research assistance from internal gender experts or other available gender technical expertise to provide an overview of the unclear issues. The more detailed the written material available, the better.
  - a. Does the desk research consider the country or area of the country where the project will be located?
  - b. Does the desk research cover the specifics of your investment (specific crop, specific species, specific form of communication, such as cell phones)?
3. Work with a gender expert to identify what information is needed from the project site.
  - a. Will there be a gender expert on the team, or do you only need short-term consulting? In either case, ideally there would be a gender expert in the country where the work will be done.
  - b. To identify a person with gender expertise, talk to topic researchers who also have gender expertise (from ILRI or CGIAR) and/or talk to projects (with a gender component) already working in the topic area or geographic area.