

# AGRILINKS



## Women's Empowerment in Beyond-Production Activities

**Speakers:**

*Jamie Holbrook, Feed the Future Advancing Women's Empowerment Program*

*Melissa Matlock, ACDI/VOCA*

*Jennifer Himmelstein, ACDI/VOCA*

*Jenn Williamson, ACDI/VOCA*

*Aslihan (Asli) Kes, USAID Bureau for Resilience and Food Security*

**Moderator:**

*Julie MacCartee, USAID Bureau for Resilience and Food Security*

**Date:**

March 31<sup>st</sup>, 2021

## Jamie Holbrook, Knowledge Management Coordinator, Feed the Future Advancing Women's Empowerment Program



Jamie Holbrook is the Knowledge Management Coordinator for the Advancing Women's Empowerment program at EnCompass, where she leads knowledge capture and dissemination of AWE's learning products. Jamie has contributed to communications and knowledge management on several USAID-funded agricultural development, private sector engagement, and CLA projects. She holds a BA in International Affairs from the George Washington University and an MSc in International Development from the University of Glasgow.



# FEED <sup>THE</sup> FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## Women's Empowerment in Beyond Production

March 31, 2021



**USAID**  
FROM THE AMERICAN PEOPLE

*Photo credit: ACDI/VOCA*

# Presenters

## Aslihan (Asli) Kes, Senior Gender Advisor, USAID Bureau for Resilience and Food Security



Asli is a Senior Gender Advisor in RFS with nearly 20 years of experience working on gender issues in agricultural and rural development, more recently with a focus on women's off-farm employment and entrepreneurship, financial inclusion, and solutions to unpaid care. Asli's work has also examined the economic costs of gender inequality, including through household food insecurity and malnutrition. Prior to joining RFS, she worked as a Senior Economist at the International Center for Research on Women, where she led research, conducted evaluations, and supported partner organizations to build their gender capacity. Asli is a native Turkish speaker and has basic knowledge of French.

## Melissa Matlock, Associate Director of Gender and Social Inclusion, ACDI/VOCA



Melissa Matlock is Associate Director of Gender and Social Inclusion at ACDI/VOCA. Melissa conducts research and develops strategies to integrate women and youth empowerment into projects and proposals. Melissa has over 10 years of experience working on gender, finance, value chains, and market development issues. Prior to joining ACDI/VOCA, Melissa provided technical assistance and managed agricultural finance and market development projects at Connexus Corporation and the SEEP Network. She also served as a Peace Corps volunteer in Costa Rica. Melissa holds a BA in global affairs and economics from North Central College and an MS with distinction in gender, development, and globalization from The London School of Economics and Political Science.

## Jenn Williamson, Vice President of Gender and Social Inclusion, ACDI/VOCA



Jenn Williamson is Vice President of Gender and Social Inclusion at ACDI/VOCA, where she leads a team of advisors in developing and implementing ACDI/VOCA's organizational policy, strategy, guidelines, and resources to promote gender equality and inclusion of marginalized groups. Jenn also serves as the gender and agriculture systems advisor for the Advancing Women's Empowerment program. She previously led the women's economic empowerment learning track under the USAID-funded Leveraging Economic Opportunities project. Prior to joining ACDI/VOCA, Jenn was a global technical advisor at Counterpart International.

## Jennifer Himmelstein, Director of Corporate Analysis and Technical Assurance, ACDI/VOCA

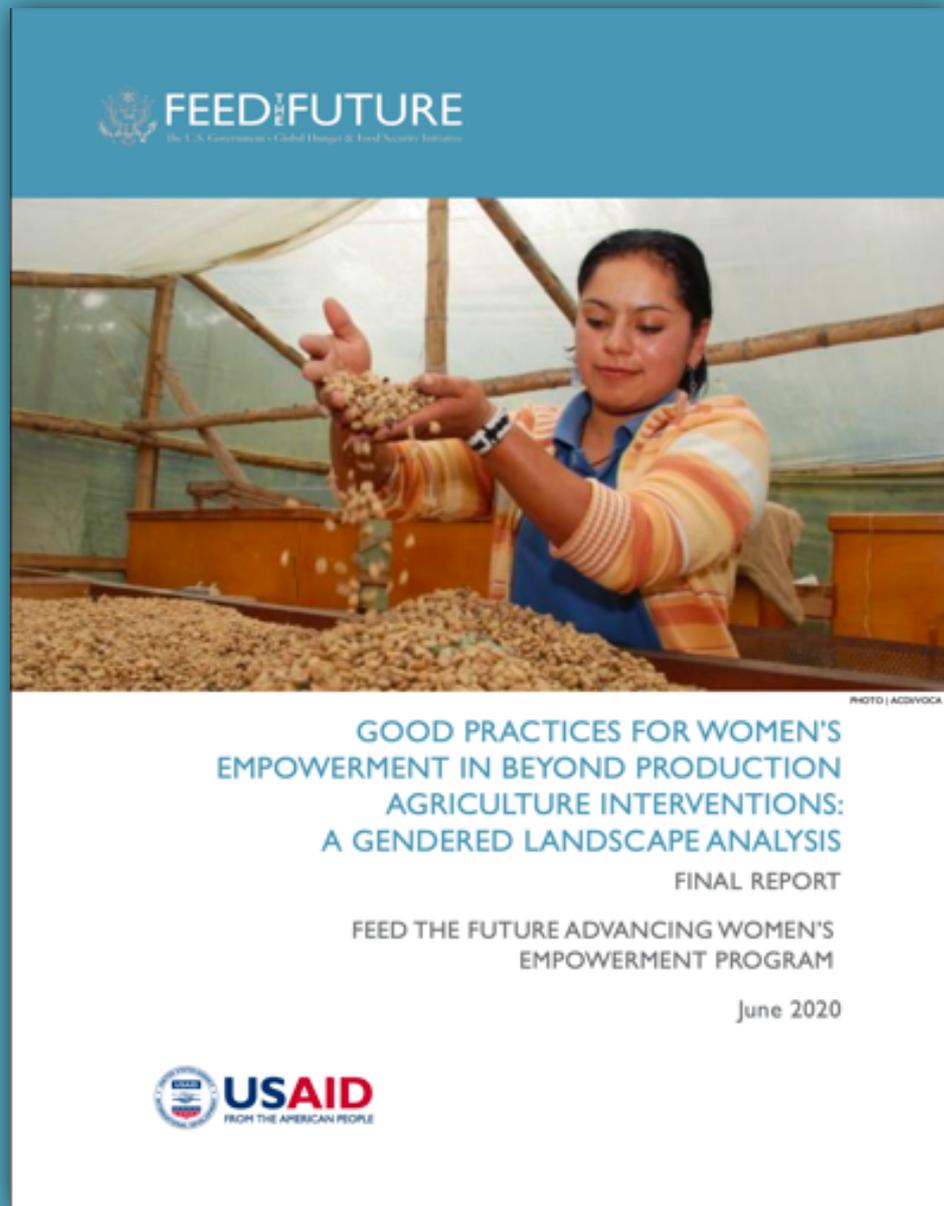


Jennifer Himmelstein is the Director of Corporate Analysis and Technical Assurance at ACDI/VOCA. Jennifer provides technical oversight of monitoring and evaluation processes across ACDI/VOCA's global portfolio. She facilitates organizational learning by promoting the use of advanced analytics and collaborating, learning, and adapting mechanisms. Jennifer has a doctorate in Plant Sciences, with a focus in plant pathology. She has worked in food security for over a decade, including roles with USDA, USAID, and the EPA.

# What is AWE?

- Project dedicated to conducting research, creating tools, and providing technical assistance scale up activities for missions and implementing partners to enhance women's empowerment and gender equality in agricultural projects.
- The purpose of the research we'll explore today is to increase our understanding of the nature, scope, and scale of women's empowerment in beyond production interventions, and how the outcomes of these interventions are monitored, analyzed, and reported.

# Beyond Production Landscape Analysis



# Key Learning Questions

**1)** Are Feed the Future efforts in beyond production activities affecting women's empowerment?

**2)** How are Feed the Future efforts in beyond production activities affecting women's empowerment?

**3)** What are the opportunities and practices to increase women's participation in and returns from higher value activities in agribusiness or employment?

# Methodology

## Phase I: Landscape Analysis

Review of 20 ongoing and recently ended FTF projects

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4 key informant interviews

## Phase II: Impact Assessment

Assess outcomes and strategies

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Qualitative, exploratory study of 1 project

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Ongoing

# Framework to Examine BP Activities

## Categories of Interventions

- Inputs development
- Service provision
- Post-harvest handling
- Processing
- Marketing
- Business development
- Access to finance

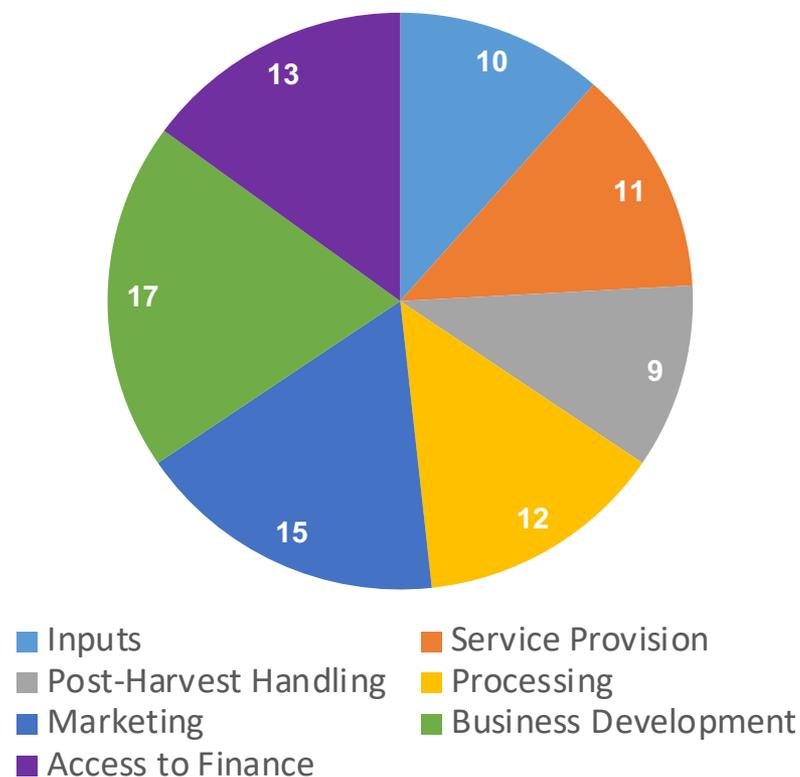
## Common Approaches

- Training
- Organizational strengthening
- Linkages
- Technology/infrastructure
- Information systems
- Standards/certification

# Findings: Implementation

- Some projects had broad scopes, while others worked exclusively in beyond production areas.
- A majority developed gender mainstreaming strategies to guide beyond production activities.

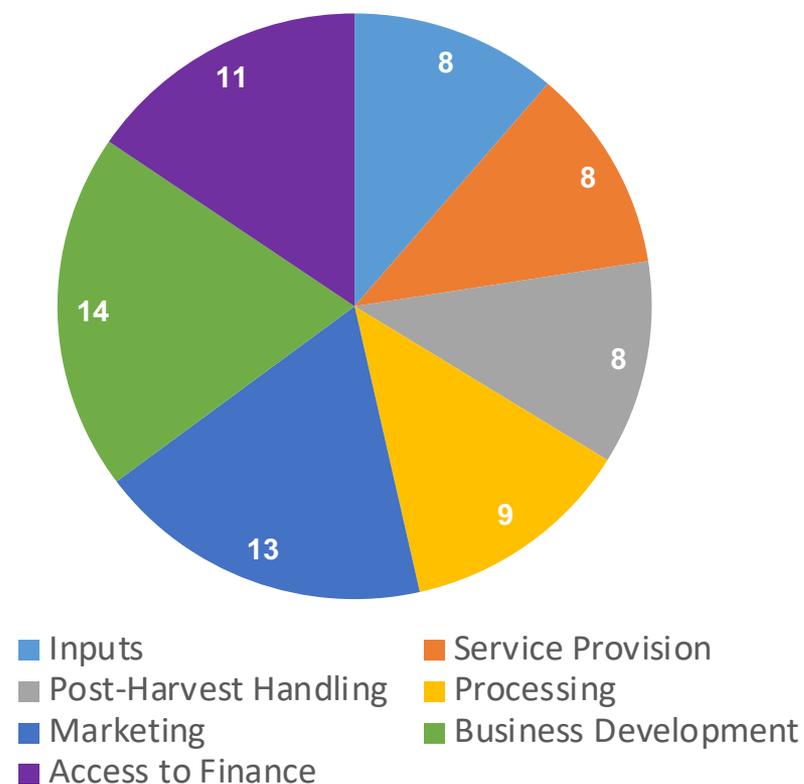
Number of projects with gender interventions in each value chain area



# Findings: Implementation

- Projects implemented a wide range of beyond production activities to support and engage women.
- Projects often adapted beyond production activities by seeking ways to increase women's participation.

Number of projects with gender interventions in each value chain area



# Findings: Implementation



*Photo credit: ACDI/VOCA*

- Projects adapted approaches to enable women to access credit to invest in beyond production livelihood opportunities.
- Beyond production approaches that targeted youth were able to achieve gender balance in integrated interventions.

# Findings: MEL

- Beyond production indicators rarely captured gender-differentiated impact data
- Few projects used targeted indicators
- The WEAI was designed to focus on agricultural production and not effective for measuring beyond production



*Photo credit: Michelle Stern*

# Recommendations

## Implementation

- ✓ Carry out further beyond production learning research
- ✓ Provide missions and implementing partners with guidance on engaging women in beyond production interventions

## MEL

- ✓ Ask implementing partners to set ambitious, yet realistic targets
- ✓ Require IPs to disaggregate beyond production indicators
- ✓ Determine an effective strategy to measure women's empowerment

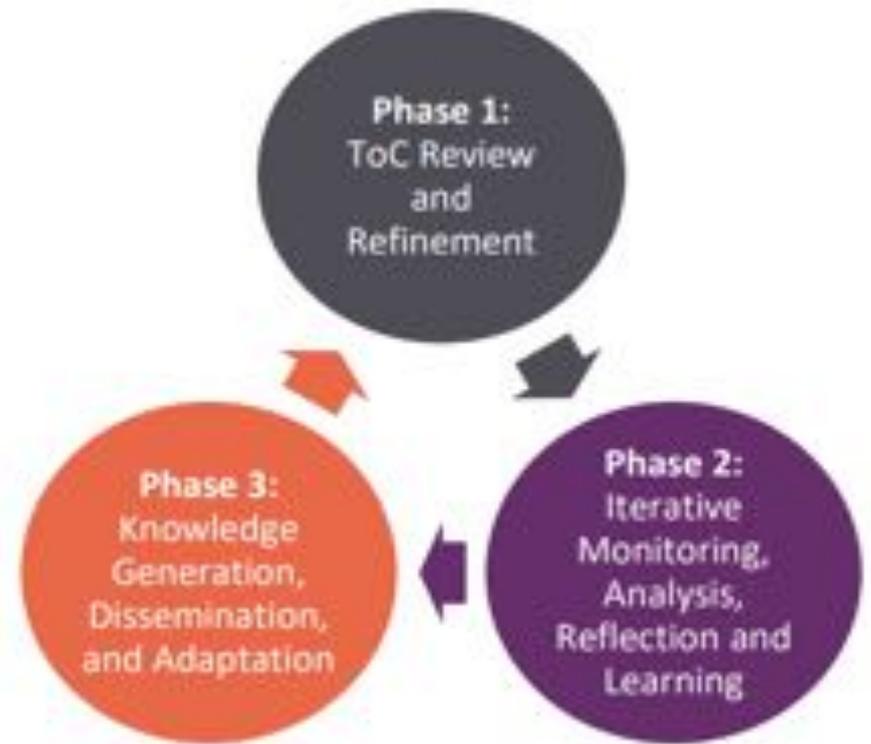


*Photo credit: ACDI/VOCA*

# Collecting and Using Data for Promoting WEE in Beyond Production Activities

# Capturing Gender-Differentiated Impacts

- Integrate beyond production outcomes into your theory of change or results framework
- Review your data collection forms with a beyond production lens



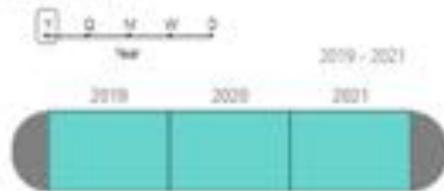
Graphic from ACDI/VOCA's [Theory of Change Based Project Monitoring, Measurement Learning & Adaptation Guidance Document](#)

# Capturing Gender-differentiated Impacts

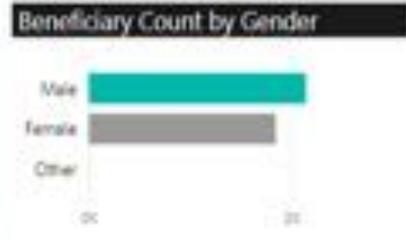


Number of individuals participating in USDA food security programs

Date Selection



**3991**  
Direct Beneficiaries



Age Group	Beneficiaries
0-14 Age Group	27
15-29 Age Group	788
30 and Up Age Group	3176
<b>Total</b>	<b>3991</b>

Geo Filter  
**All**



Beneficiary Type Category	Beneficiaries
Civil Society	275
Government Agency	331
Laborer	286
Private Sector	297
Producer	2802
<b>Total</b>	<b>3991</b>



# Capturing Gender-Differentiated Impacts (Donors)

- Donors need to adjust standard indicators to embrace beyond agriculture results



# Embrace a CLA Approach

## Bring in a Collaborating, Learning, and Adapting (CLA) approach

- Beyond production learning questions
- Beyond production internal learning metric
- Facilitate regular targeted pause-and-reflect sessions devoted to beyond production GSI



USAID CLA Maturity Matrix

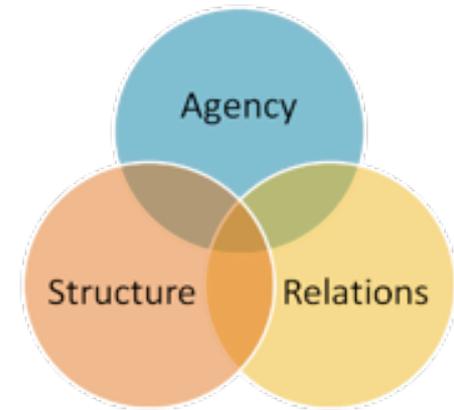
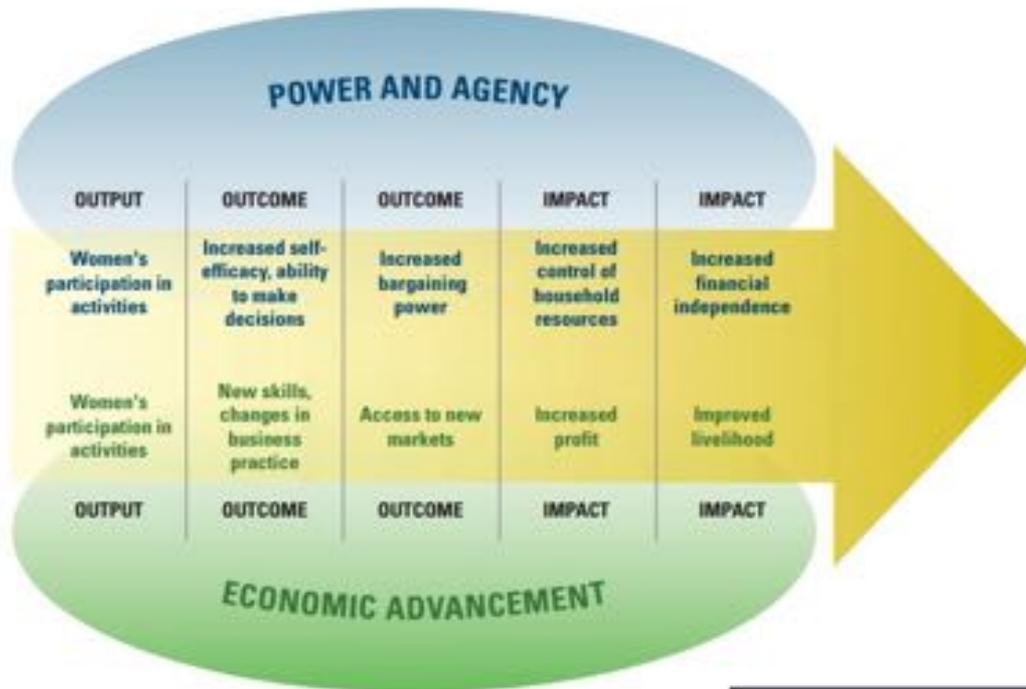
# Increase Support for Learning and Application

- Resource your M&E staff, but also your gender & social inclusion support staff to support data collection and learning in beyond production



*Photo credit: ACDI/VOCA*

# Adapt and Apply Existing Tools



[CARE Women's Empowerment Framework](#)

[ICRW Measuring Women's Empowerment](#)



# Questions?



# How AWE Works with Missions and Partners

- AWE helps USAID and other implementing partners with:
  - Analysis and application
  - Monitoring, evaluation, and learning
  - Capacity building
  - Implementation support



*Photo credit: Fintrac Inc.*

# How AWE Works with Missions and Partners

- Ghana CDCS gender analysis
- GBV toolkit
- Monthly newsletter with “tool corner” listing digital finance tools, tools for scaling WEE interventions, and other targeted tools

# Upcoming Work

- **Learning series** for mission agriculture and market systems staff
- Tools and how-to notes on increasing **women's decision-making** in farming and production activities
- Tools and guidelines on increasing women's empowerment through access to **digital finance**

# Thank you!