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Innovations from the Field:

Gender mainstreaming from the ground up

Process and Findings from a WFP-IDS action learning pilot

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Outline of presentation

Background

- Aims of *Innovations from the Field*
- Theory of change
- Project approach and process
- Why IDS
- Pilot country activities and emerging themes

Lessons

Next steps

Aims of *Innovations from the Field*

A WFP-IDS action learning initiative in 2013-14 to

- Find out what already works to mainstream gender equality in WFP field programs
- Share that learning effectively within WFP
- Apply lessons to strengthen gender-sensitive practice across WFP

Ran as a pilot in five WFP country offices: Guatemala, Kenya, Lesotho, Malawi and Senegal

Theory of Change

Gender sensitivity is 'mission-critical' for WFP

- But top-down gender mainstreaming never works
- Successful, innovative gender mainstreaming practices exist but are rarely shared
- Learning from good practice = source of gender-sensitive programme improvements
- Sharing learning across WFP to inspire changes in approaches and deeper understanding of gender and gender mainstreaming



Project approach and process

Participatory Action Learning (PAL) and knowledge sharing

- Led by WFP staff in regional, country and field offices
- Guided reflection on own practices – exploring what works and why
- Support to apply learning to improve practice
- Knowledge captured and shared across WFP in creative ways



Why IDS?

The partnership draws on IDS expertise with

- **gender equality and food security research**
 - **participatory action learning**
 - **knowledge management**
- to help equip WFP with smarter operational learning, grounded in frontline realities

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GENDER VIOLENCE
IDS research and resources on ending gender-based violence

News & Blogs

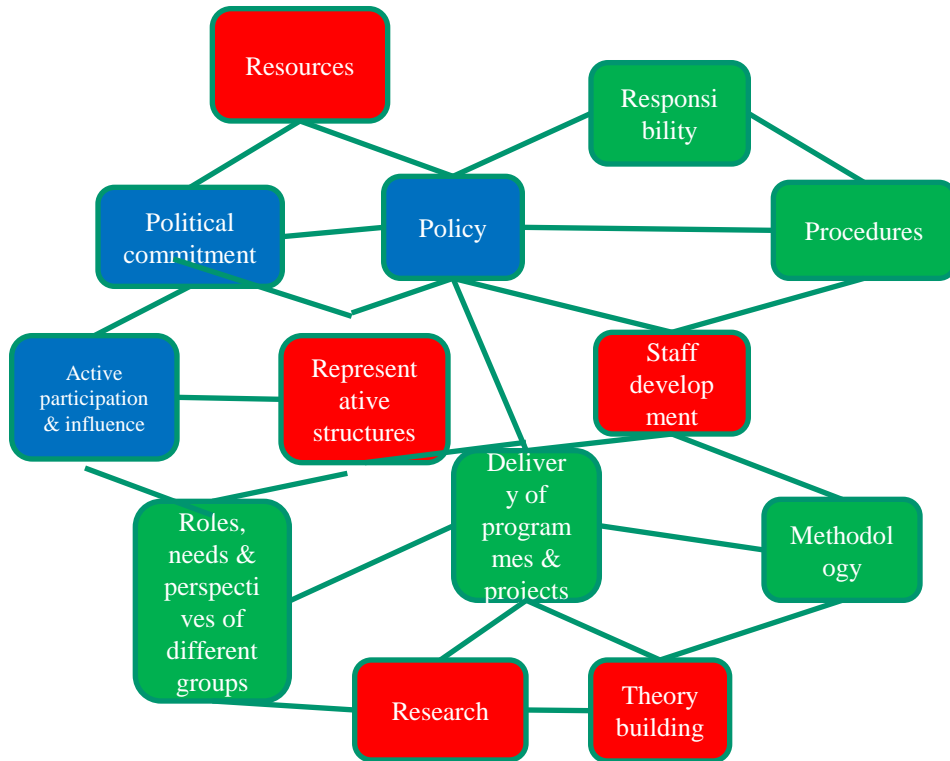
IDS partners with local organisations on World AIDS Day for record-breaking event
29 November 2013

BLOG: "AIDS has a women's face", or does it? Beyond the Gender and HIV Dyad
By Elizabeth Mills
29 November 2013

IDS KCO PAL Works....pdf

Pilot country activities

- Initial IDS mission – scoping, analysing gender mainstreaming context, identifying PAL leads/activities
- PAL and knowledge sharing workshops



- PAL workplans developed, skype/email contact
- Focus groups, interviews, film and photography, data analysis
- Knowledge-sharing (ongoing)



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Some emerging themes



Recognising, Reducing and redistributing women's unpaid care-work

- **Malawi** – Recognising women's contributions to School Feeding, reducing burden and increasing safety
- **Lesotho** – Focus groups and interviews on men's potential roles as cooks
- **Kenya** – Gendered time use mapping



Avoiding negative gender impacts of WFP interventions

Kenya – study and video to identify factors enhancing or preventing men's support of wives in asset creation initiatives

<http://www.youtube.com/watch?v=OE25dTzugAE>

Malawi – connections between food insecurity and gender-based violence revealed. In refugee camps food insecurity can mean personal insecurity for women and girls



Identifying and capturing multiple dimensions of women's empowerment linked to WFP interventions

Senegal – using participatory methods to enable women and men to discuss positive social and economic changes at household and community level



Identifying pathways for engaging men in nutrition activities

Senegal and Lesotho – focus group discussions to understand men's current roles in children's nutrition, and enabling and constraining factors (practical and socio-cultural)

Guatemala - how to engage men in nutrition education, e.g. through equality advocate networks

-raising awareness of gender and rights-sensitive nutrition approaches with indigenous communities



Addressing gender norms and stereotypes

Senegal – Participatory activities with boys and girls to understand their roles in school canteens led to discussion of gender norms and ways in which division of labour replicates them

Malawi – research shows men and women are sharing decision-making on cash and food – contradicting assumptions (but difficult to measure)



Short-term effects of Programme

- Generating engaged discussion/debate and increasing understanding of gender issues
- Making the personal political
- Creating a 'buzz' on gender in country and regional offices
- Listening to and learning from people in affected communities; enabling their voices to be heard and to influence WFP policy
- Developing guidelines for good, gender-aware practice for WFP and partners (Lesotho, Senegal)
- Formally recognising women's unpaid contributions
- Insights into change processes
- More systematic monitoring of gender and protection issues



Knowledge sharing - integral and ongoing

- PAL processes - centre around reflection and sharing of knowledge and experiences – valuing local and women’s knowledge
- Sharing knowledge with local authorities and partners
- Feedback loops to show how voices of men and women on the ground are being taken into account
- Creating excitement and interest for WFP country and regional offices, and globally through creative, effective formats and platforms – **Prezi, videos, newsletters, case studies, blogs, articles, slide shows**
- Promoting the work widely in dynamic ways (horizontal and vertical) – e.g, GO website, Gender advocates network
- Practical PAL tools for gender analysis
- Synthesis of activities and findings





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Lessons for more effective gender mainstreaming



1. Untapped potential on gender

Latent capacity for gender-sensitive programming

Work with WFP Country Offices reveals:

- Knowledge, will, ideas – creativity and commitment
- Strong staff capacities to take on gender issues
- Implementing partners with gender expertise
- Organisational schemes with high potential, e.g. Kenya's Innovation Team

But there is a need for more

- Autonomy, authority, time, management support and funds for gender specialists
- Incentives to innovate or take existing work forward for all staff

2. Understanding the gender issues

Project cycles would benefit from more built in analysis of gender

Gender mainstreaming in practice

- Should go beyond only targeting and 'counting' women
- Needs to take into account local context
- Should avoid making stereotyped assumptions
- Needs to be grounded in a power analysis

3. Reflecting, listening and learning

Gender is only effectively mainstreamed when staff can reflect, listen, learn and apply learning

- Regular fieldwork helps understand gendered realities and gather feedback
- Field staff gather information about gender - but often not informing programme development
- 'Innovations' programme has shown that guided reflection and learning is extremely useful
- A lot can be achieved with moderate funds and time

4. The value of supportive leadership

Leadership is crucial for the priority and space given to gender

- but Programme has revealed it is often uneven
- Corporate gender strategy: not communicated effectively
- Gender mainstreaming not seen as mission-critical by all managers
- Gender is often 'added on' after programme design
- No strong pressure for performance on gender at Country Office level
- Need for more capacity building on gender, for all WFP staff

5. The value of donor support

Active, gender-sensitive donor support is vital for effective gender mainstreaming

- Need for more funds to support gender mainstreaming at all levels
- Space and time for innovation, understanding and learning are important ingredients for successful gender outcomes (e.g. Canadian government for P4P and other Guatemala gender work; USAID for IDS-WFP partnership)
- Donors like USAID need to be holding WFP to account on gender in more systematic ways

Next Steps

- Continue maximising the value of the work through knowledge sharing (including this conference)
- Conduct evaluation of phase one - what are contributions to gender mainstreaming policy and practice at local, country, regional and global levels?
- Use findings to inform next WFP gender policy
- Work in partnership with WFP global and country offices to develop proposal for second phase, building on strong foundations
- Sharing process and findings beyond WFP

