Gender considerations in today's post COP21 environment (CCAFS)

Webinar report

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About the webinar

This was the first in a new webinar series on issues related to gender and agriculture, developed by the CGIAR Gender and Agriculture Research Network in collaboration with CGIAR Research Programs and partners. The webinar series has been designed as a knowledge sharing tool to facilitate exchange among the members of the CGIAR Gender and Agriculture Research Network. This webinar was based on work carried out by the **CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS**), which is led by the **International Center for Tropical Agriculture (CIAT)**.

Speakers included Sophia Huyer, Gender and Social Inclusion Research Leader, CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS); Tatiana Gumucio, Gender Postdoctoral Fellow, Decision and Policy Analysis research area, International Center for Tropical Agriculture (CIAT) and Wendy Okolo, Gender Specialist, International Center for Tropical Agriculture (CIAT).

A dedicated page was created for the webinar on the gender website and can be found here: https://gender.cgiar.org/webinar/ . This includes all resources related to the webinar, including the presentations, recording and related resources.

Process

This webinar was based on a collaborative process, with significant support from CCAFS including content development, process development and technical support. The entire process took about 3 weeks in total. This included:
- Content development
    - o Developing an outline, identifying resources and speakers
- Outreach
    - o Dedicated webpage with webinar information
    - o E-letter sent out to the gender network and related audiences
    - o Pre-registration form to collect specific information about the attendees
    - o Social media outreach
- Post webinar
    - o Recording of webinar and related resources sent to attendees
    - o Dedicated mailing list developed based on survey responses
    - o Additional resources added to the webinar page
- Platform and structure
    - o Platform used was gotowebinar, using the CCAFS account
    - o 3 speakers, each with a presentation time of approximately 15-20 minutes each
    - o Discussion/questions for about 30 mins
    - o Total webinar duration: 1.5 hours

The numbers

- Total number of registered participants: 103
- Pre-registered participants: 70
- Participants who attended the webinar: 45
- Organizational background of attendees
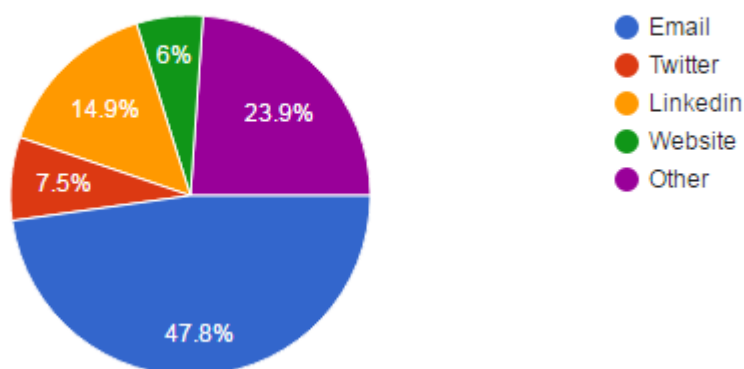
Type of Organization (70 responses)
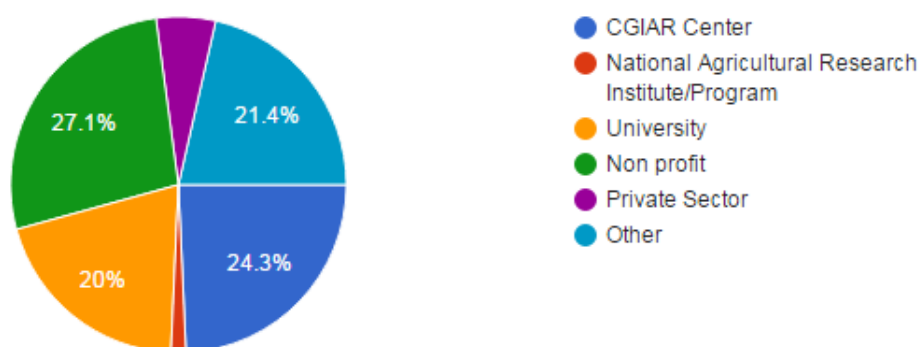
Participants were pre-dominantly from the non-profit sector, followed by CGIAR and Universities

- Location
  - (Based on 61 response)The top 5 countries were
    - USA
    - United Kingdom
    - Kenya
    - Italy
    - Sri Lanka, France and Canada (equal representation)

- Promotion

## How did you hear about this webinar series? (67 responses)

Email was the most effective method of dissemination, followed by Other which unfortunately is not defined, and linkedin

- Follow-up
  - Based on 67 responses to the pre-registration form, respondents requested that they be contacted about any related post-webinar resources, discussion or future webinars

Would you like to be contacted about any related post-webinar resources, discussions or future webinars?

(67 responses)
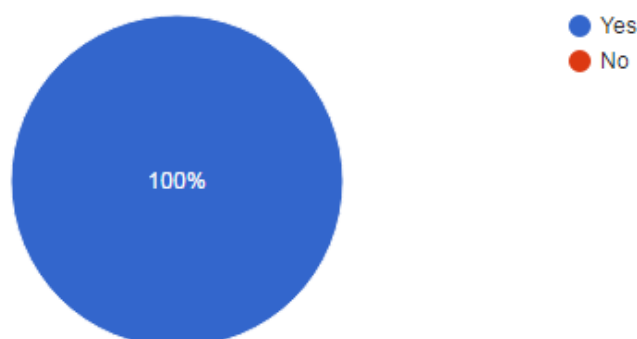
Lessons learned

This was the first of the series and while there were a decent amount of attendees, there was also some issues, mainly technical which despite testing still occurred. Below are some lessons learned and observations made during this process which could be considered to improve the quality of these webinars, and the engagement of the virtual community.

- Time: timing is important. Always start and finish on time
    - o Giving that the online community was based in different time zones, it would be good to identify a time that would be convenient to most, i.e. 8-10am EST so that it is still not too late in the day for those in Asia and Africa
- Software: test,test,test. While we had several pre-tests, the audio quality with the on-site speaker suffered on the day of, and we also had issues with the audio of one of the other presenters. In the future, the webinar team should
    - o Run at least 2 practice tests with all speakers, simulating the webinar
    - o Do a quick tutorial with speakers on how to use the software
    - o Have on-site IT support
    - o Make sure that the presenters are facing the microphone to ensure better sound quality and less feedback
- Pre-registration form
    - o This really helped identify the attendees segments and also have some questions submitted before hand
- Virtual audience
    - o While we had a decent attendance list, there was very little interaction from the audience, except for the questions submitted beforehand. For subsequent webinars, it would be good to identify a strategy for engaging the online audience and asking them to not only submit questions but also perhaps invite other experts to give their input
- Moderator
    - o Have a resource person from the team providing the content who is knowledgeable about the content and can therefore facilitate the session
- Technical support
    - o In addition to IT, it is also good to have someone who provides technical support in that of launching the webinar, inviting participants, fielding the questions and managing the speakers (in addition to the content moderator)

- Resources
  - All attendees were mostly interested in having access to the recording and presentations
  - Not much post-webinar feedback was received despite having contacted the attendees

Checklist

- Content outline
- Identify speakers and resources
- Pre-sign up form and webinar info page on gender.cgiar.org
- Pre-test
- Start promoting the webinar: via gender network, personal networks
- Send registration details to those who have shown interest via pre-sign up form and others
- Day of the webinar; join about an hour earlier to run a final test and make sure that everything
- Post webinar: share recording with attendees, pose any remaining questions and provide answers via the webinar page on gender.cgiar.org (continue the conversation)
- M&E of webinar & lessons learned

Conclusion

Despite the sound quality, almost 40% of the participants stayed until the end of the webinar, thereby demonstrating that good content is king, followed by strong technical support. For future webinars, more testing is recommended to reduce technical issues, and better engagement of the online community to encourage more interaction and make the webinar more of a knowledge sharing resource.

A significant factor for this webinar's success however was the willingness and collaboration of the CCAFS team (including the speakers, Catherine Hill and Vanessa Meadu) to lead the webinar, disseminate via their networks and support the Gender Network's Communications Coordinator.

The next webinar will be held on April 21 and will be led by the CGIAR Research Program on Policies, Institutions and Markets.

For more information visit gender.cgiar.org or contact Martina Mascarenhas at m.mascarenhas (at)cgiar.org if you are interested in leading/contributing to a webinar.