



A community
typology of
social change
devised from
the bottom-up

Petesch, P., Feldman, S., Elias, M., Badstue, L., Najjar, D., Rietveld, A., Bullock, R., Kawarazuka, N., and Luis, J. (2018). Community typology framed by normative climate for agricultural innovation, empowerment, and poverty reduction. *J. Gender, Agriculture and Food Security*, 3(1)

GENNOVATE



- Large-scale collaborative research initiative on interlinkages between **gender norms, agency** and **innovation** in agriculture and NRM across different contexts
- **137 community case studies** in 26 countries and >7,000 women and men of different age- and socio-econ groups
- Standardized **qualitative comparative methodology** enables identification of broad cross-case patterns that remain contextually grounded in local realities
- Bottom-up perspective that draws on feminist and participatory research traditions

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Gender norms

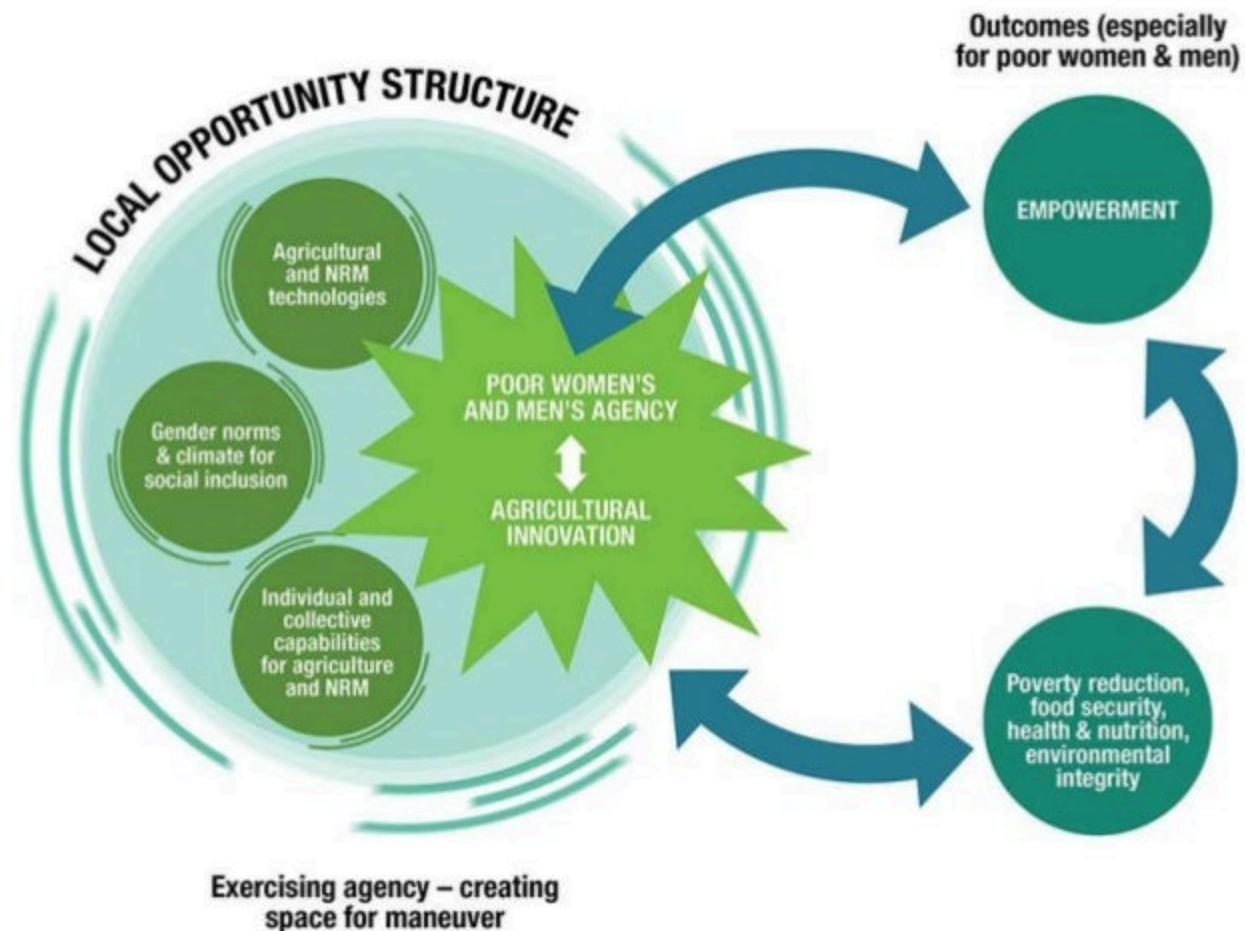
“... specifically mean differential rules of conduct for women and men, including rules governing interactions between women and men.” (Pearse & Connell 2016)

Agency

“The ability to define one’s goals and act upon them.” (Kabeer 1999)



Conceptual Framework



Paper focus

How are gender norms and men's and women's agency changing?

Under what conditions do they stimulate inclusive innovation processes?

Materials

- 79 GENNOVATE community case studies in 17 countries
 - Sex-specific FGDs with poor and middle-class men and women and youth
 - Ladder of Power & Freedom
 - Ladder of Life
 - Other data support contextually informed analysis



LADDER OF POWER AND FREEDOM:
Qualitative data collection tool to understand local perceptions of agency and decision making¹

Introduction

The Ladder of Power and Freedom is a qualitative data collection tool designed to understand local perceptions of agency and decision making. It is a tool that can be used by researchers, practitioners, and policymakers to understand the experiences of men and women in their communities and to identify the barriers and enablers to their agency and decision making.

Purpose of method

- Understand local perceptions of agency and decision making, and how they are influenced by gender norms and power relations, access to opportunities, and policies of institutions.
- Identify the barriers and enablers to agency and decision making, and how they are influenced by gender norms and power relations, access to opportunities, and policies of institutions.
- Generate findings which can contribute to longitudinal research, or to interventions that aim to improve the agency and decision making of men and women in their communities.
- Understand and compare the experiences of men and women in different contexts, and to identify the barriers and enablers to their agency and decision making.

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Qualitative data collection tool to understand local perceptions of poverty dynamics

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Community typology

- Transforming: 8
- Climbing: 39
- Churning: 32



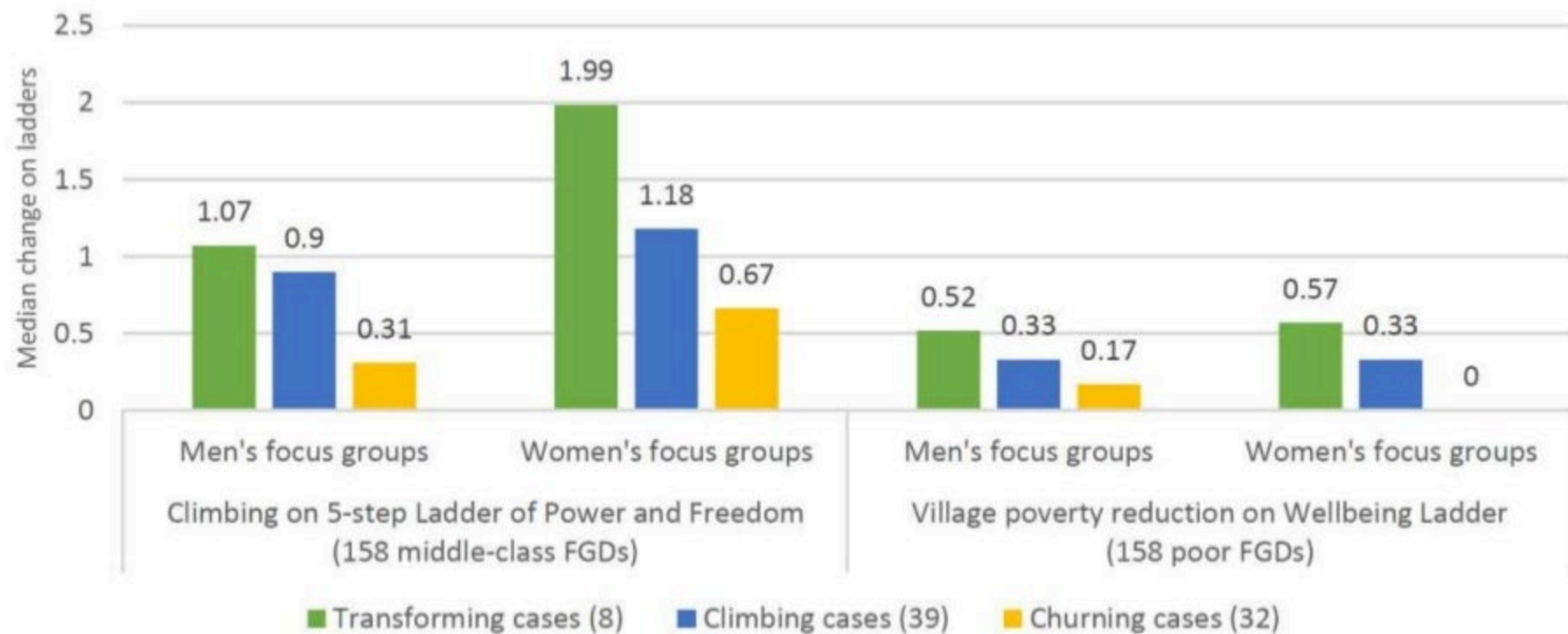


Figure 1. Perceptions of change in power and freedom and poverty reduction, focus group assessments by type of cases (316 focus groups, 79 cases)

Churning context: Amatuma - peri-urban Luhya village of Vihiga county in western Kenya

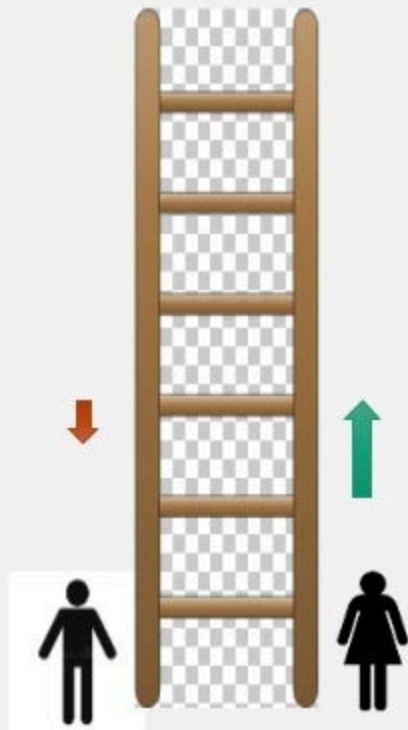
A normative climate where men fear emasculation but norms for women are relaxing as they take on expanded roles in their family and local economy.

- *“Back then women were less informed, but today we attend seminars like this one so you find that [now] women even can keep cattle for milk produce, which gives them cash.”*

Women's middle class focus group

- *“There is a crisis in this area. Men are dying at a fast rate! Women are then the heads of the home”*

Female key informant, community leader



Transforming context: Nodira– Commercial farming village of Uzbekistan’s Andijan Province

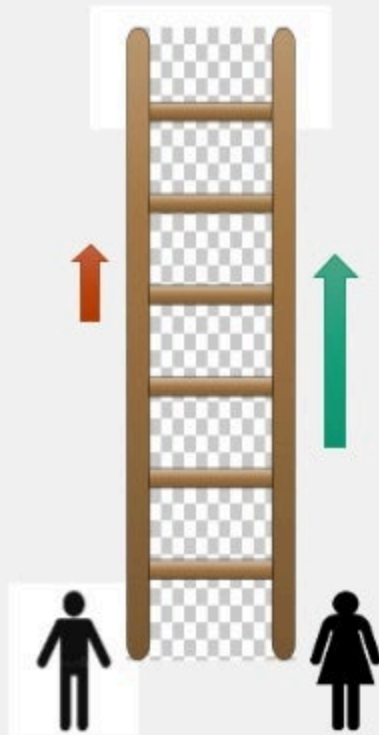
A normative climate where some patriarchal norms persist alongside very relaxed norms that enable women to exercise significant economic roles.

- *“We [women] need to work and take matters into our own hands and head our households. This has had a very strong impact on the economic activity of women.”*

Local social worker

- *[Women] enjoy the same rights as men do. There is nothing bad about this. It’s good. And the longer couples live together, they start to take decisions together related to the household.*

(Focus group of poor men)



Transforming cases

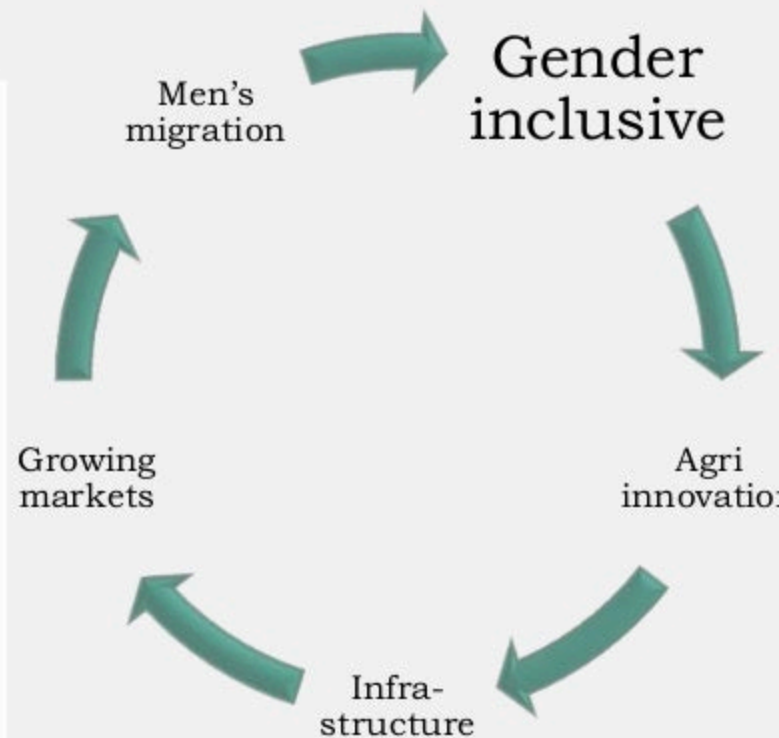
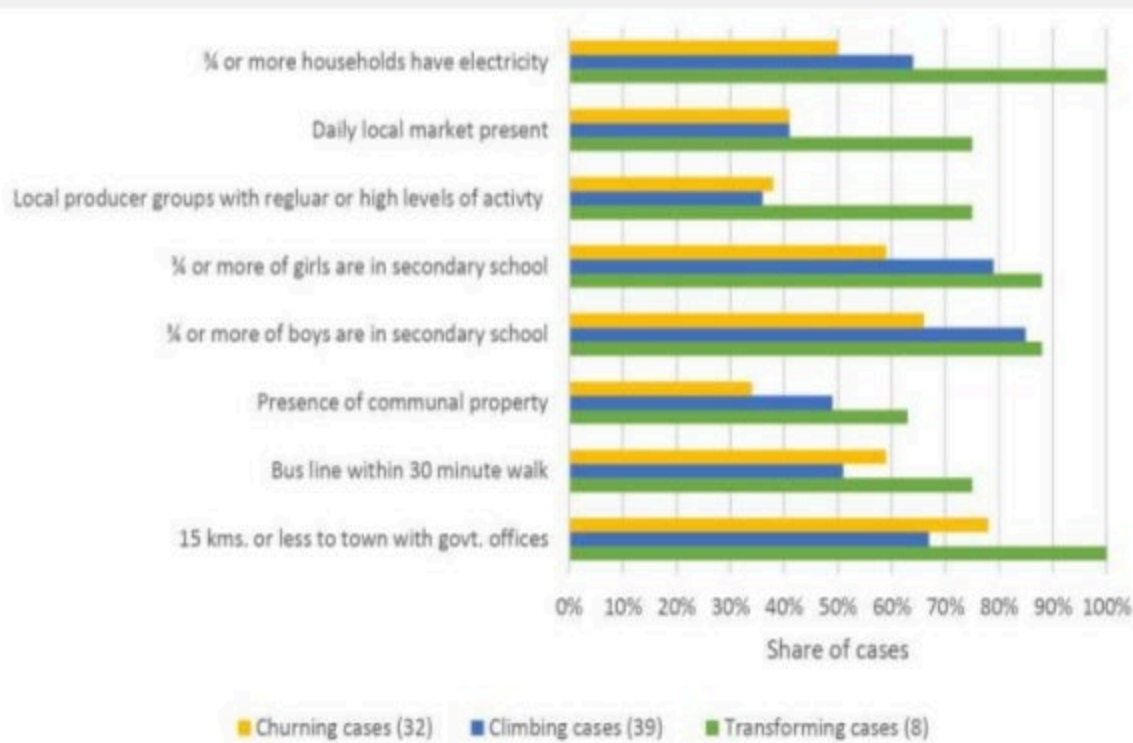
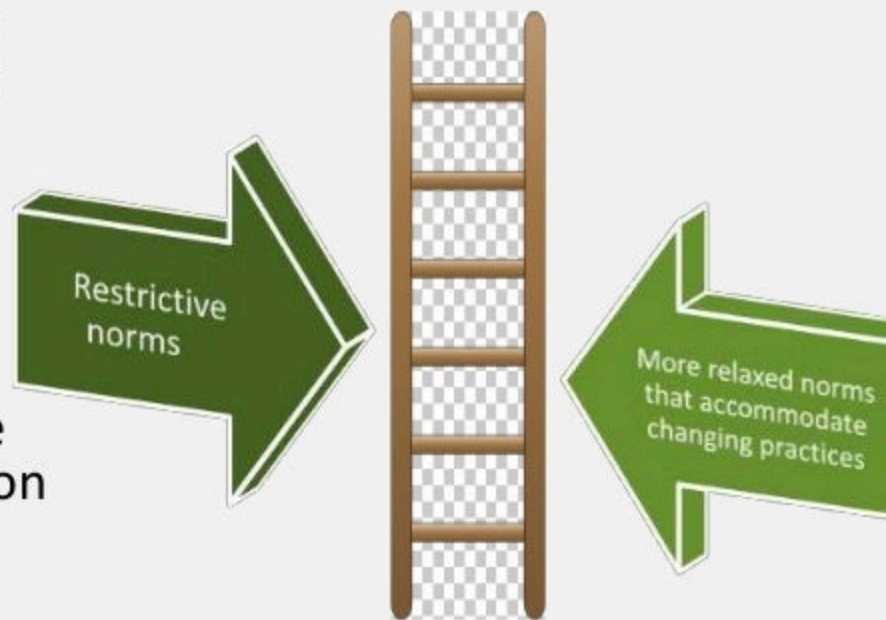


Figure 2. Selected community infrastructure, by type of cases (Key informants, 79 cases)

Conclusions

- Women and men uphold, withdraw from, and sometimes alter gender norms as they pursue their day-to-day lives and interests
 - Contextual - Relational – Fluid
- Women's and men's agency and **engagement with agri innovation strongly conditioned by normative expectations**
 - Position in household and life cycle
 - Provisioning role
 - Institutional reproduction of stereotypes
- Typology informed by local normative climate provides entry point for diversified intervention strategies



Opportunities

- Equality of opportunity a strategic interest for AR4D
- Integration of institutional dimension in targeting
- Invest in institutional innovations in agri-food systems R&D





GENNOVATE

ENABLING GENDER EQUALITY
IN AGRICULTURAL AND
ENVIRONMENTAL INNOVATION

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- Women and men study participants
- Research collaborators, local field teams and data coders