



## Seeds for Change, April 2019

From theory to practice: A  
social norms approach to  
exposing, defining and  
addressing agricultural  
gender gaps

**grow**



- **Private sector development programme in Liberia**
- **Bilaterally-funded by SIDA**
- **Implemented by Adam Smith International since 2013**
- **Focuses on cocoa; agro-inputs; agro-processing and trade; oil palm and rubber.**



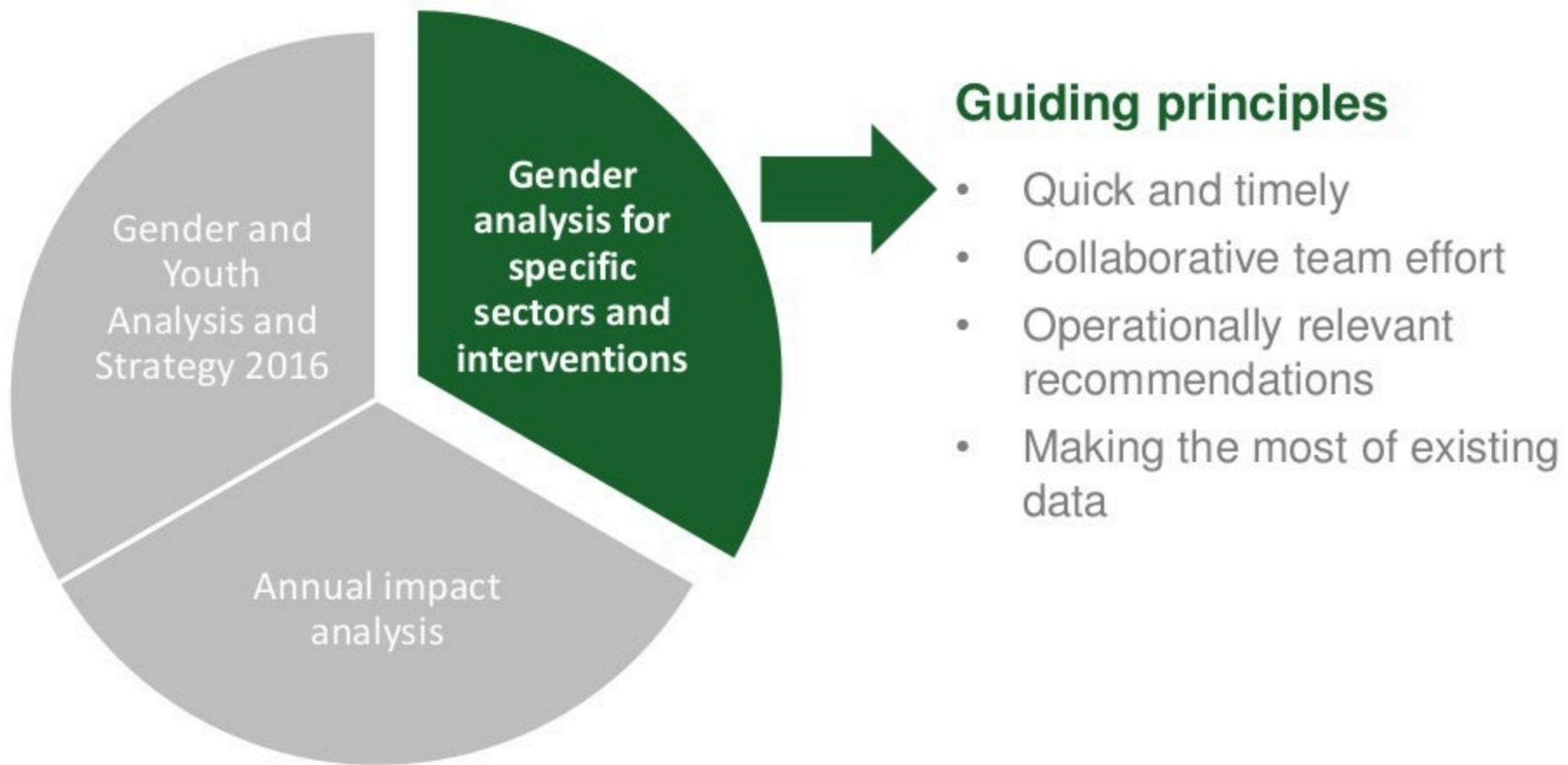


# Liberian rubber



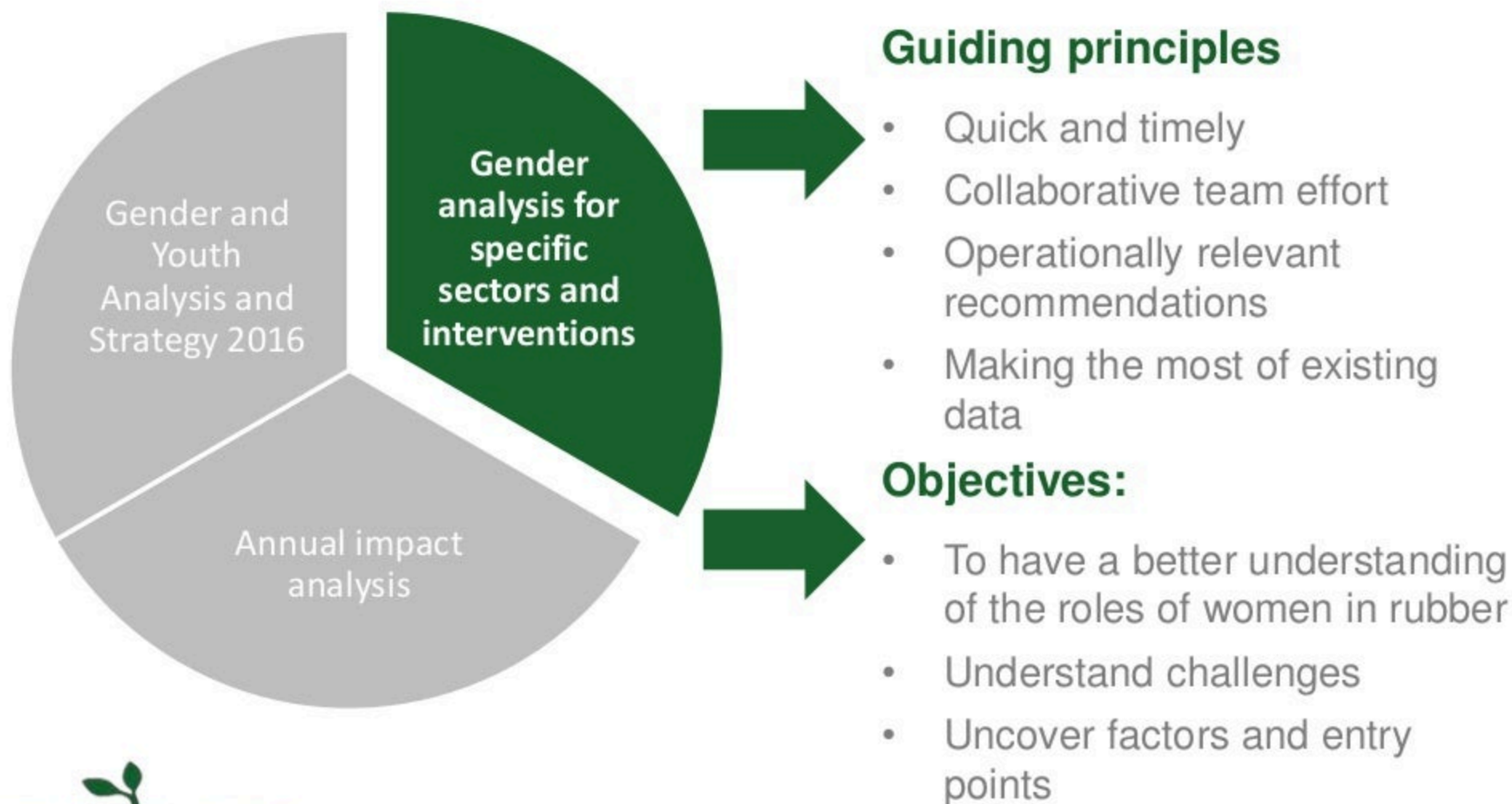
Hidden Roles but Visible Value: Women in Liberia's Rubber Sector

# Gender and social norms analysis in adaptative programming

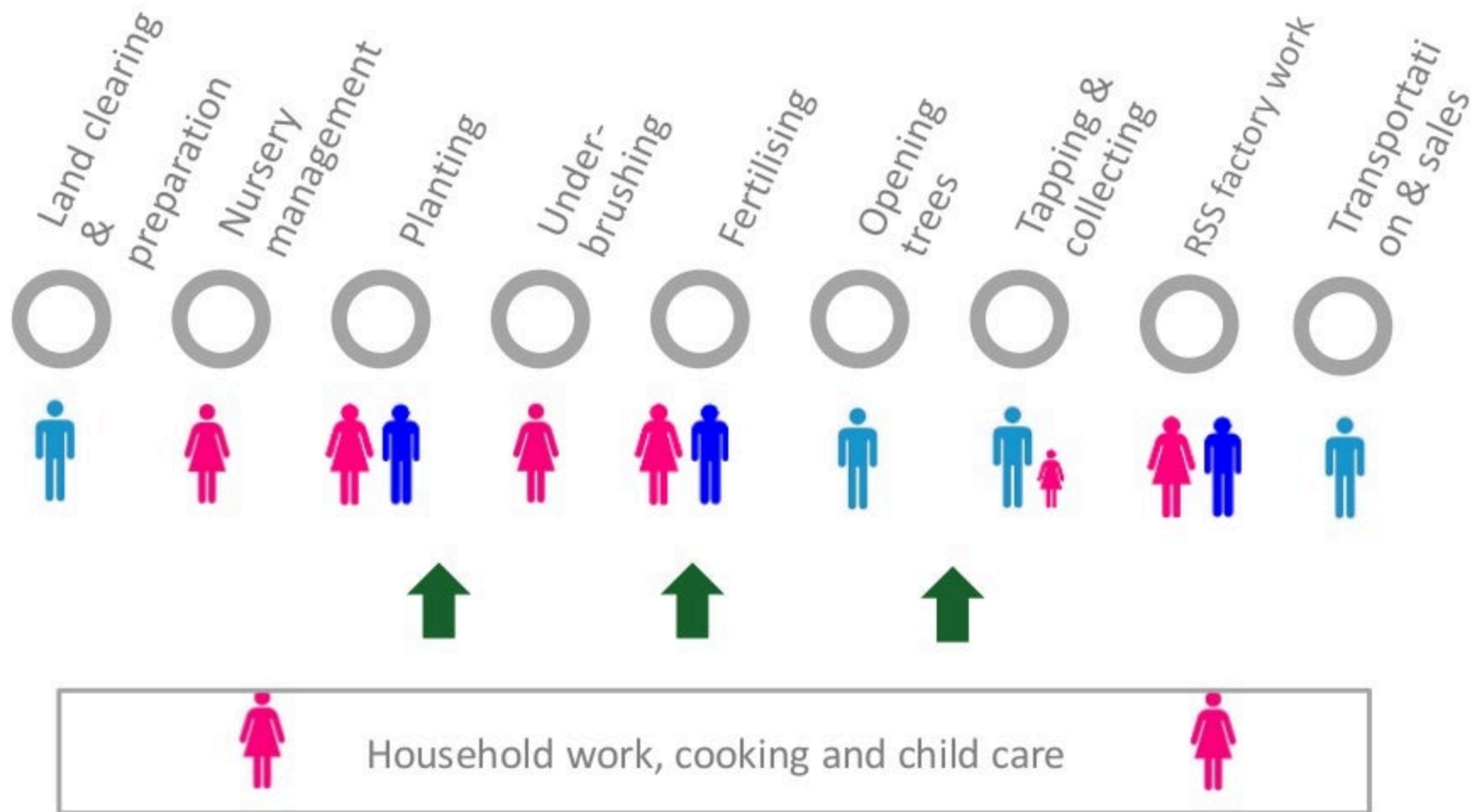




# Gender and social norms analysis in adaptative programming



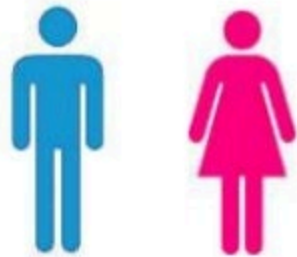
# Analysis: Gendered responsibilities for activities along the value chain



# The emerging business case to employ female tappers

## Absenteeism

is higher among male tappers (monthly average days)



## Efficiency

There is no difference in the tapping output between male and female tappers





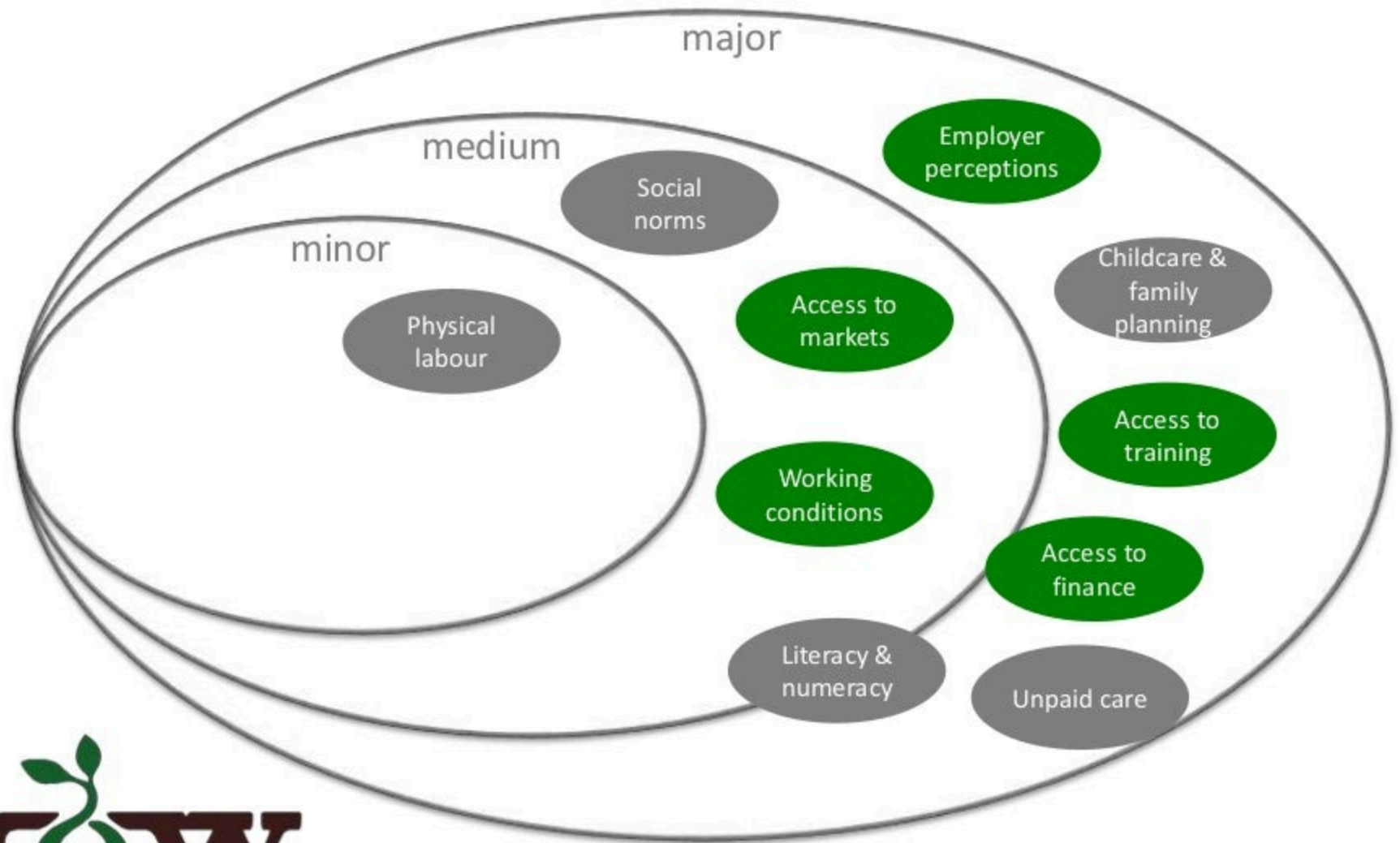


<https://www.growliberia.com/>





# Challenges women face to take on higher-value roles in the rubber sector (and entry points for GROW)





# Discussion for GROW interventions

