

Seeds for Change, April 2019

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





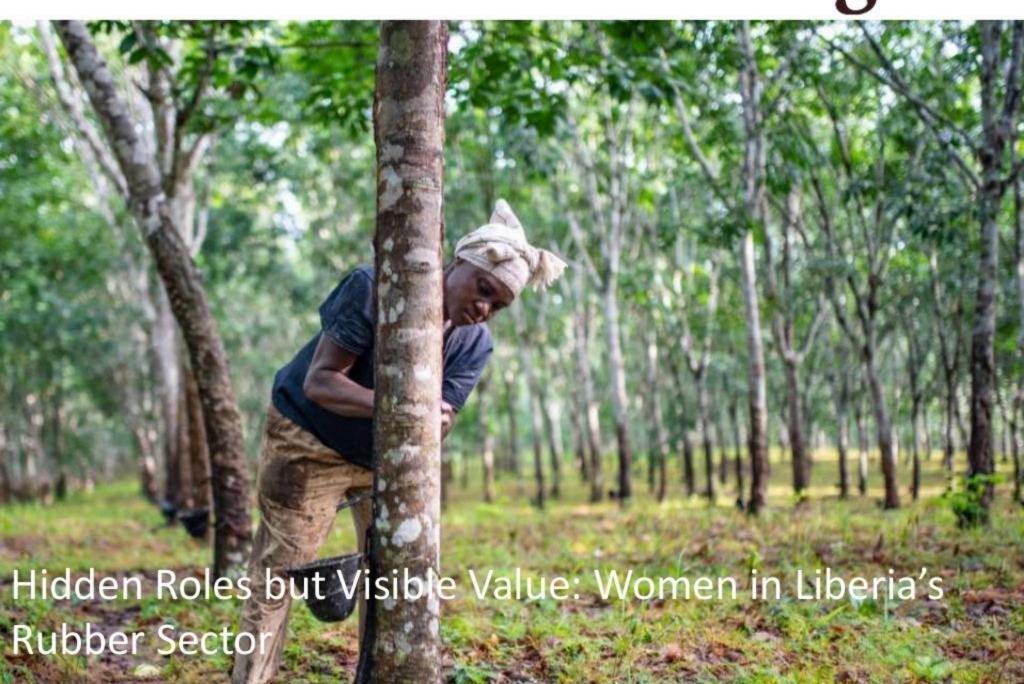
- Private sector development programme in Liberia
- Bilaterally-funded by SIDA
- Implemented by Adam Smith International since 2013
- Focuses on cocoa; agroinputs; agro-processing and trade; oil palm and rubber.



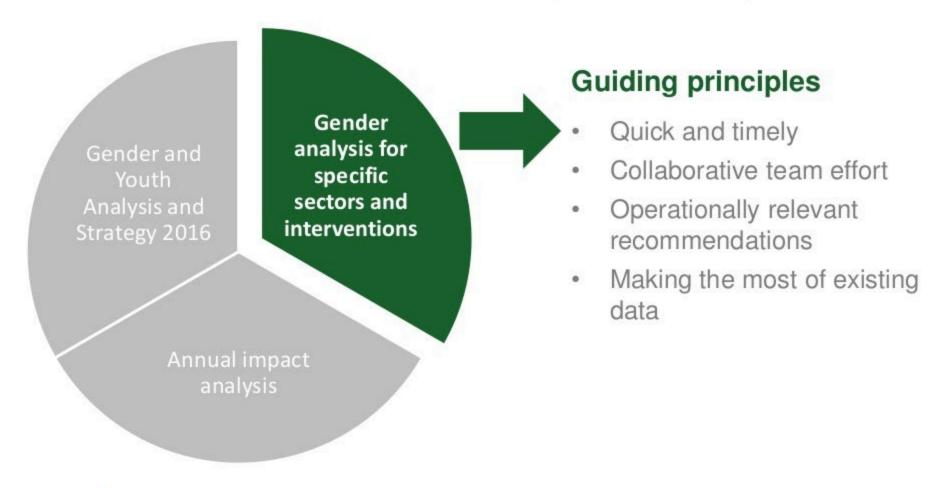
Adam Smith International

Liberian rubber





Gender and social norms analysis in adaptative programming





Gender and social norms analysis in adaptative programming

Gender analysis for Gender and specific Youth sectors and interventions Strategy 2016 Annual impact

Guiding principles

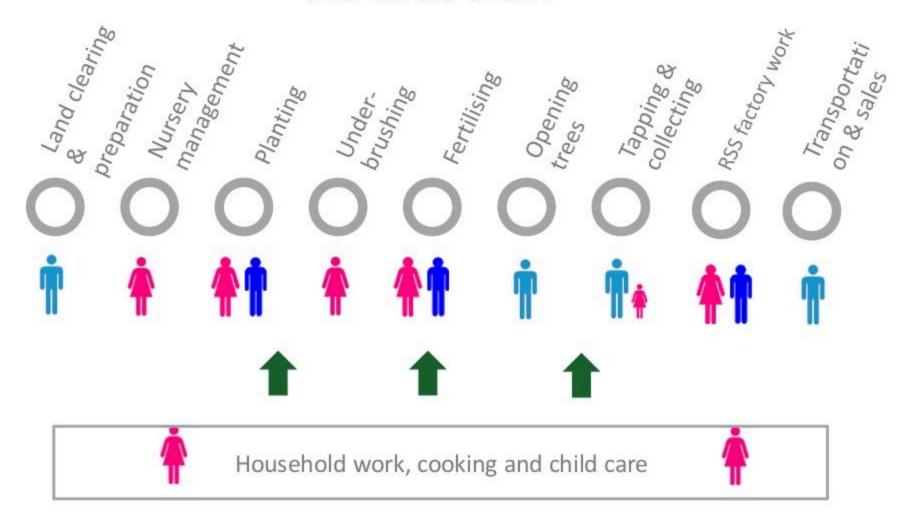
- Quick and timely
- Collaborative team effort
- Operationally relevant recommendations
- Making the most of existing data

Objectives:

- To have a better understanding of the roles of women in rubber
- Understand challenges
- Uncover factors and entry points



Analysis: Gendered responsibilities for activities along the value chain







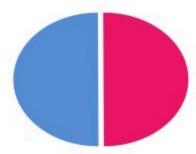
The emerging business case to employ female tappers

Absenteeism

is higher among male tappers (monthly average days)



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





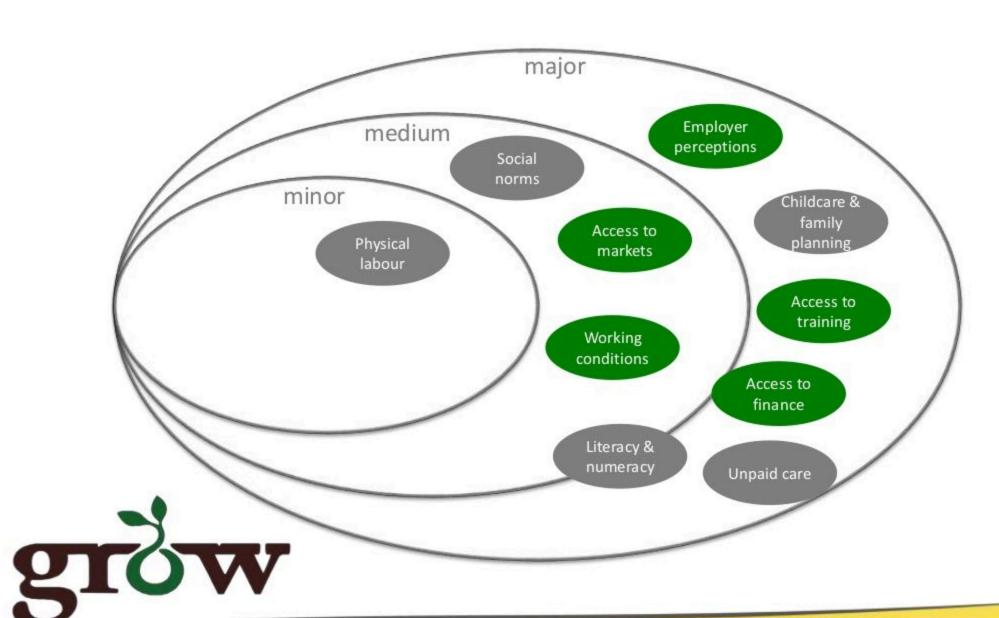


https://www.growliberia.com/

Adam Smith International



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



1. Do no Discussion for GROW interventions harm 3. Upgrading 2. Upgrading women's roles women's roles Transportation Land clearing management Preparation Fertilising Weeding Planting Household work, cooking and child care 4. Building partnerships for family planning