

Gender in the Participatory Market Chain Approach



Webinar on gender and agriculture
CGIAR Collaborative Platform for Gender Research

October 5, 2017



RESEARCH
PROGRAM ON
Roots, Tubers
and Bananas



RESEARCH
PROGRAM ON
Policies,
Institutions,
and Markets

Led by IFPRI

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Overview of the Participatory Market Chain Approach (PMCA)

A. Devaux/ C. Velasco



Stimulating innovation along value chain

Andean farmer's asset
Potato biodiversity



Research outputs:
Creative ideas,
methodologies

Innovation
Process

Interaction with
different stakeholders



Dynamic Markets
New products
added value



Partnership, new
working relations



Capacity to
innovate

Institutional Innovations

Technological Innovations

Commercial Innovations

Producer



Intermediary



Wholesaler



Processor



Retailer

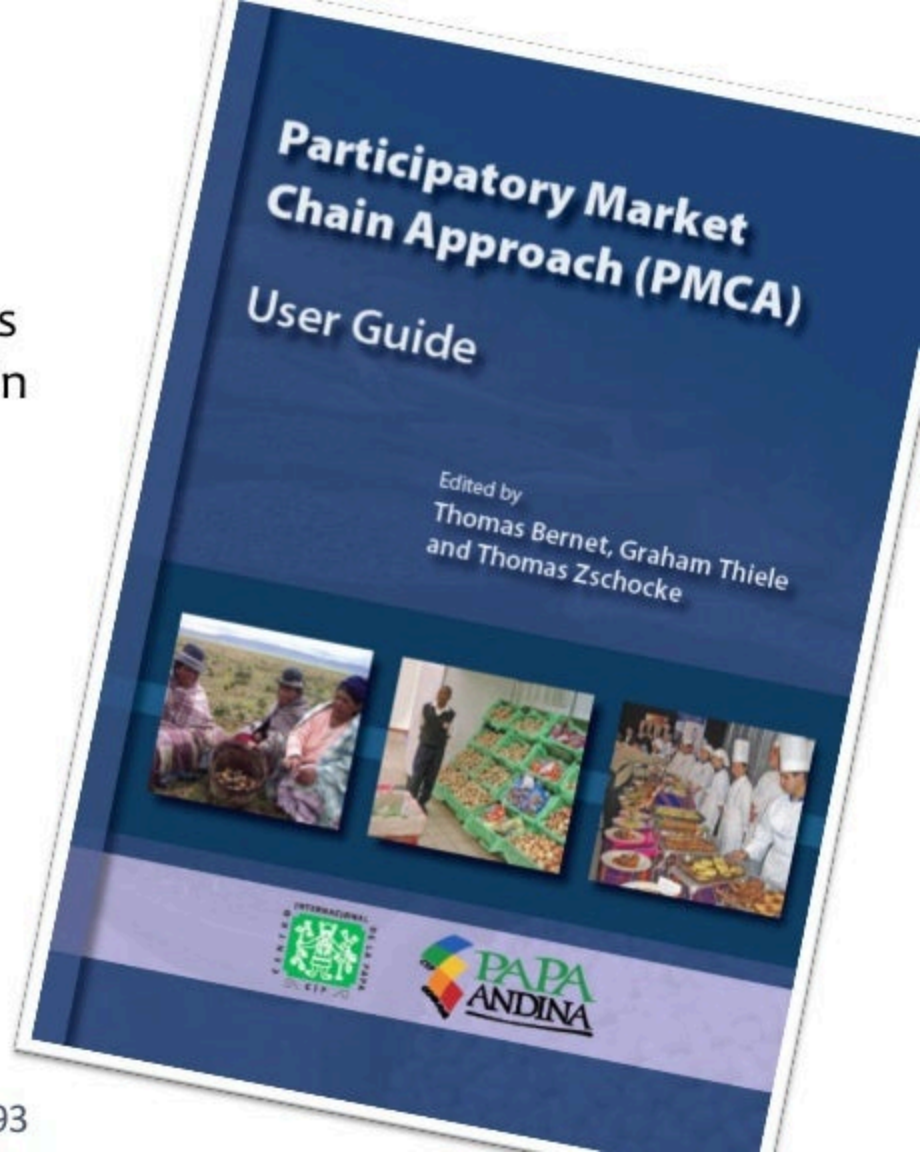


Consumer

What is PMCA in brief ?

- ⇒ The Participatory Market Chain Approach (PMCA) is a systematic R&D process that aims to promote innovation and competitiveness in market chains.
- ★ Focus on market demand, expressed jointly with the actors of the selected value chain
- ★ Contributes to formulate R & D needs and helps answer them
- ★ Emphasis on building trust, mutual learning and collaboration among involved stakeholders
- ★ Empowerment of key actors and farmers
- ★ Stimulates innovations of different types not only commercial

<https://cgspace.cgiar.org/handle/10568/65693>



PMCA – Implementation phases

Objective per Phase

Phase 1

Understand market chain actors
activities, interests, ideas, problems

Final Event 1

Phase 2

Analyse joint market opportunities.
(create value at low cost)

Final Event 2

Phase 3

Set in place innovations

- new products
- new technologies
- new institutions

Closing Event

Consolidation of innovations

Participants

Interest

Trust

Collaboration

R&D Organisation

Leadership

Steps + Helpful Tools

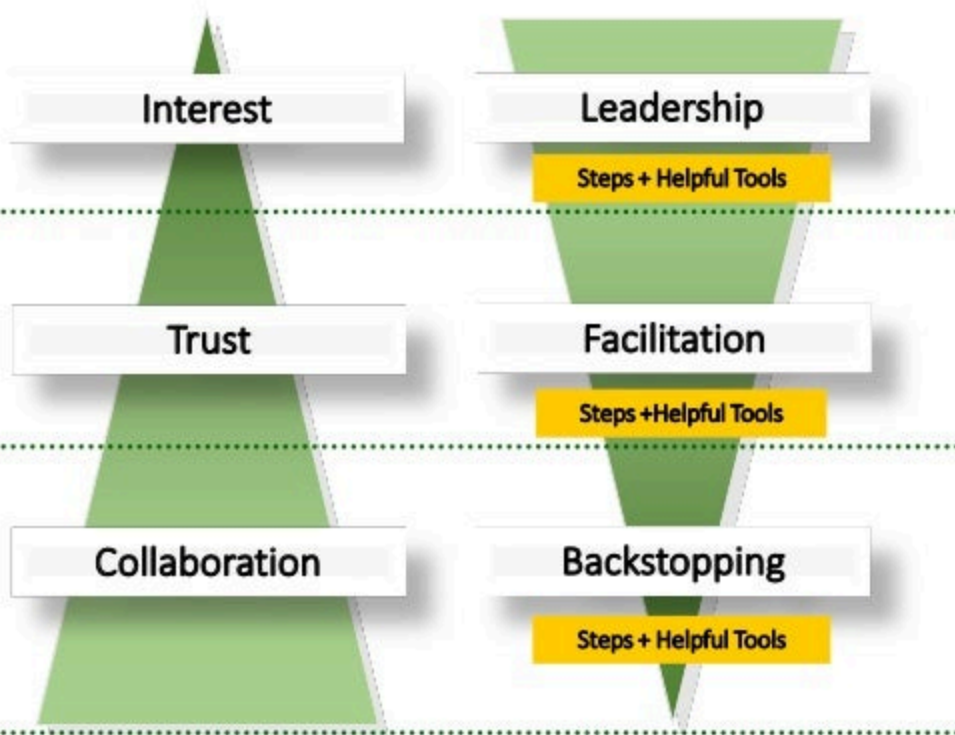
Facilitation

Steps + Helpful Tools

Backstopping

Steps + Helpful Tools

1 year approx.



Phase 1

Understanding market chain actors

- **Step 1**
Market chain and sector survey (semi-structured interviews)
- **Step 2**
Definition of Thematic Groups (based on identified market opportunities)
- **Step 3**
Planning and holding the Phase 1 final event



Phase 2

Analyzing joint market opportunities

- **Step 1**
Providing relevant information to Thematic Groups
- **Step 2**
Leading demand-oriented group discussions
- **Step 3**
Evaluating different joint business opportunities
- **Step 4**
Developing a work plan for implementation
- **Step 5**
Planning and holding the Phase 2 final event



Phase 3

Implementing joint market opportunities

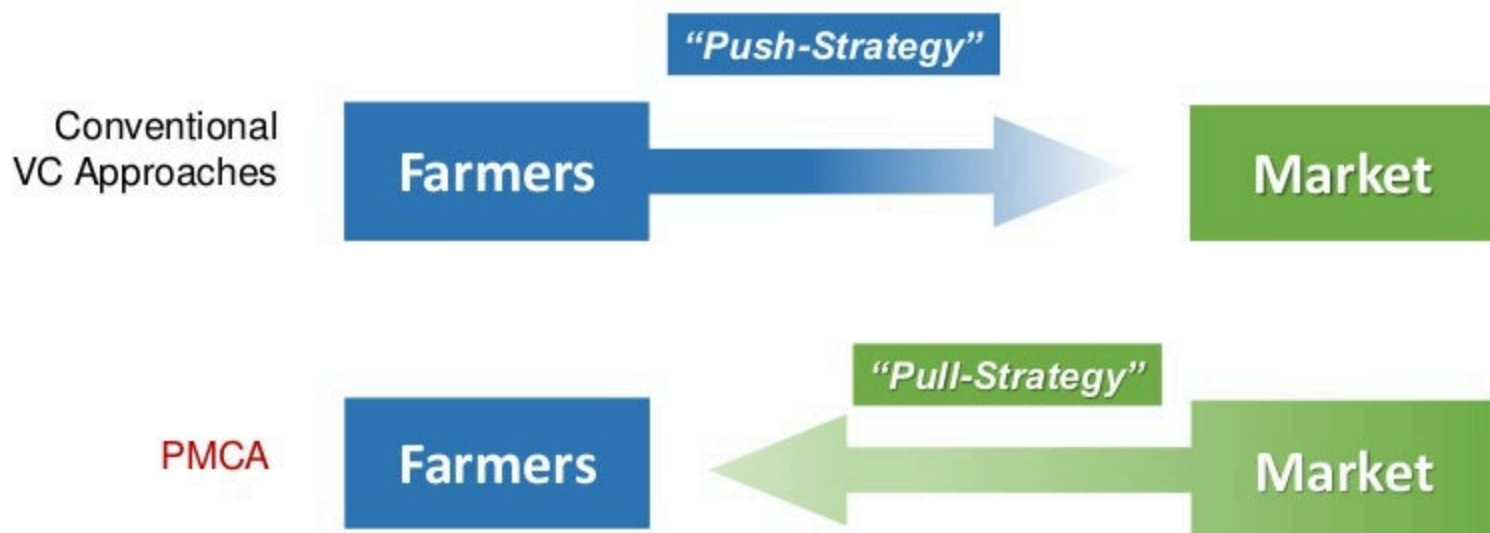
- **Step 1**
Getting organized within each Thematic Group
- **Step 2**
Getting the concrete innovations designed
- **Step 3**
Planning and holding of the final event

⇒ The final event is used create public and political awareness, it also helps to consolidate the ownership of the different innovation obtained.



PMCA – Principles

- ★ Involvement of variety of stakeholders in a well-guided R&D process
- ★ Focus on market opportunities = driver for innovations



PMCA

Innovation process in the Andes
Replicated and expanded

TRIGGER INNOVATION PROCESS



Research



Creative idea



Jaica Chips



T'ika Papa



Mi Papa

2002-2004



Mi Terruño



Papas Nativas



Natu



Nips



Inca's Gold



Tunta

2005-2007



Ayllin Papa



Sumac Chips



Mashed Potato



Rico Chip's



Mishki



Inca's Gold



2008-2010



2011-2012

“PMCA
exchange
of
experience
between
The Andes
(Bolivia)
and
Uganda”







Implementaion in Uganda and Indonesia

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Gender mainstreaming in Value Chain development and in the PMCA

C. Babini



Why to mainstream gender in our VCD interventions?

1. Gender equity leads to poverty alleviation and improved livelihoods.

- Direct linkage between gender equity and poverty reduction.

2. Gender 'blind' VCD approaches lead to inequity in harnessing market opportunities

- Do men and women equally benefit from the participation in market development and chain upgrading activities?
- Women face gender based constraints in access to productive resources, markets and access to benefits

3. Missed business opportunity and VC performance: are women empowered to optimize their economic role/impact?

- Ensure a gender responsive chain selection
- Multi-faceted approach to address gender based constraints in access to productive resources, markets and benefits

How we have mainstreamed gender in PMCA

- a. Engendering the existing tools and adding new tools to the ones used along the PMCA. 5 gender tools have been developed.

Tools and complementary activities...



Prototype Guide for Integrating Gender into Participatory Market Chain Approach



Gender tools in the PMCA

Tool 1: Gender sensitive impact filter

Tool 3: Gender responsive VC mapping

New tool: Gender sensitive Impact assessment of business opportunities & Business Planning

Tool 2: Gender Organizational assessment of partner organizations

Tool 4: Gender based constraints analysis and planning

Tool 5: Gender Risk & Benefit analysis tool

• Rapid Market Appraisal

• Focus group research

• Marketing Concept Development

• Sketch

• Qualitative market study

• Focus group research

Phase 1. Understand market chain actors

Phase 2. Analyse joint market opportunities

Phase 3. Set in place innovations



Prototype Guide for Integrating **Gender** into Participatory Market Chain Approach



Mayanja Sarah, Barone Silvia, McEwan Margaret, Thomas Bernet, Amaya Nadezda, Terrillon Jacqueline, Velasco Claudio, Babini Claudia, Thiele Graham, Prain Gordon, Devaux Andre.

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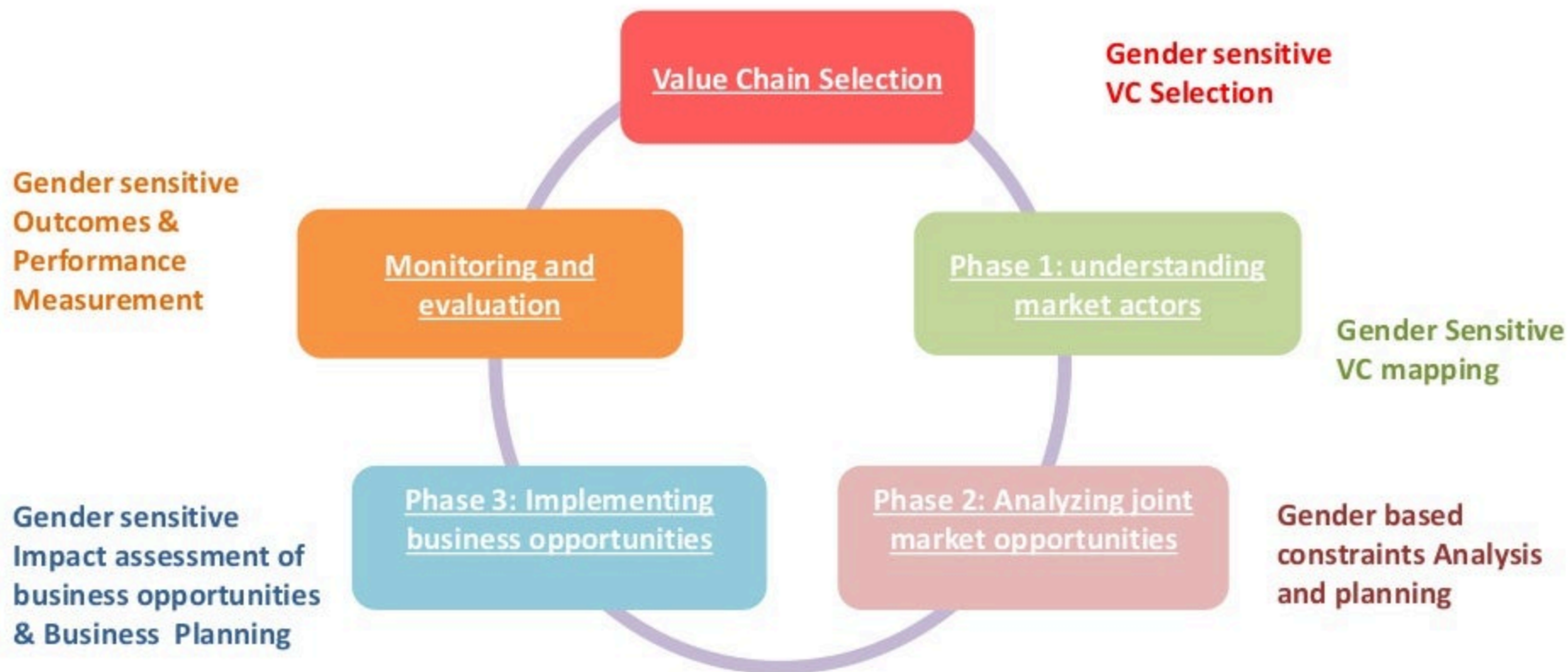


Prototype Guide for Integrating Gender into Participatory Market Chain Approach



- b. A validation process is now ongoing to review and validate the applicability of the gender tools with respect to: **user-friendliness, clarity and ability** to generate information for subsequent gender responsive interventions.

Gender mainstreaming in the PMCA project cycle



3 ■

Tools for mainstreaming gender in PMCA

S. Mayanja



A. Gender-Sensitive Impact Filter

- It allows actors with different professional backgrounds and experiences to jointly evaluate the potential impacts of different market opportunities.
- Qualitative
- Rapid
- Ex-ante
- Participatory



B. Gender Organizational Assessment of Partner Organization

A survey questionnaire to collect and analyze the perspective of public and private institutions and stakeholders that influences/ supports the PMCA intervention. The analysis focuses on understanding:

- i. the gender awareness and knowledge of the gender context (gender norms and rules)
- ii. the gender responsiveness of the institutions (i.e. whether they have built-in mechanisms to ensure gender balance within the organization and to carry out interventions aimed at improving gender equality).

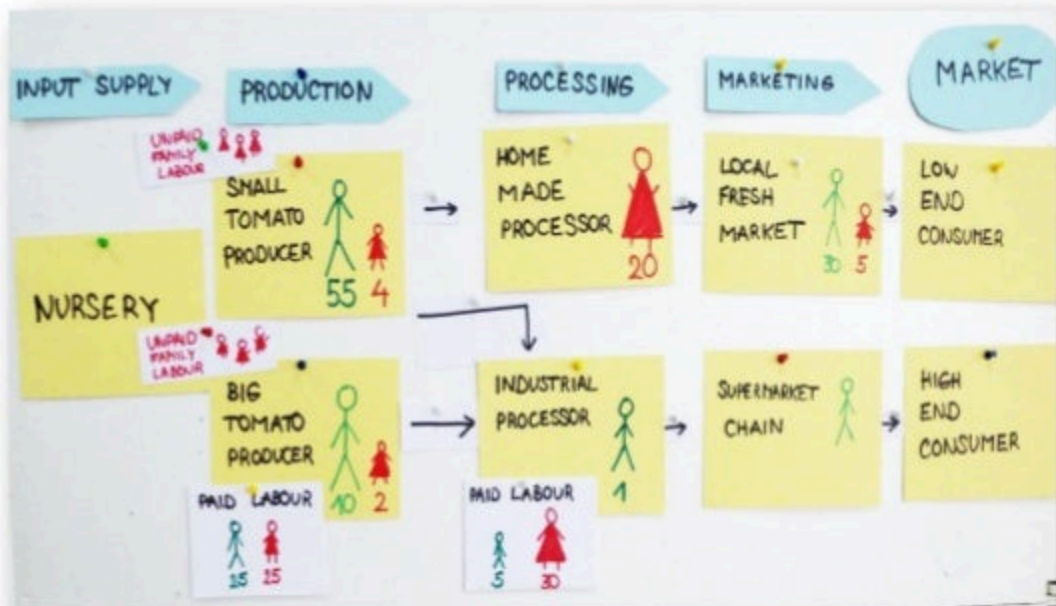
After conducting the interviews, the PMCA facilitator can decide whether the interviewed organization can be a potential partner in ensuring that identified gender-based constraints are addressed and to what extent it may need some capacity building in gender mainstreaming.

Categories and Indicators		ANSWERS			
Section A. Institutional knowledge and awareness on gender issues and capacity to develop and implement gender-sensitive interventions					
1	Role of Institution in supporting the Value chain: concrete example.	Pineapple: groups implementing are mixed groups. Implement through partners. Strengthen their capacities to analyze gender issues along the value chain. Give grants, models such as Gender Action Learning System (GALS), capacity building on gender.			
2	Built-in mechanism such as gender policy/strategy to integrate a gender perspective in organization and intervention	Yes X	Some	No	Don't know

C. Gender-Sensitive VC Mapping

A **preliminary brainstorming tool** by R&D organizations as an attempt to understand the gender dimensions of the market chain. *3 main purposes:*

1. Make visible women role and activities in the value chain.
2. Identify where men and women play a dominant role in specific segments of the chain.



3. Use a gender lens to:

- **Identify** power and control along the value chain.
- Determine whether **the support services and the environment** are enabling men and women's participation in the value chain.
- **Identify bottlenecks** (constraints) and opportunities in the value chain and how they influence women's economic empowerment.

D. Gender-Based Constraint Analysis and Planning

This tool can be used as a follow up of the Gender-Sensitive Value Chain Mapping.

Two steps.

1. Provides **insights into the division of work between female and male actors** in the nodes of the value chain, and the **constraints** faced by these actors in accessing resources and services.
2. Enables the user to make an **analysis of the identified gender-based constraints** and prioritize the most crucial ones.

The gender-based constraints are used to inform strategies to address them. These strategies can then be mainstreamed into a business plan.

Table 1: Identification of gender based constraints per actor and activity in the value chain

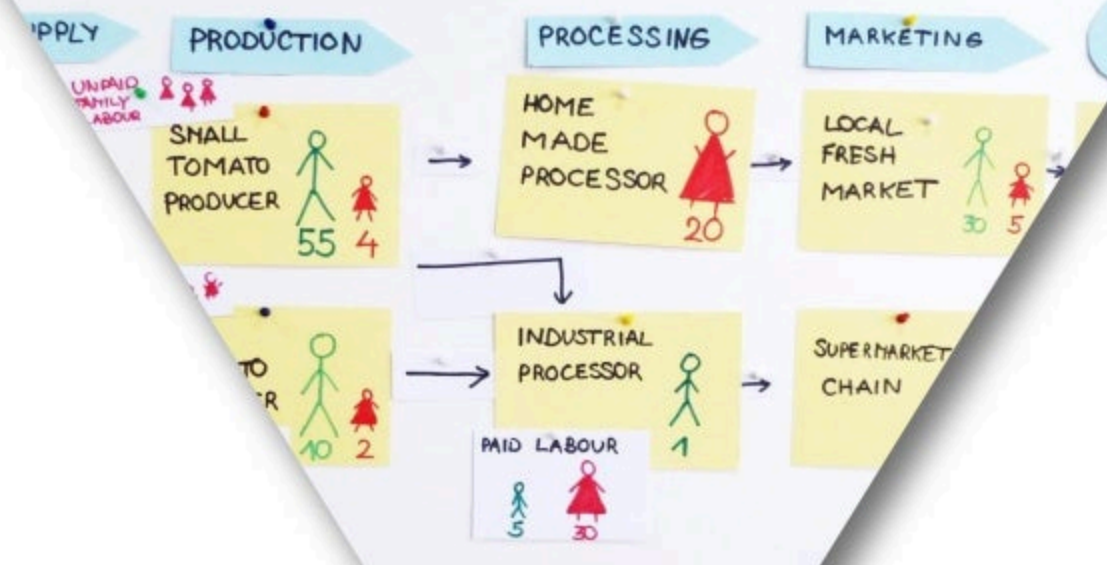
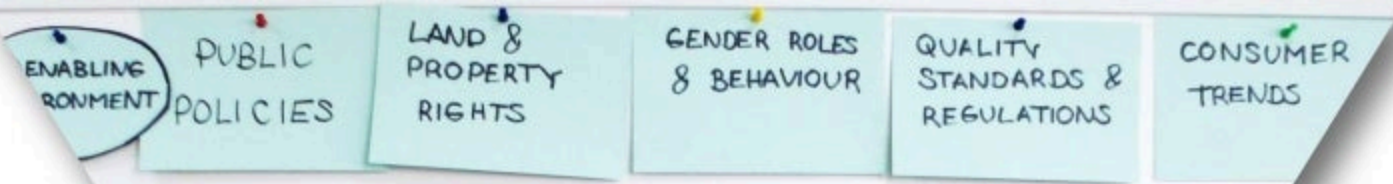
Actors by Value chain Nodes	Description of activities under each node of the Market Chain	Responsibilities/ roles and level of implication by gender			What constraints are faced that limit access and control of resources for the activity carried out by gender		
		M	F	Y	Male	Female	Youth
Input Supply							
Production							
Processing							

E. Gender Risk-Benefit Analysis

Participatory ex-ante assessment tool to quickly evaluate **the effect of a business opportunity** on female and male chain actors.

- Business opportunities do not exert a **negative effect** on either female or male chain actors. e.g. with regards to time, income, social and market position.
- **Identify mitigating strategies** to address potential negative effects, or drop the market opportunity





Example of
Mainstreaming gender
in PMCA – Phase 1:

Tool C

Gender responsive mapping of a value chain

- SUPPORTING SERVICE PROVIDERS
- business dev
 - financial
 - market
 - extension

⊕
women
developme

Objective

- Make 'invisible' contributions of women to the value chain 'visible'
- Identify involvement of women in the segments of the value chain where value adding is high;
- Use a gender lens to identify bottlenecks in the value chain.

Use of the tool

- This tool can be used as brainstorming tool by the development team. It is used as a participatory mapping tool with stakeholders



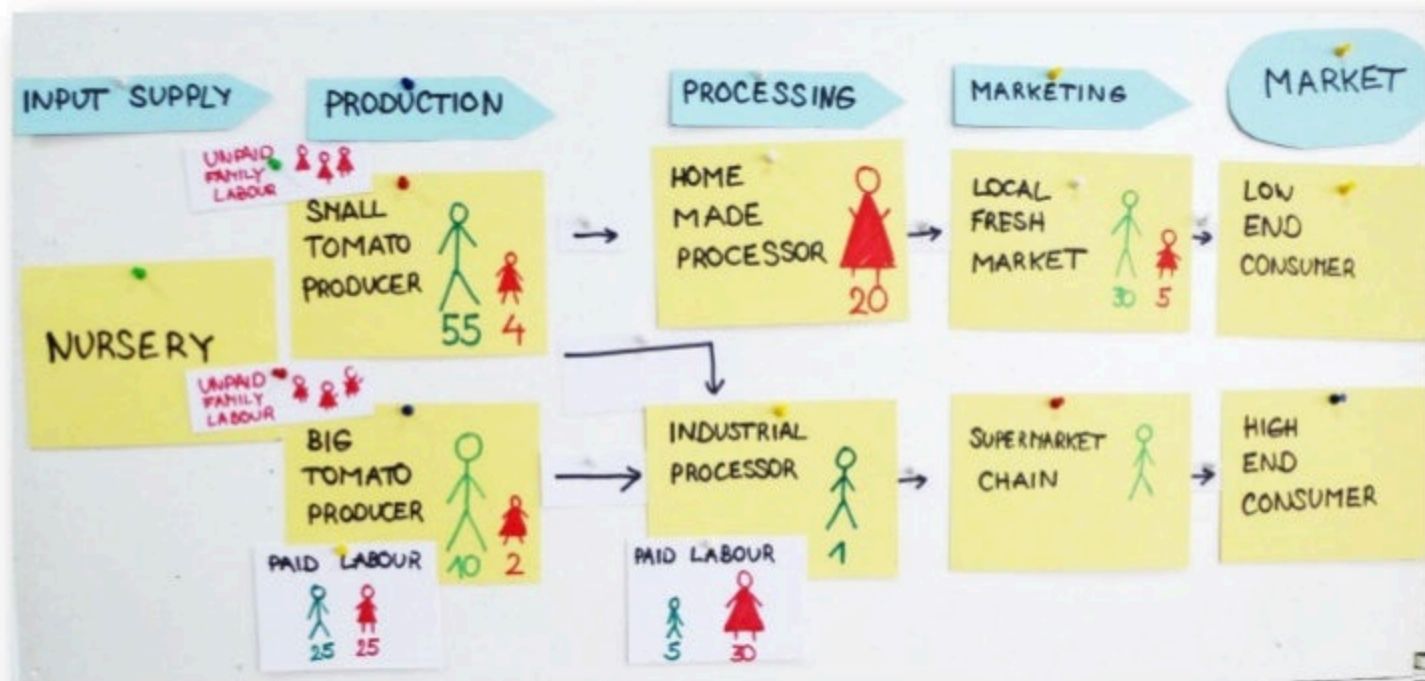
Mapping the value chain system

1. **Actors in the value chain**
(value chain operators)
2. **Value chain supporters**
(financial services, business development services etc.)
3. **The regulatory environment of the value chain** (which can be enabling or not)



Step 1: Actor Mapping

- Organize the cards in a logical order of the value chain on a flipchart. Draw lines between actors to indicate main flow of product.
- Identify which businesses are owned by men and by women.
- How many jobs do the value chain create?
- Where do women provide unpaid family labor?



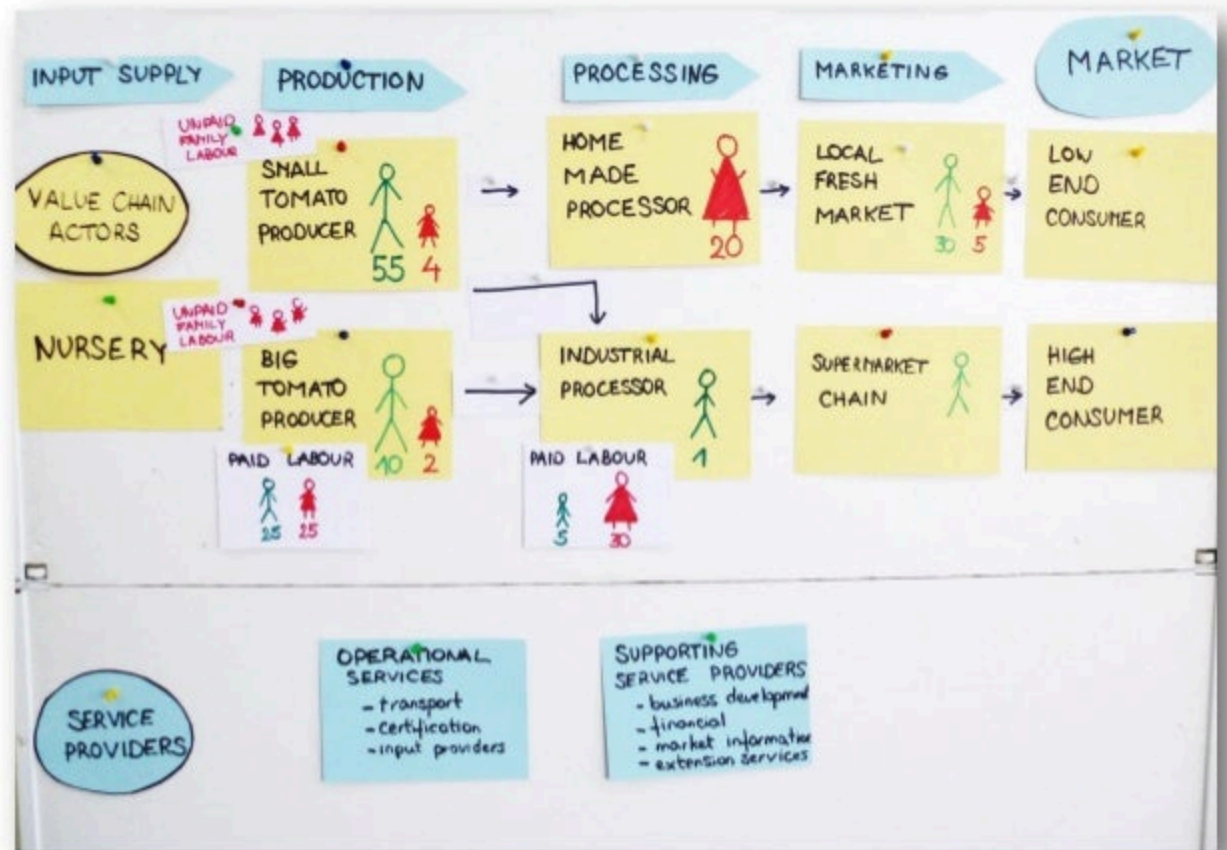
Step 2: List value chain support services

Operational Service providers

- Transport
- Certification

Supporting service providers

- Business Development
- Financial services
- Market information
- Research Institutions
- NGOs, Programs



Step 3: Assess responsiveness of services

- How do women benefit from service provision?
- Do women have equal access to supporting services? What are the main constraints women face to access supporting services?
- What are opportunities for women empowerment at service level?

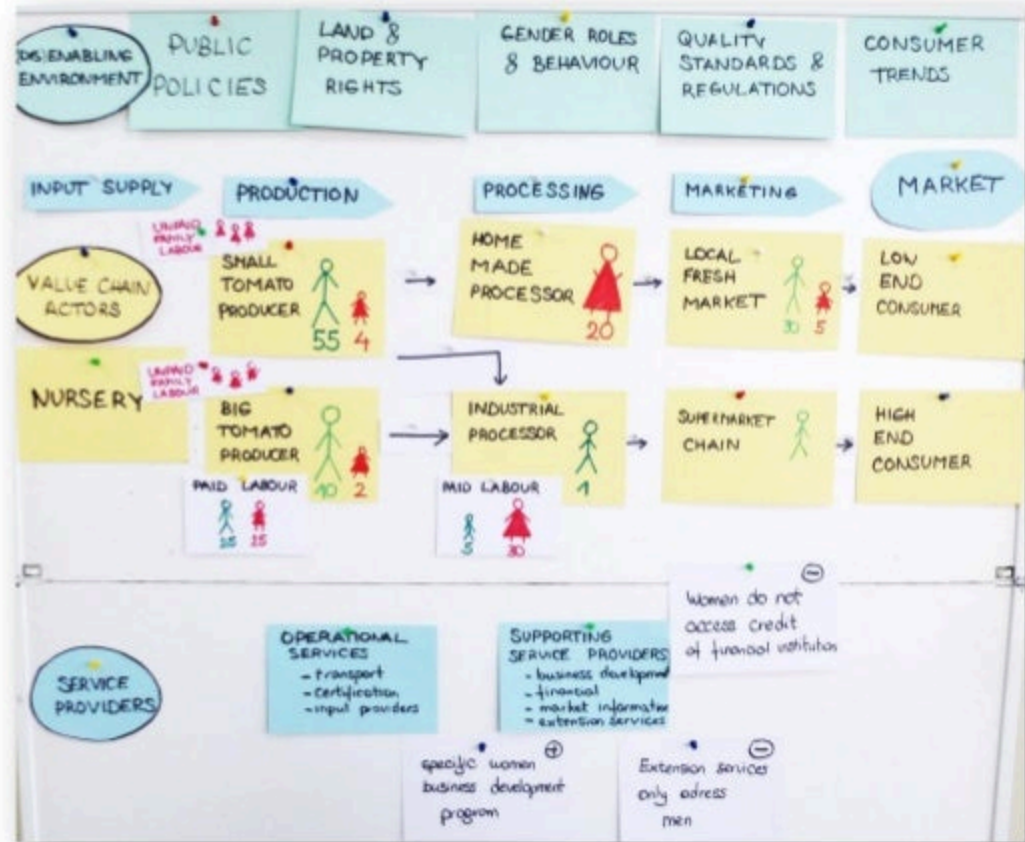
Example: Services, constraints & opportunities



Step 4: List factors in the environment

- What are the main factors that can influence women effective participation in the value chain. Importance of analyzing the context.
 - cultural, political, environmental or commercial environment
- Where and how are women participating in the value chain: as business owner, unpaid family labor, as waged laborer? Where are they absent?
- What opportunities do women have to upgrade their position in the chain?
 - What type of technology are women using? Why?
 - Where is the value adding produced in the value chain? Who participates in his creation: men or women?

Example: (dis) enabling factors





Thanks!



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