

# Gender Platform Communication and Knowledge Management

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Looking back at 2017

Looking forward to 2018

## **Yngve Braaten**

Communication focal point (2017)  
CGIAR Collaborative Platform for Gender Research  
KIT Junior Advisor

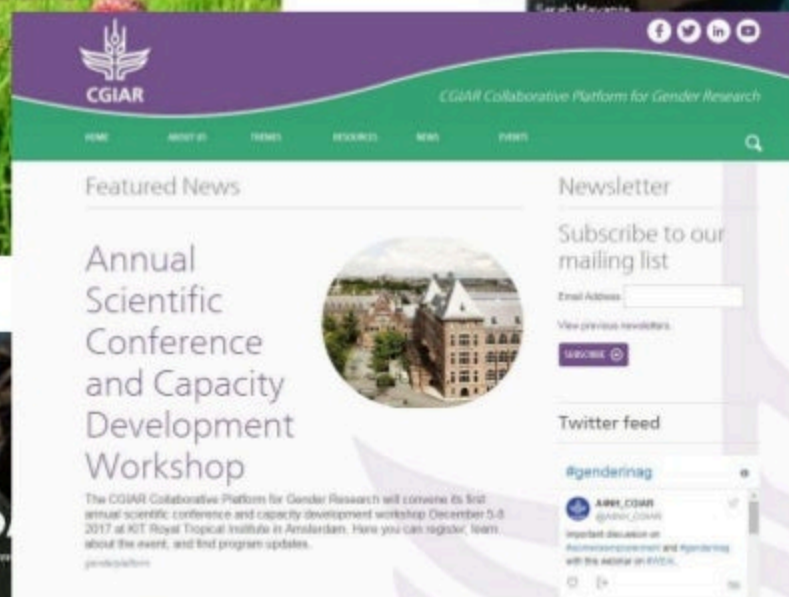
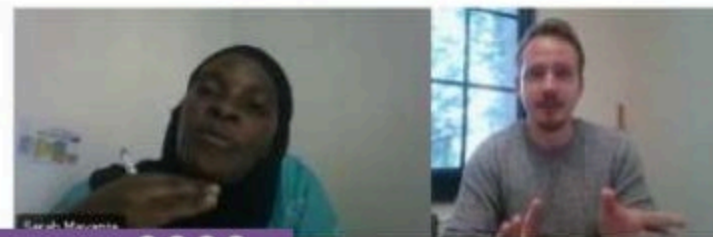
## **Ewen Le Borgne**

Knowledge Management and Communication Advisor (from November 2017-)  
CGIAR Collaborative Platform for Gender Research  
KIT Advisor

# What did we do in 2017?

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We did...

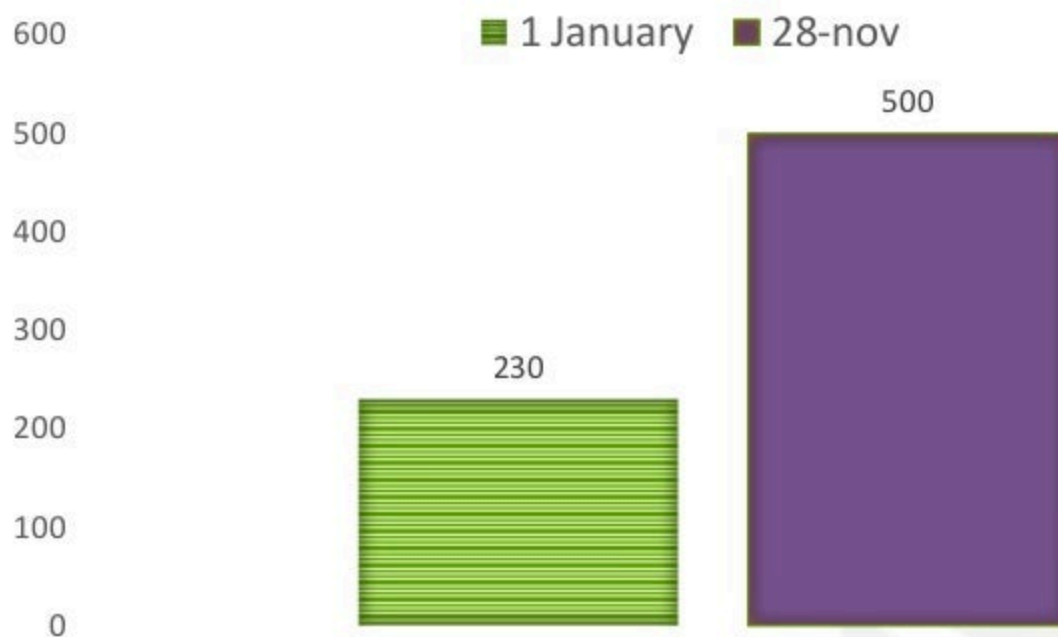


EnGendering Data and Methods Blog

# Mailing list numbers!



## NUMBER OF SUBSCRIBERS



# Webinars



**May 30:** [Gender and Large-Scale Land Acquisition: Lessons from Oil Palm in Indonesia](#), presented by the Center for International Forestry research (CIFOR).

**June 15:** [Gender, Climate Change and Agriculture](#), presented by the CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS).

**July 13:** [Catalyzing and Measuring Women's Leadership and Empowerment in African Agricultural Research & Development](#), presented by African Women in Agricultural Research and Development (AWARD).

**September 21:** [Design elements for gender-responsive breeding](#), hosted together with the CGIAR Gender and Breeding Initiative.

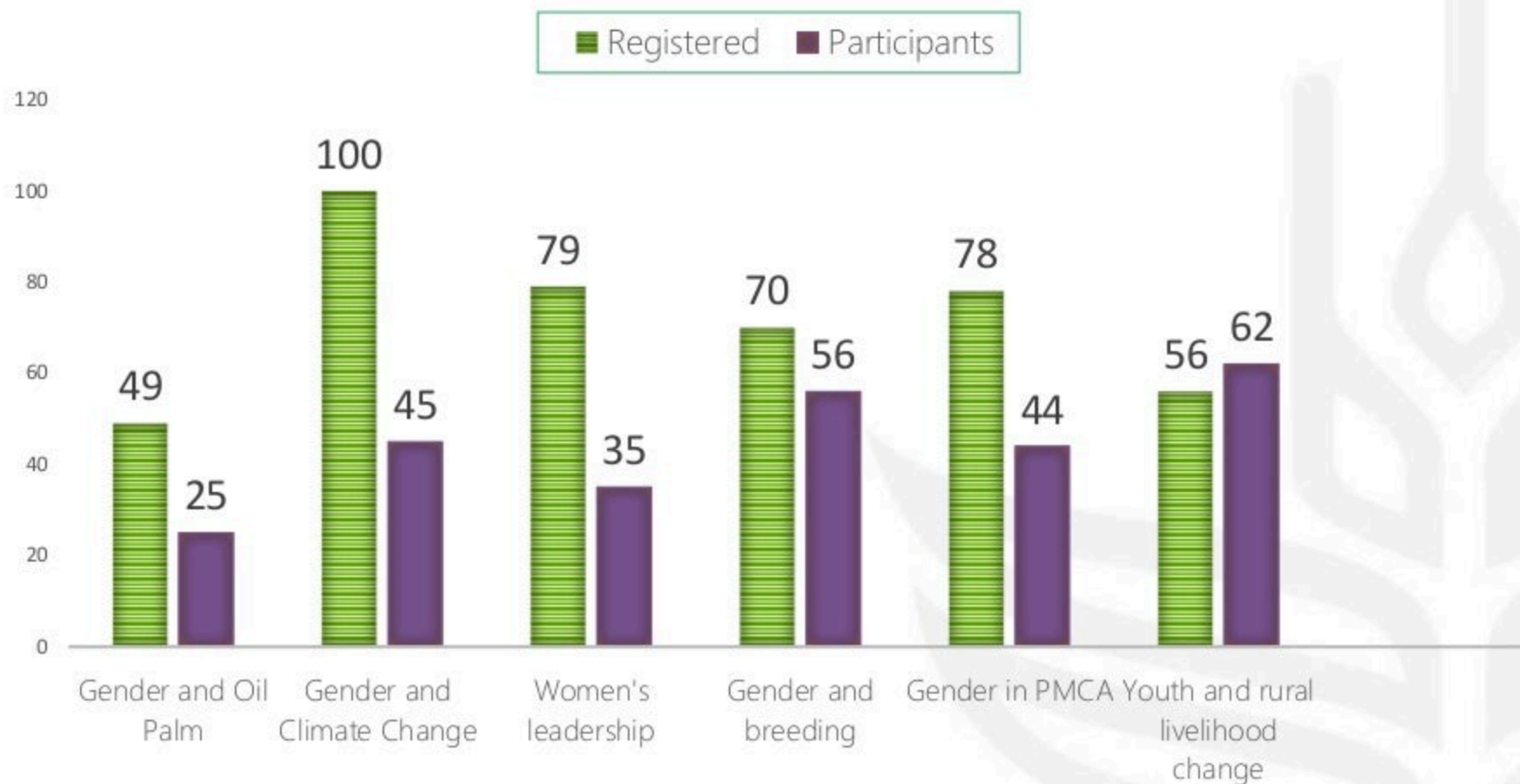
**October 5:** [Gender mainstreaming in the Participatory Market Chain Approach \(PMCA\)](#), presented by the International Potato Center (CIP).

**October 18:** [Rural Youth and Livelihood Change](#), presented by the CGIAR Research Program on Forests, Trees and Agroforestry (FTA).

# Webinar statistics



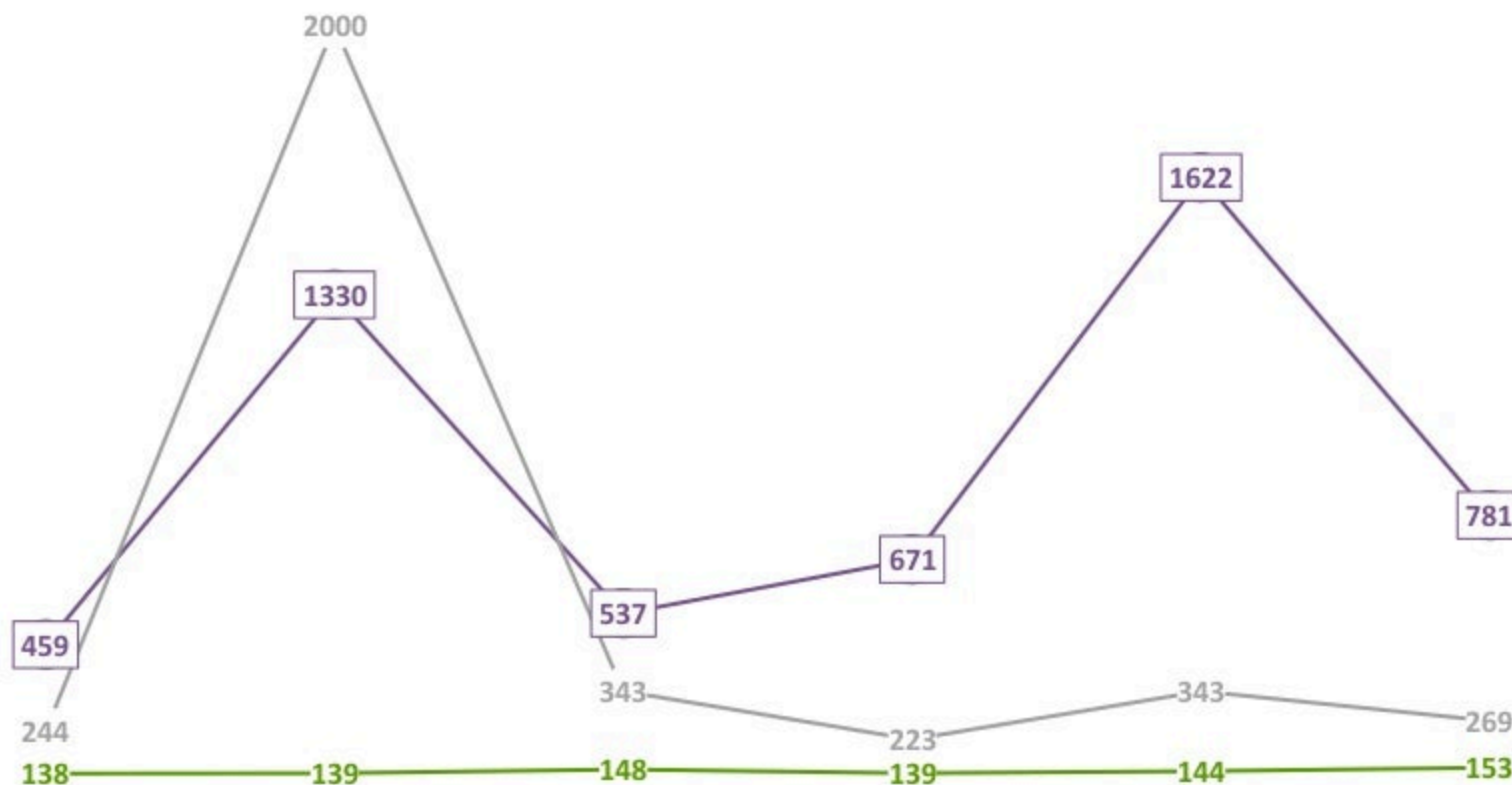
## GENDER PLATFORM WEBINAR SERIES



# Webinar statistics



## AUDIENCE REACH



Gender and oil palm    Gender and climate change    Women's leadership    Gender and breeding    Gender in PMCA    Youth and rural livelihood change

— # of our subscribers engaging with the advert    — Total # of people engaging with the advert    — Page views (website)

## WEBINAR DOWNLOADS





# Newsletters



# Newsletter statistics



## AUDIENCE REACH

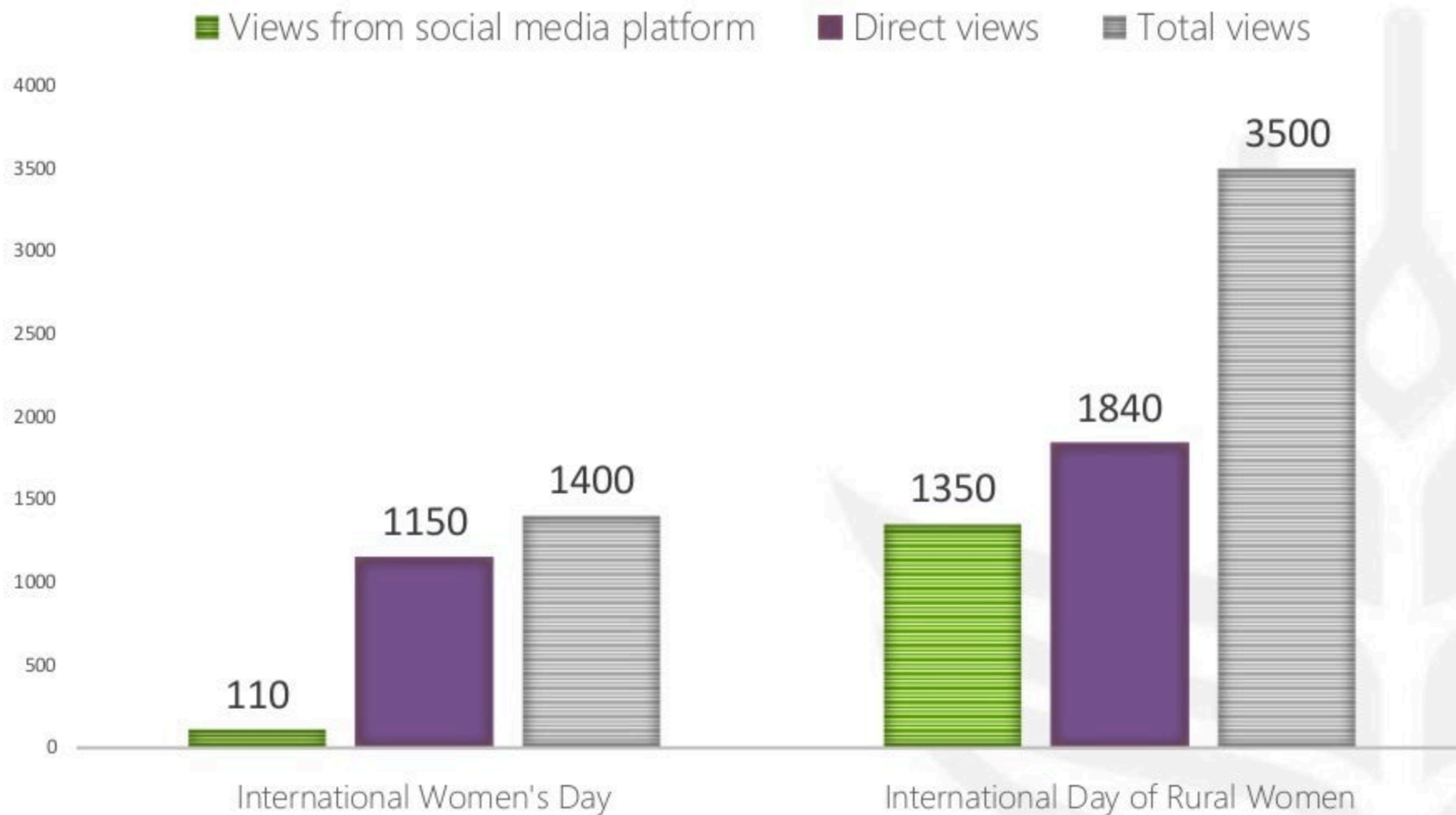


- -Newsletter opens (subscribers)    - -Total newsletter opens

# Campaigns



# Campaign statistics



# EnGendering Data and Methods Blog



# Website



## Featured News

### Annual Scientific Conference and Capacity Development Workshop



The CGIAR Collaborative Platform for Gender Research will convene its first annual scientific conference and capacity development workshop December 5-8 2017 at KIT Royal Tropical Institute in Amsterdam. Here you can register, learn about the event, and find program updates.

[genderplatform](#)

## Newsletter

Subscribe to our mailing list

Email Address

[View previous newsletters.](#)

[SUBSCRIBE](#)

## Twitter feed

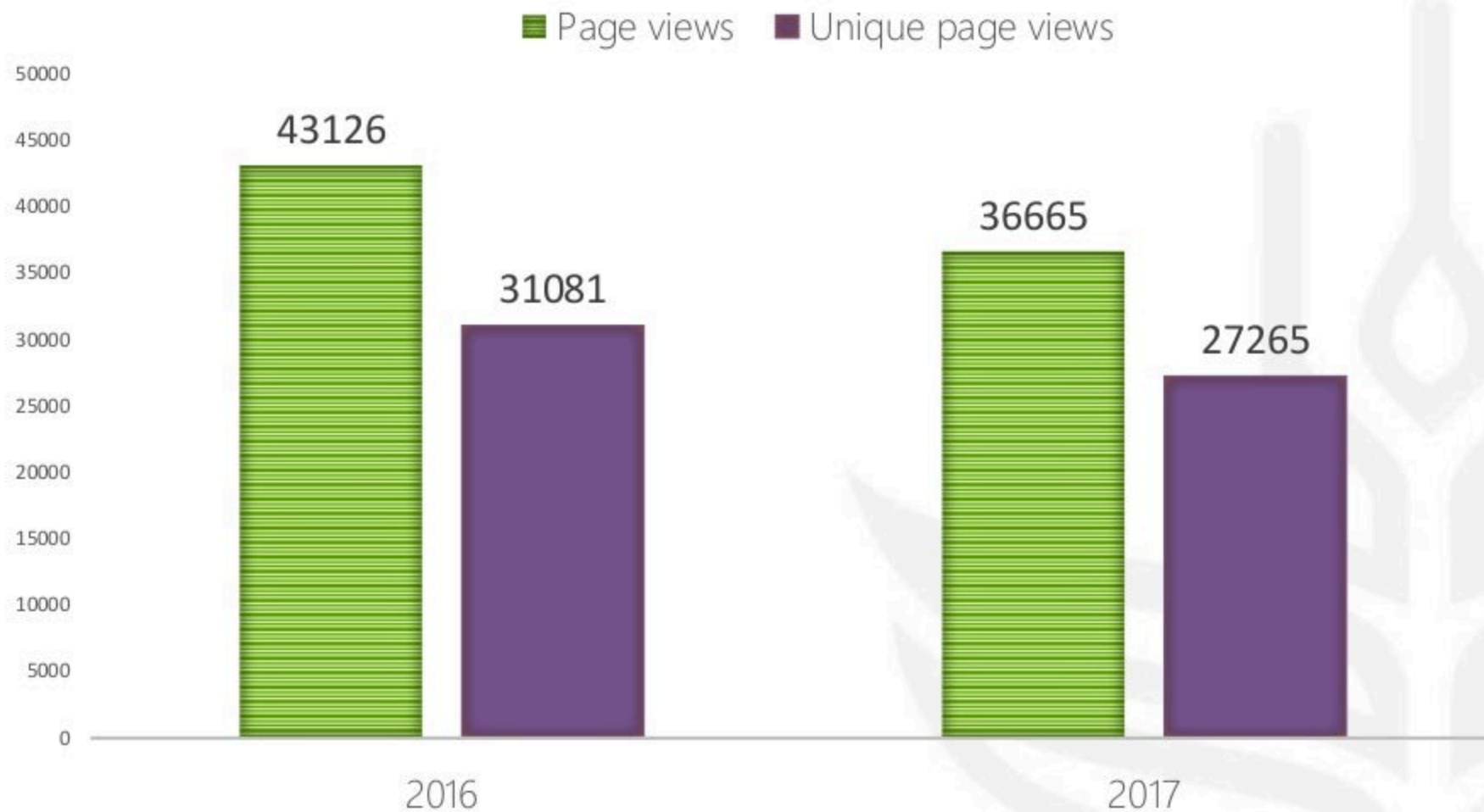
[#genderinag](#)

[A4NH\\_CGIAR](#)  
[@A4NH\\_CGIAR](#)

Important discussion on [#womensempowerment](#) and [#genderinag](#) with this webinar on [#WEAL](#).

[♥](#) [➔](#) [👤](#)

# Website statistics



# Aggregator-Curator feed

## ACU


CGIAR Feeds Aggregator-Curator

### Search Results for: gender

1 2 3 ... 10 Next »

**COP23 Special: Walking the REDD+ line, talking transformational change** [Go to the source](#)

From **CIFOR News** on 04/26/2015 as November 26, 2017  
Tags: [Gender](#) ( 47,822 )



Deciphering what works and what doesn't with deforestation commitments.

(Not shared on CGIAR.ORG)

**Stocktaking of gender and climate change initiatives in Africa** [Go to the source](#)

From **CCAFS News** on 11/20/2015 as November 26, 2017  
Tags: [Gender](#) ( 47,822 )

Across Africa, the changing climate adversely impacts the lives and livelihoods of women, men, and their families. Due to [gender](#)-based roles in society, and the inequities caused by them, the climate affects women, men, and the young differently, resul...

(Not shared on CGIAR.ORG)

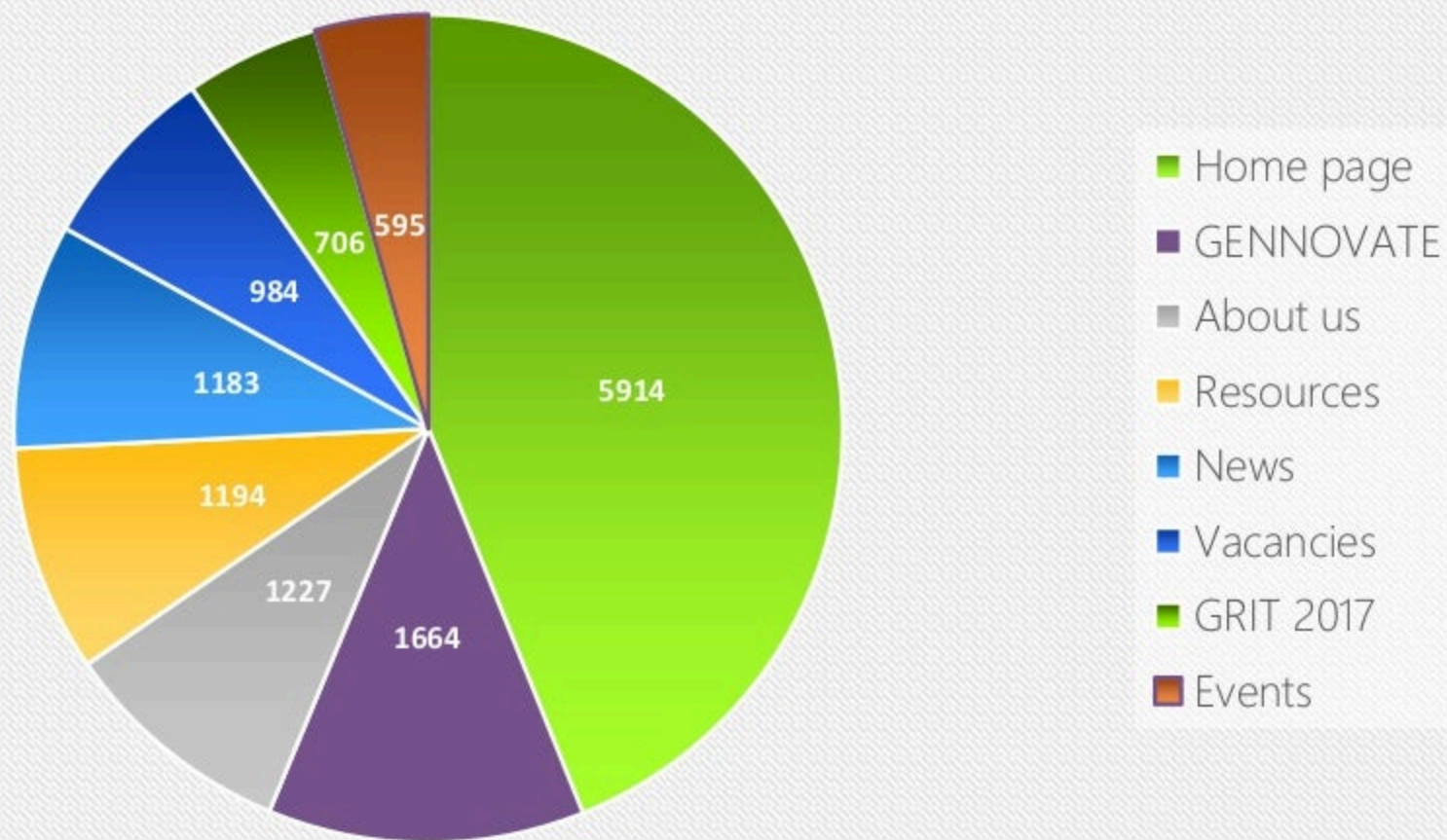
Search [Log in](#)

#### CGIAR Sources

- AAPH
- AAS
- AfricaOffice
- Biodiversity
- CCAFS
- CGIAR
- CIFOR
- CGIAR/IT
- CIPI
- Consortium
- CPAF
- DrylandCentres
- DrylandSystems
- ForestsTreesAgroforestry
- FundOffice
- GCP
- Genetics
- GrainLegumes
- GRSP
- HarvestPlus
- Humidtropics
- ICADPA
- ICRESAT
- IPRI
- ITA
- ILRI
- IRRI
- IWM
- LivestockFish
- Maize
- PiAF
- RTB



## Page views

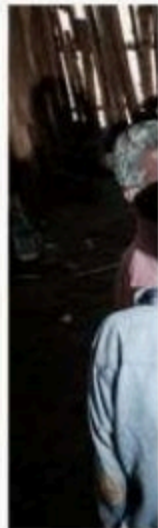


# Communities of practice

## Gender and breeding



### Gender and Climate-Smart Agriculture (CSA)



Climate change is a security. In develop natural resources a women, extremely smart agriculture (C productivity and in emissions from agr of CSA that cannot transition to CSA fo



### GENNOVATE



GENNOVATE is a cross-CRI addresses the question of women, and youth to ado management (NRM).



### Protected: Integrating into research plannin



This content is password protected. To view it please enter your passw

Password:

This post is password protected. Enter the password to view any comments.

### Gender Dynamics in Seed Systems



The CGIAR Collaborative Platform for Gender Research is working with five CGIAR research teams to better understand different aspects of gender dynamics in seed systems. In July 2017, the CGIAR Collaborative Platform for Gender Research put out a call for proposals on gender relations via a vis technological and institutional innovation, with a specific focus on gender dynamics in seed systems.



# What about 2018?

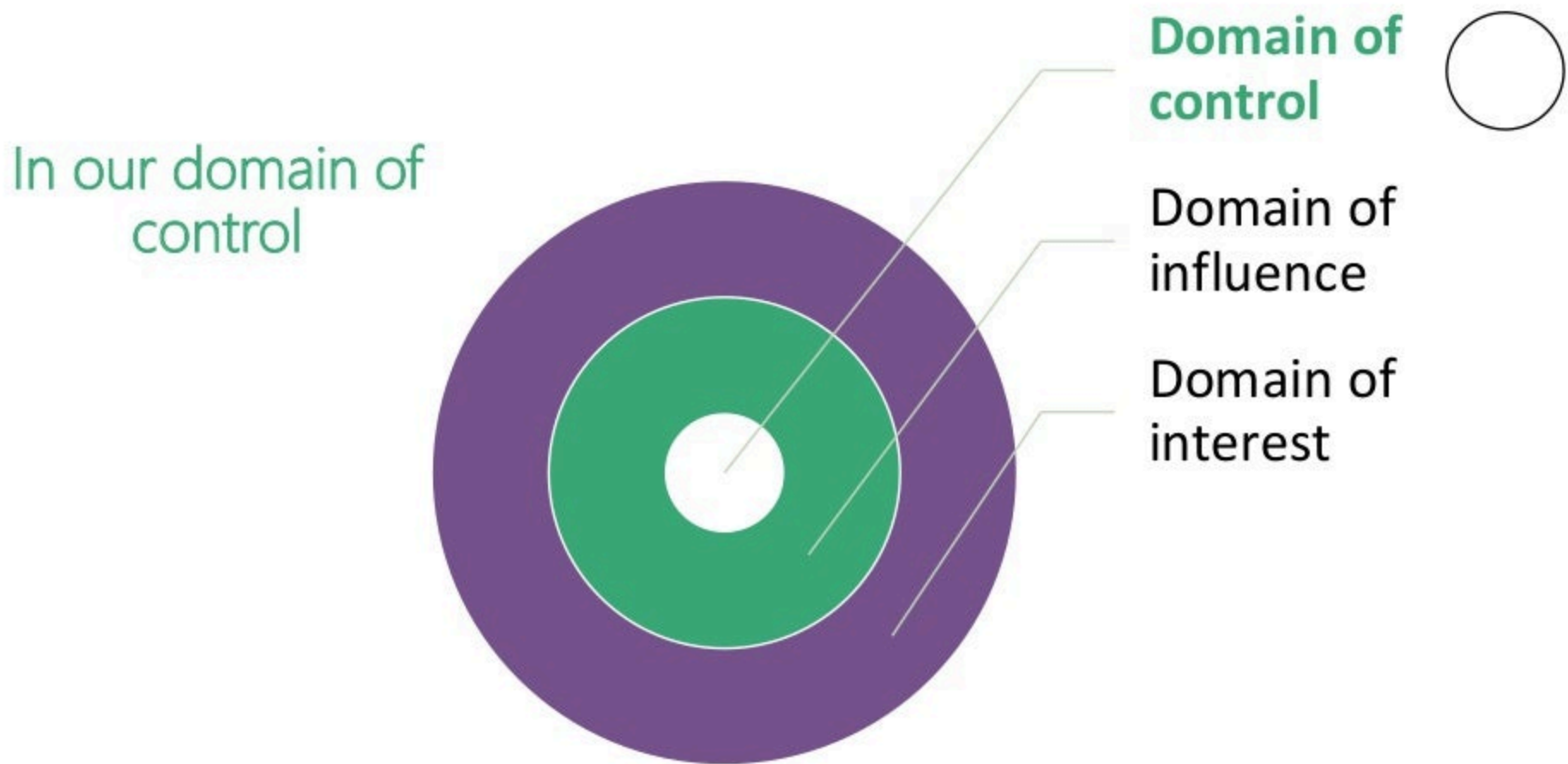
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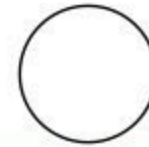
What is in our control and will happen?

What can we influence?

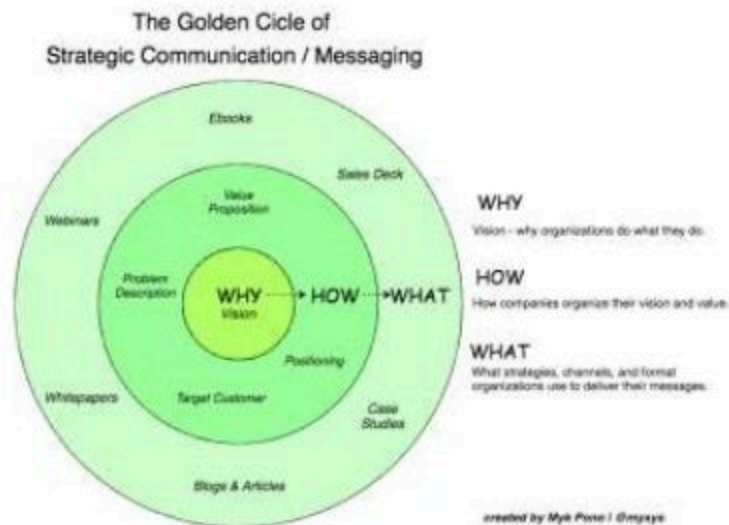
Where is our interest?

How can you help?

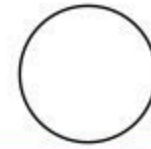




## Develop a communication strategy/plan

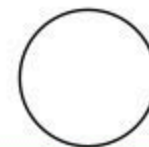


## In our domain of control (2)



Targeted objectives  
and metrics

In our domain of control (3)

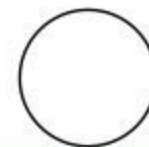


Updated consistent  
branding



CGIAR Collaborative  
Platform for Gender  
Research

# In our domain of control (4)

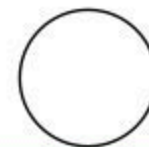


Tagging and indexing

The screenshot shows the homepage of the CGIAR Collaborative Platform for Gender Research. The header includes the CGIAR logo and 'CGSpace A Repository of Agricultural Research Outputs'. A search bar is located in the top right corner. Below the header, the main heading reads 'CGIAR Collaborative Platform for Gender Research'. Underneath, there is a search bar with the placeholder text 'Search within the community and its collections' and a 'Go' button. To the left of the search bar, there are two icons: 'Subscribe to RSS feed' and 'Subscribe to email alerts'. Below these icons is a text input field for 'Enter your email address' and a 'Subscribe' button. The page is divided into two main columns. The left column contains 'Sub-communities within this community' and 'Collections in this community', each followed by a list of items with their respective counts. The right column is titled 'My Account' and lists various roles and affiliations, including 'Login', 'Register', 'Discover', 'Authors', and 'Author affiliations'. The background of the page features a large, stylized leaf graphic.



# In our domain of control (5)



## Website changes:

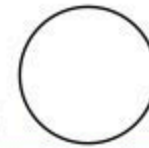
Links to gender strategies of CRPs and centers

'Gender research studies inventory' using MARLO

The screenshot shows the top part of the CGIAR website. The header is purple and green, featuring the CGIAR logo and the text 'CGIAR Collaborative Platform for Gender Research'. Below the header is a navigation bar with links for 'ABOUT US', 'LEARN', 'CONTACT', 'NEWS', 'EVENTS', 'SERVICES', and 'LINKS'. The main content area is divided into two columns. The left column is titled 'Featured News' and features a large article titled 'Gender at the centre of Bioversity International's research'. The right column is titled 'Do not miss' and lists several articles. Below this is an 'Events' section with a list of upcoming events.



# In our domain of control (6) - Webinars



gender.cgiar.org

CIAT Presenter

CGIAR

Research on Gender and Agriculture

HOME HOW WE WORK CHANGE IN THE MAKING NEWS INFORMATION RESOURCES THE GENDER NETWORK COLLABORATIVE RESEARCH EVENTS

## Upcoming webinar

Entitled data and information management tools for the CGIAR Gender and Agriculture Research Network, the webinar will take place on Wednesday, June 1, 2016 at 09:00 a.m. EST

gender

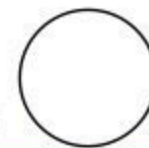
### Quick Links

- Collective Action and Property Rights (CAPRI)
- Gender and Land Rights Database (FAO)
- Gender in Agriculture Partnership (GAP)
- GENNOVATE
- Standards for collecting sex-disaggregated data for gender analysis (A guide for CGIAR researchers)

### Events

Webinar Data & information management

## In our domain of control (6) - Webinars



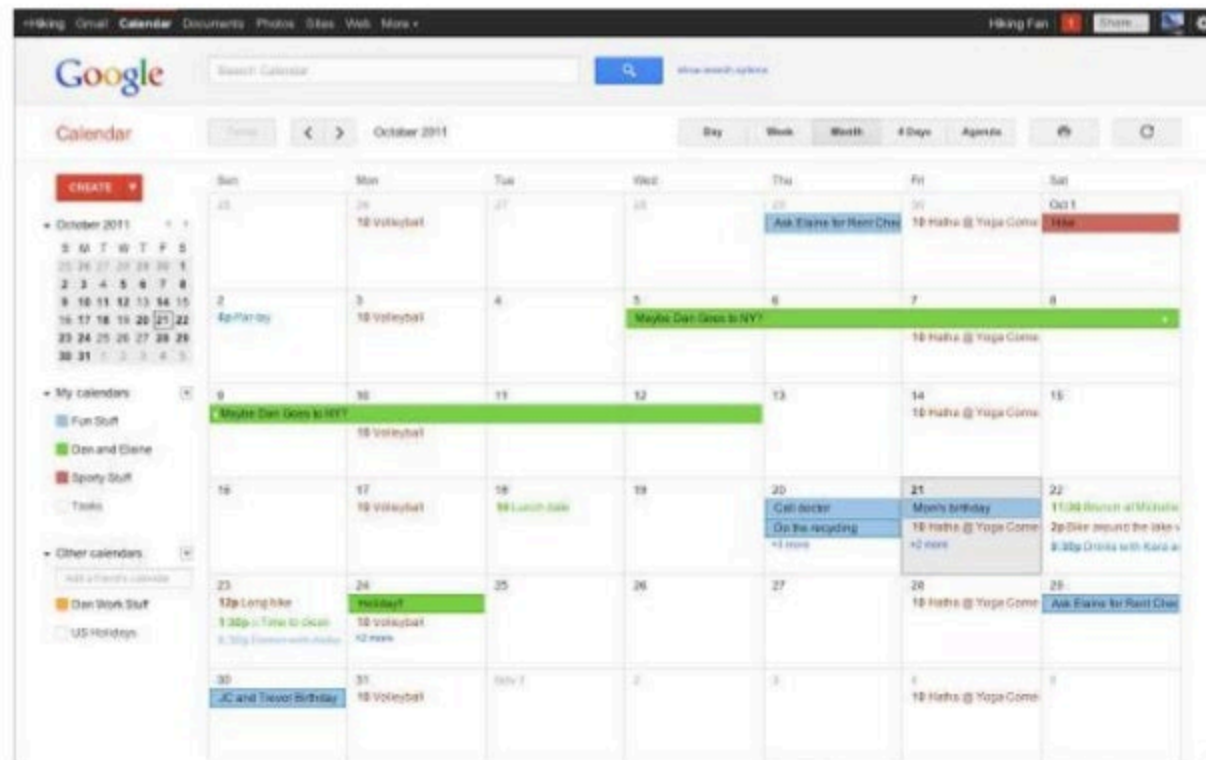
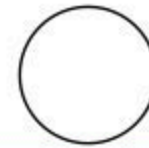
**January 2018:** [A Framework for Measuring Women's Empowerment](#), presented by Anouka van Eerdewijk (KIT Royal Tropical Institute).

**January 27:** [More than a seat at the table: Strengthening women's tenure rights and participation in decision making and benefits](#) presented by ??? (Esther Mwangi).

**February 19:** [Improving gender equity in irrigation: What approaches can improve participation and benefits for women?](#) presented by Nicole Lefore (International Water management Institute).

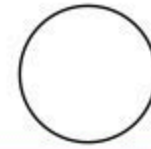
**February 27:** [Gendered Perspectives on Agricultural Innovations Adoption in Egypt](#), presented by Dina Najjar.

# In our domain of control (7)



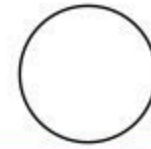
A calendar of 'Gender in agriculture' events

In our domain of control (8)



More pictures and media using Instagram etc.

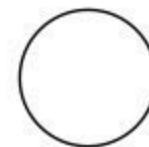
In our domain of control (9)



More livestock content ;)



And...



# Introducing... @CGIARgender



Tweets 1 Lists 0 Moments 0

Edit profile

**CGIAR gender**  
@CGIARgender  
CGIAR Collaborative Platform for Gender Research housed in the CGIAR Research Program on Policies, Institutions, and Markets serves all CGIAR gender researchers  
Amsterdam, The Netherlands  
Joined December 2017

### Tweets Tweets & replies

 **CGIAR gender** @CGIARgender · 1h  
@CGIARgender is now open and will be officially launched on 5 December during the annual scientific conference (5-6 Dec.) and capacity development workshop (7-8 Dec.) 2017 on the premises of KIT - See [gender.cgiar.org/annual-scienti...](http://gender.cgiar.org/annual-scienti...) Please follow and engage with us!

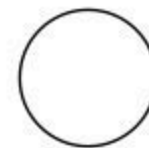


**Annual Scientific Conference and Capacity Develop...**  
The CGIAR Collaborative Platform for Gender Research will convene its first annual scientific conference and capacity development workshop December 5-8 2017 a...  
[gender.cgiar.org](http://gender.cgiar.org)

### Trends for you

- FC Twente
- Oranjes
- #duurzameflex
- Domburg
- #WorldAIDSday
- #ALDEcongress
- #wijkBV
- #vngbd
- #Tropomi

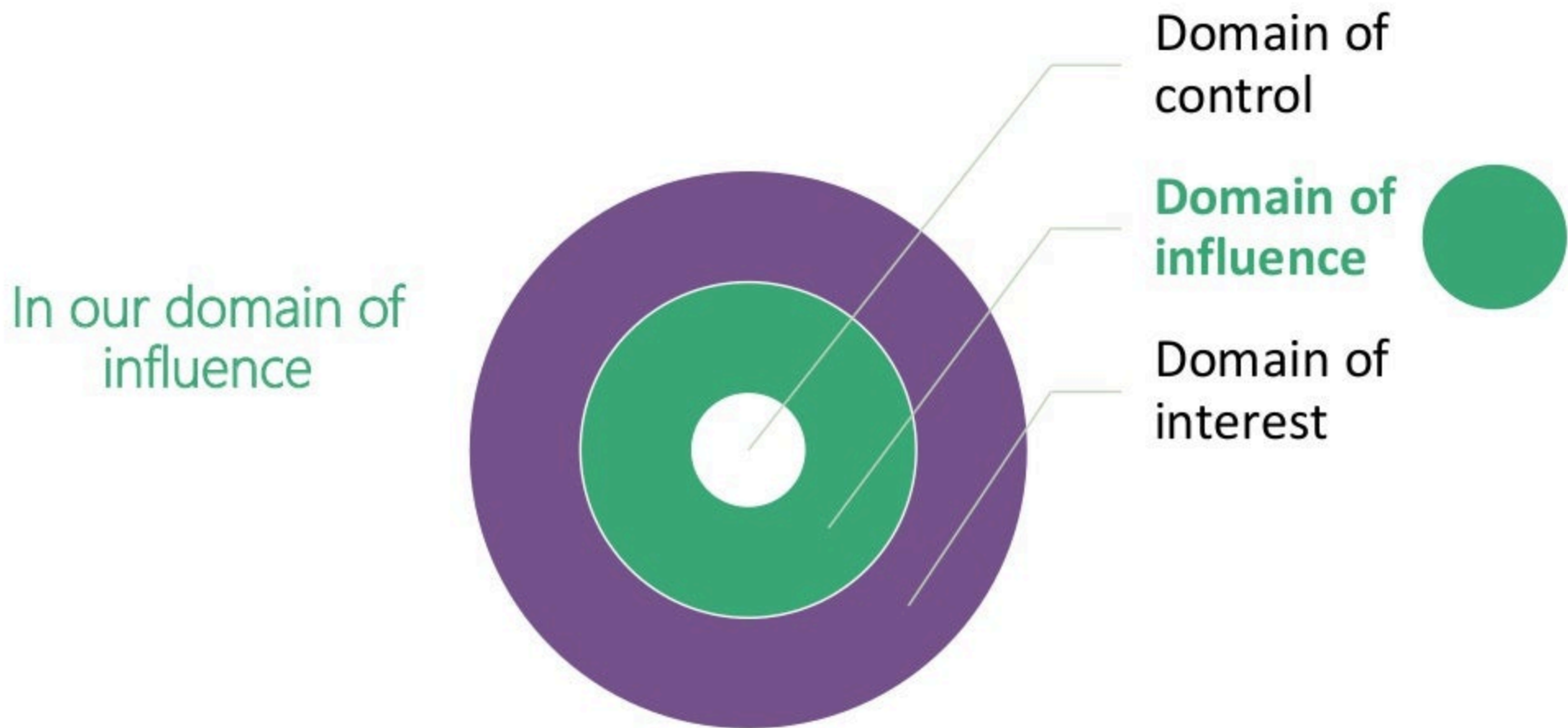
# Introducing... @CGIARgender



Our #GenderInAg Twitter champions...



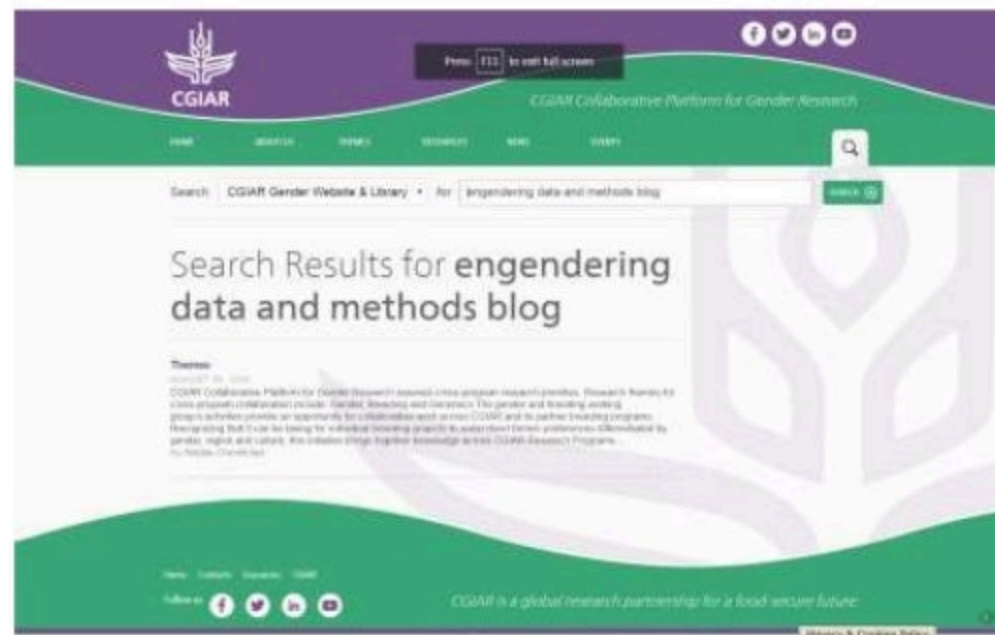




In our domain of influence (1)



## Learning on the blog



In our domain of influence (2)



Reinvigorate the Google group!



In our domain of influence (3)



Harvest quality gender research

Strategic  
MENTORS



ISI publications!!!

In our domain of influence (4)



## Support Agri-Gender Journal

The screenshot displays the Agri-Gender Journal website. At the top, the journal's title "Agri-Gender" is prominently featured in a green box, with the subtitle "Journal of Gender, Agriculture and Food Security" below it. The ISSN number "ISSN 2413-922X" and an "Open Access" icon are visible on the left. The Editor-in-Chief, Jemimah M Njuki, is mentioned along with her affiliation at the Africa Centre for Gender, Social Research and Impact Assessment. A banner below the header announces a special issue on Gender and Livestock in the Global South for September 2017.

The left sidebar contains a navigation menu with the following items: Home, Aims and Scope, Guidelines for Authors, Note for Reviewers, Submission Process, Editorial Board, Contact Us, View All Issues, and Special Issues.

The main content area features a section for a "Special Issue: April 2017, Volume 2, Issue 2" titled "Catalyzing and Measuring Women's Leadership and Empowerment in African Agricultural Research & Development: Part 2", edited by Apollo M. Nwaka, Wangyu Kamau-Rutenberg, and Melody Mertz. Below this, several article titles are listed with links to abstracts and full papers:

- Using cognitive interviewing to improve the Women's Empowerment in Agriculture Index survey instruments: Evidence from Bangladesh and Uganda (Hazel Jean L. Malagit, Kathryn Sproule, and Chiara Kovarik)
- Gender differentials in profit among oil palm processors in Abia state, Nigeria (Agwu, NM, Oteh, OU and Amama, GC)
- Gender, land and responses to health and environmental shocks in rural South

On the right side of the page, there is a Facebook widget for "Agri-Gender Journal" with 934 likes and a "BLOG NEWS" section listing recent updates such as the launch of the journal and special issues.

# In our domain of influence (5)



The screenshot shows the CGIAR website homepage. At the top is a green header with the CGIAR logo and tagline 'Science for a food-secure future'. Below the header is a navigation menu with links: OUR STRATEGY, WHAT'S NEW IN RESEARCH, NEWS, MEDIA, EVENTS, RESOURCES, and ABOUT US. The main content area features a large article titled 'Improving the plants that Africans eat and breeders neglect.' with a circular image of people in a field. To the right, there are 'Featured Highlights' including '10 Innovations for Climate Action in Agriculture' and 'CGIAR AT COP23'.

Alliances:  
Integrating gender work in other platforms etc.

Generate cross-CRP campaigns to profile gender research



In our domain of influence (6)

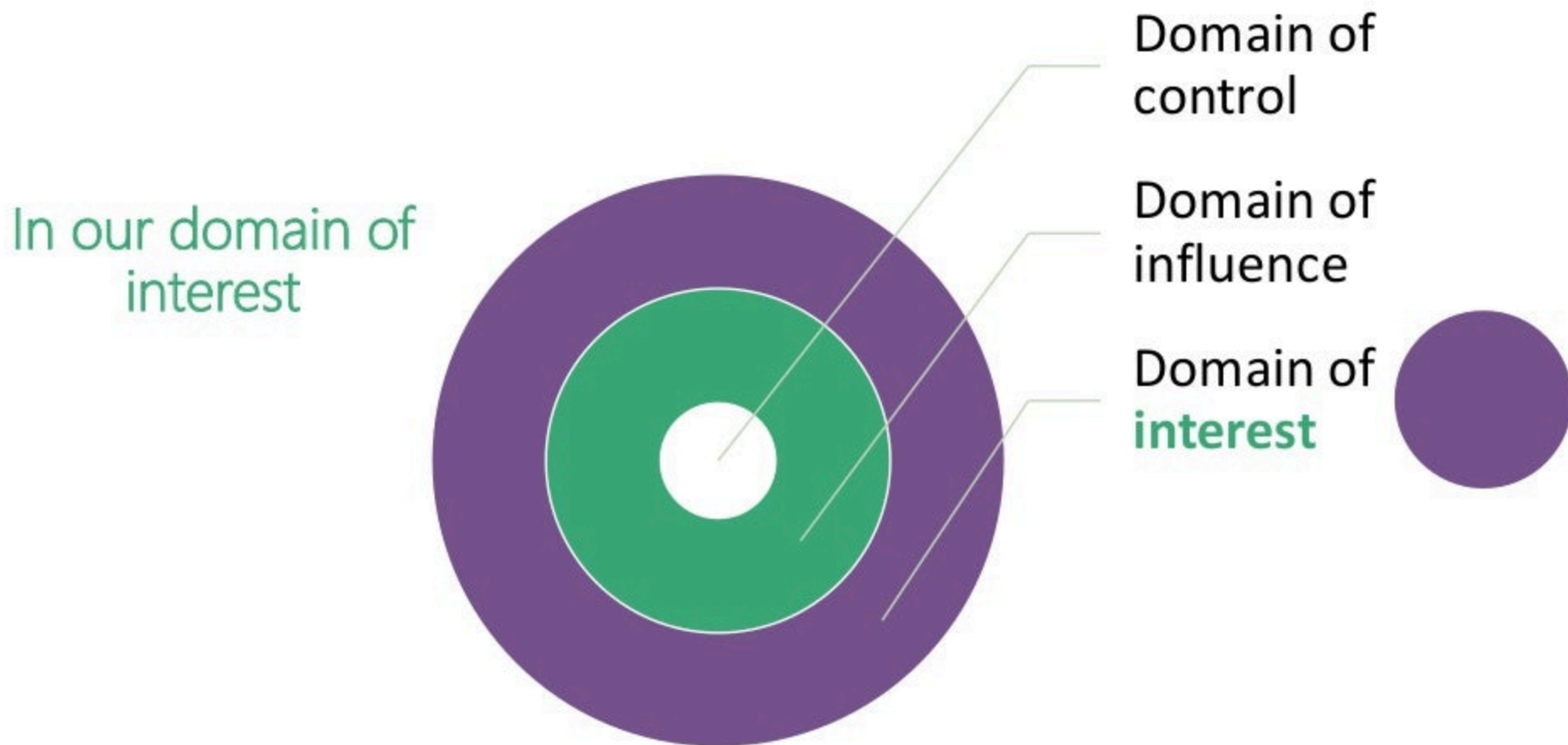


Assistance:

More knowledge management support



More peer feedback and support





In our domain of (great) interest (1)



More 'impact stories' about gender research



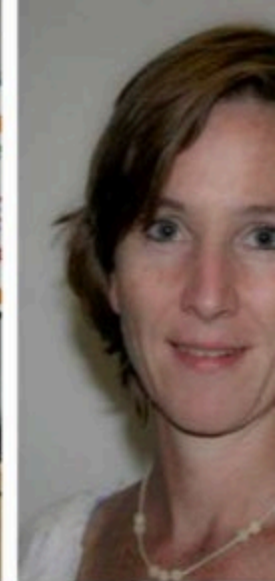
## In our domain of interest (2)



## Moving towards a nested community



... and a collective story



You are the platform – we need you!



- Read our newsletter
- **Help us harvest quality content!**
- Share your feedback
- Plan your work with us ahead
- Be a coach / peer / champion
- Pass the buzz on





# Thank you



Photo: Neil Palmer/IWMI