GENNOVATE is an unprecedented global research initiative on how gender norms and agency shape women's and men's innovation in agriculture and natural resource management.

Scope

Carried out across 135 rural communities in 26 countries, through focus groups and individual interviews, GENNOVATE is engaging roughly 6,000 rural women and men of different socio-economic backgrounds and age groups. Study participants reflect on and compare local women's and men's expected roles and behaviors — or gender norms— and how these social rules affect their ability to access, adopt, adapt and benefit from innovations in agricultural and natural resource management.

The study is guided by the following research questions:

• How do gender norms and agency advance or impede innovation capacity and technology adoption in agriculture and NRM across different contexts?

• How do new agricultural technologies affect gender norms and agency across different contexts? Under what conditions can technologies do harm?

• How are gender norms and women's and men's agency changing, and under what conditions do these changes catalyze innovation and adoption, and lead to desired development outcomes? What contextual factors influence this relationship?

Methodology

To address these questions, GENNOVATE employs an agency-structure conceptual framework and standardized qualitative methods. The framework rests on the understanding that for innovation to be effective the primary stakeholders - women and men on the ground - must exercise agency and be active

participants in learning about, testing, and adapting a new technology or practice to their needs. Structure refers to the rules that shape social action, including gender norms, and the resources that enable individuals (to varying extent) to take action.

The great heterogeneity of local structures—which may be more or less empowering for different genders and social groups in a community—is what makes innovation processes so varied, complex, and uncertain on the ground.

The methodology features comparative case studies, wherein a case refers to a social group living in a single locality that the inhabitants call their village, community, or hamlet. Within communities, the sample includes equal numbers of women and men.

Case selection is based on the principles of maximum diversity sampling, which seek to uncover important regularities that cut across heterogeneous population groups and contexts sampled. GENNOVATE's individual village-level cases were selected purposively to ensure strong variance at multiple scales.

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First, the cases are scattered across regions and countries, with concentrations in Africa and South Asia to not only reflect CGIAR investment priorities but also to capture macro-level differences in gender structures.

Within countries, cases are selected to deliver strong variance on two dimensions theorized to be important for outcomes: i) economic dynamism, and ii) gender gaps in assets and capacities. Case selection is also informed by the CGIAR Research Programs' activities in the research areas; and GENNOVATE datasets will serve as a basis for longitudinal research in several cases.

In each research village, field teams apply a standardized package of seven qualitative data collection instruments which include a mix of focus groups, semi-structured individual interviews, key informant interviews, and a literature review. The tools were piloted in villages in Mexico and Uganda; and three regional training of trainer events prepared principal investigators for managing the fieldwork. Data collection began in April 2014 and will conclude in Vietnam in early 2016 .

Data are analyzed using a mixed analysis strategy—which combines in-depth case studies with cross-case analyses based on systematic content analysis and coding of the large narrative dataset. Together these elements allow broad patterns to be detected without losing their grounding in local contexts and realities.

GENNOVATE's qualitative comparative methodology and large sample mark a first in the CGIAR, as well as, the collaboration of principal investigators from nearly all CGIAR Research Programs worldwide.

GENNOVATE's 135 case studies are based in the following 3 regions and 26 countries:

- **Asia:** Afghanistan, Bangladesh, India (Andhra Pradesh, Bihar, Haryana, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Uttar Pradesh), Indonesia, Kyrgyz Republic, Nepal, Pakistan, Philippines, Uzbekistan, Vietnam.

- **Africa:** Burkina Faso, Burundi, Democratic Republic of the Congo, Ethiopia, Kenya, Malawi, Mali, Morocco, Niger, Nigeria, Rwanda, Tanzania, Uganda, Zimbabwe.

- **Latin America:** Colombia, Mexico.

The initiative's broad-based and inclusive research process strives to give rural women and men a voice by:

- Providing authoritative, contextually grounded evidence on how gender interacts with agricultural innovations, and

- Strengthening CRP capacities to know the target beneficiaries, design for them, and be accountable to them.

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