



## Cambodia Agricultural ValueChain Program Phase II (CAVACII)

### Women's Economic Empowerment and Gender Strategy

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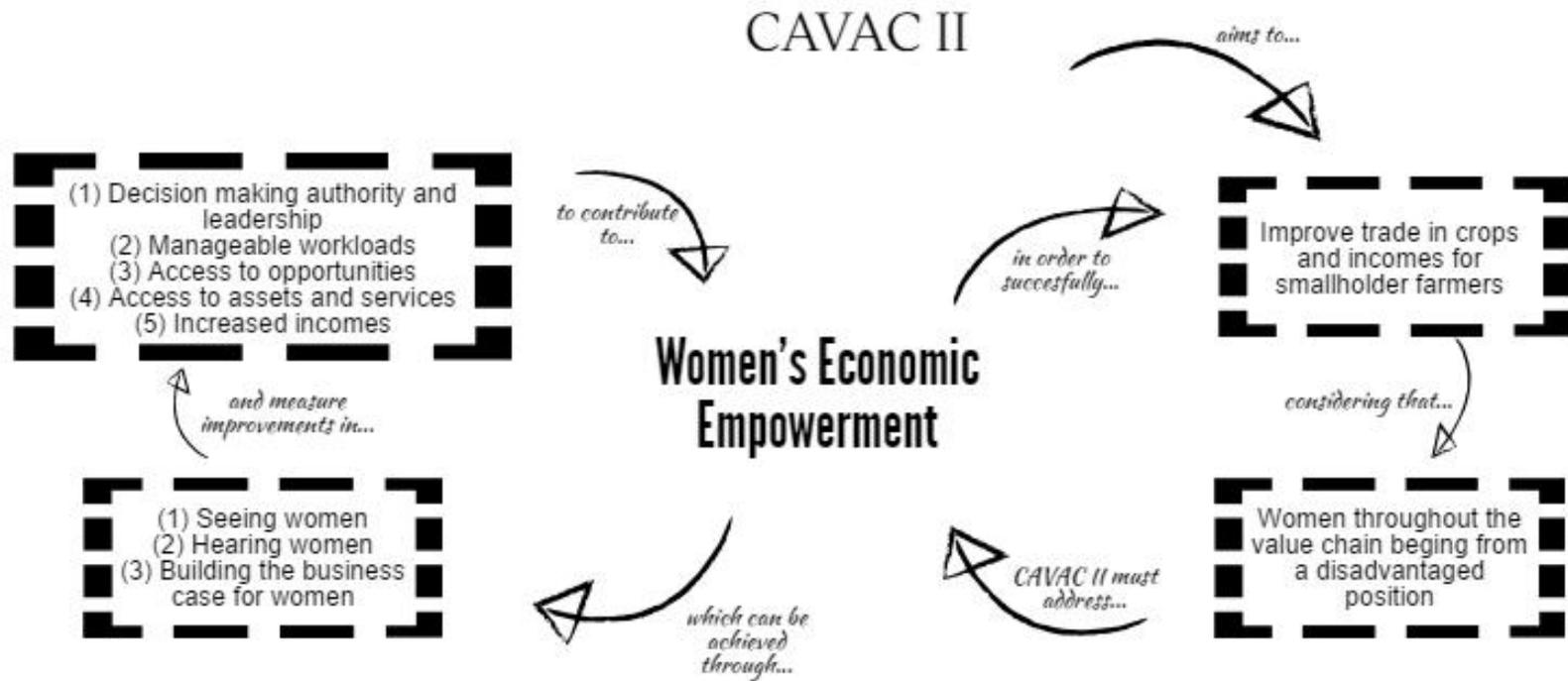
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## Acronyms

ACDI/VOCA	Agricultural Cooperative Development International and Volunteers in Overseas Cooperative Assistance
CAVACII	Cambodia Agricultural Value Chain Program Phase II
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women (United Nations)
DCED	Donor Committee for Enterprise Development
DFAT	Department of Foreign Affairs and Trade (Australia)
DFID	Department for International Development (UK)
FHH	Female-headed household
FWUC	Farmer Water User Community
IFPRI	International Food Policy Research Institute
MSD	Market System Development
NGO	Non-Government Organisation
OECD	Organisation for Economic Co-operation and Development
PDWRAM	Provincial Department of Water Resources and Metrology
PWDRAM	Provincial Departments of Water Resources and Meteorology
SIGI	Social Institutions and Gender Index
TMR	Three Monthly Review
UNDP	United Nations Development Programme
UNFPA	United Nations Population Fund
USAID	United States Agency for International Development
WEAI	Women Empowerment in Agriculture Index (USAID)
WEAMS	Women's Empowerment and Market Systems
WEE	Women's Economic Empowerment



# 1 Introduction

The *Cambodia Agricultural Value Chain Program Phase II* (CAVACII) is an Australian Department of Foreign Affairs and Trade (DFAT) funded project. The CAVACII program started in January 2016 and will finish in December 2021. CAVACII aims to increase the productivity and incomes of small farmers and trade in milled rice and other crops by strengthening market systems and investing in irrigation infrastructure. The program supports two goals: (i) improved incomes for smallholder farmers; and (ii) increased trade in milled rice and other crops.<sup>1</sup>

CAVACII works within three components, two of which (components one and three) take a flexible market systems development approach, while component two focuses on irrigation infrastructure development.

**Component 1: productivity and diversification:** this component aims to strengthen farmer productivity, incomes, and diversification. The considerable breadth of markets, constraints and opportunities related to productivity and diversification mean this component has a wide scope and a high degree of flexibility. Phase II focuses on national level diversification (i.e. not farm-level diversification) and supports this primarily by improving the productivity of farmers growing crops other than rice. The program does have the flexibility to encourage farm-level diversification if strong opportunities arise.

**Component 2: Irrigation and water management:** this component aims to build and rehabilitate irrigation infrastructure and establishes corresponding Farmer Water User Community (FWUCs). Component two follows a linear planning process with a heavy emphasis on community buy-in, government support, and in-house engineering.

**Component 3: milling and export:** This component aims to facilitate increased trade through better competitiveness in Cambodia's milling and export value chains, mainly in rice, but potentially in other crops. Two priorities under this component will be the introduction of five to ten new rice varieties geared towards the export market, and the development of the rice seed market.

## 1.1 Women's economic empowerment and genderwork to date

When the first phase of CAVAC began, concepts around the inclusion of gender and women's economic empowerment in making markets work for the poor (M4P<sup>2</sup>) programs were still new and little guidance existed. Similar to many projects, CAVAC took a primarily 'do no harm' approach. In 2010 the project published a gender and disability strategy which was complemented by a gender study in 2011. Both documents were high level and did not systematically integrate gender or Women's Economic Empowerment (WEE) into the project's market systems development approach. In 2013, CAVAC received additional funding to run a Gender Challenge Fund, which explored gender issues in agriculture in Cambodia. The result was six reports authored by individuals and organisations exploring gender dynamics in a variety of agricultural contexts but the findings did not specifically inform CAVAC programming.

CAVAC did integrate gender across both the market based components and the irrigation component. In the market-based components, gender questions were integrated in the farmer typology surveys conducted by the Monitoring and Evaluation (M&E) team. The questions aimed to understand the decision-making, as well as, the control over income dynamics in the farming households in relation to rice production. The information was used to inform business cases for considering women that were presented to the project's private sector partners. A gender checklist was also included in the intervention document, which aimed to ensure that gender had been considered in the intervention.

<sup>1</sup>Commonwealth of Australia, DFAT. *Cambodia Agricultural Value Chain Investment Design*. June 2015.

<sup>2</sup><http://www.enterprise-development.org/implementing-psd/market-systems/>

This checklist had limited success as the intervention managers did not take ownership of the process, but rather expected the gender specialist to do so.<sup>3</sup>

In component two, a targeted strategy was developed to ensure women's voices were heard throughout the consultation process. The irrigation team sought to include women in the communities, as well as female headed households (FHH), into community consultations. Women are significantly under-represented in the FWUCs, and the team has been trying to remedy this imbalance.

#### **Box 1: Understanding women's roles in fertiliser**

During the first phase of CAVAC, the gender typology of farming households indicated that women are often the ones buying as well as making the decision to buy fertiliser. This consideration proved highly important when negotiating a partnership with fertiliser companies. CAVAC was hoping to improve the appropriate use of fertiliser and as such was encouraging fertiliser companies to provide enhanced training to retailers. Because women do not like to travel far from home to shop, the retailers targeted had to be those at the village level, rather than those located in larger centres. This enhanced understanding helped the fertiliser companies consider women as their primary customers and ensure they were getting appropriate services and information.

CAVAC's ultimate goal was to see better use of fertiliser and although women purchased the product, the gender typology also highlighted that men typically applied it. It therefore had to monitor whether the information women were obtaining from retailers was being shared with their husbands or the man applying the product. A monitoring check did confirm that this was happening.

This example highlights the importance of understanding the gender dynamics at the household and community level, as well as within the value chain to ensure the project's success. CAVAC's gender typology represents a good start to understanding women's roles and influence within households. However, CAVACII will push gender considerations further to include better understanding of women's different roles within the value chains and the root constraints and opportunities which women face as different economic actors.

## **1.2 Commitment to women's economic empowerment and gender**

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**CAVACII strives to be at the cutting edge of integrating women's economic empowerment in its market systems programs. It understands that to reach its goal of increased agricultural productivity and incomes in an equitable fashion, it must also consider women's economic empowerment as a goal.**

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The Market System Development (MSD) field has evolved since the first iteration of the CAVAC gender strategy. One of the most significant differences is a much more developed and nuanced approach to considering and integrating women into activities and interventions. Multiple WEE frameworks have been developed and project-based learning has pushed the M4P/MSD community to consider WEE as an integral part of any program. CAVACII aims to evolve its approach to gender inclusion to WEE, in order to align with and contribute to the international community of practice on the topic. CAVACII will ascribe to the following principles.

- CAVACII intends to integrate WEE into every step of its approach, including:
  - identifying where women are in the markets in which it works

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<sup>3</sup> This siloed the process the intervention managers never took ownership of the exercise.

- ensuring women's voices are heard and deepen its understanding of the constraints which women face, both economic and non-economic
- endeavouring to develop business cases to address constraints faced by women to ensure equality of outcome for both women and men
- If CAVACII diversifies to new sectors, the sector strategy will include a gender analysis to ensure that opportunities exist for both women and men
- CAVACII will generate gender disaggregated data and share learnings with DFAT
- CAVACII will continue to work towards increasing the number of women involved in the FWUCs.

This aligns with, and extends the commitment of the project as outlined in the investment design. The document committed to promoting gender equality and integrating gender considerations throughout the program cycle. See Box 2 below for a summary of the investment design approach to gender.

### **Box 2: Cross cutting themes, CAVACII Investment design**

CAVACII will not have gender as a high-level objective; but it will attempt to ensure gender equality is promoted. Key to this will be the integration of gender considerations into all aspects of the program cycle. The key steps in the program cycle for consideration include market analysis, strategy development, activity formulation/partner selection and monitoring. Processes to facilitate good practice will be devised and used to develop a Gender Strategy.

Comparing issues of gender equality with the types of activities that CAVAC Phase II is likely to implement, focus areas will likely include:

- Encouraging equal participation of women in decision making. In particular, working with PDWRAMs and others to promote higher participation rates of women in FWUC leadership bodies.
- Promoting better access for women to agricultural information, particularly through training or other communication activities of support providers. In particular, ensuring training times and context maximise involvement of women, and there are adequate female extension workers.
- Ensuring strong female representation in consultations and research. In particular, designing all kinds of formal and informal studies, discussions, meetings and other forms of consultation in such a way as to include the voices of women.
- Increasing gender equality outcomes, including in such aspects as representation and decision-making, in farmer groups such as agricultural cooperatives support through government capacity building activities.

Source: excerpt from CAVACII DFAT investment design

## **1.3 Women's economic empowerment and gender in Cambodia**

Refer to Annex 9 Cambodian Gender Equality and WEE.

## 2 Women's Economic Empowerment in Market Systems Development

### 2.1 Defining women's economic empowerment and gender

Gender equality is an important component of any inclusive development program. In most countries, the poorest segments of the population are those who are marginalised, whether by tradition (caste, ethnicity), geography (remoteness), and almost always, gender. These are also often the segments which struggle most to engage economically and are least likely to benefit from economic growth. The case for engaging women as economic actors has repeatedly been made by the Organisation for Economic Co-operation and Development (OECD). The OEC has shown that the economic involvement of women leads to stronger economic growth (2012). The UNwomen estimates that agricultural output could increase by 34 per cent globally if women had the same access to productive assets as men<sup>4</sup>. Whether it is because gender equality is a human right, because it is good economics, or because donors, including DFAT, require it, gender equality must be considered as a component of all development programs and activities.

CAVACII, as a MSD program, will focus on WEE as a pathway to achieving gender equality. Gender equality is a broad, multi-dimensional concept, which would be difficult for any one project to fully address. Rather, projects can focus on components of gender equality which they are best suited to influence based on their sectors and approaches. MSD projects, working in the economic sphere, are equipped to influence gender equality through WEE. **Box 4** provides a general differentiation between the two concepts.

#### Box 3: UNFPA gender equality and empowerment

'Gender equality implies a society in which women and men enjoy the same opportunities, outcomes, rights and obligations in all spheres of life. Equality between men and women exists when both sexes are able to share equally in the distribution of power and influence; have equal opportunities for financial independence through work or through setting up businesses; enjoy equal access to education and the opportunity to develop personal ambitions. A critical aspect of promoting gender equality is the empowerment of women, with a focus on identifying and redressing power imbalances and giving women more autonomy to manage their own lives. Women's empowerment is vital to sustainable development and the realisation of human rights for all.'

Source : UNFPA <http://www.unfpa.org/gender/empowerment.htm>

### 2.2 Emerging best practice

The first influential WEE framework available for MSD programs was published in 2012 and was the first document to marry WEE and MSD through a common set of approaches. Since then, WEE has gained in importance for both donors and MSD programs. Experimentation and learnings have accelerated and led to the recent release of an updated document renamed *Women's Empowerment and Market Systems*, or WEAMS framework.<sup>5</sup> This document takes into consideration both the growing body of knowledge generated by projects, which had adopted the WEE in the MSD framework; and, considered the development of tools and approaches by organisations, which did not necessarily have a focus on systems approaches, but were beginning to consider WEE in a more comprehensive manner. These include the Women's Empowerment in Agriculture Index<sup>6</sup> by The

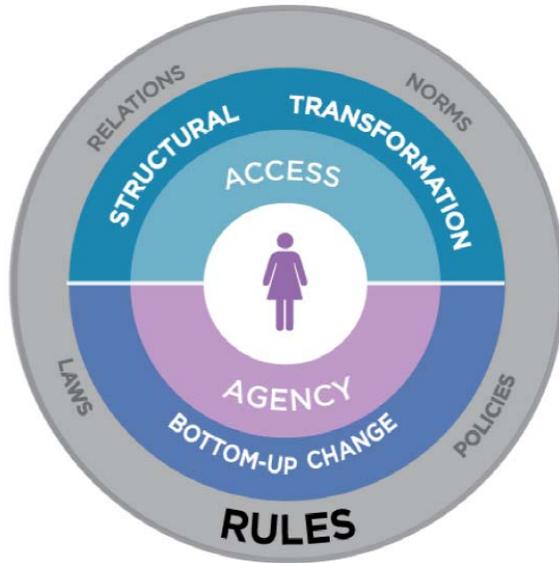
<sup>4</sup><http://www.un.org/womenwatch/feature/ruralwomen/facts-figures.html>

<sup>5</sup> Jones, Linda. *Women's Empowerment and Market Systems: Concepts, practical guidance and tools (WEAMS Framework)*. The BEAM Exchange. 2016

<sup>6</sup> IFPRI. *Women's Empowerment in Agriculture Index* 2014.

International Food Policy Research Institute (IFPRI), Oxford Poverty and Human Development Initiative, USAID's Feed the Future, and the United Nations Foundation Roadmap<sup>7</sup>, the International Centre for Research on Women<sup>8</sup> and USAID's work on WEE through the Leveraging Economic Opportunities (LEO) project.<sup>9</sup>

Figure 1 USAID LEO: women's economic empowerment in inclusive markets



There is now a general agreement that women's empowerment hinges on two distinct areas, namely *access* and *agency*. The International Center for Research on Women expressed it as, 'a woman is economically empowered when she has both the ability to succeed and advance economically, and the power to make and act on economic decisions.'<sup>10</sup> When these conditions occur, the result is 'a reduction in gender inequalities throughout the market system, opening up new opportunities for women to access additional resources and enhance their agency. This dynamic cycle ultimately enables women and men to equally compete for and reap the benefits of market systems on a level playing field.'<sup>11</sup>

In order to guide programs in achieving and measuring WEE, five domains of WEE have generally been agreed on which help define the concept of agency and access. These are not tightly worded definitions, but are rather left broad such that programs can tailor them to their contexts. Table 1 outlines the five domains of WEE with context relevant to CAVACII. Annex 8 provides further information about WEAMS examples.

Table 1 Five domains of WEE with relevant CAVACII context

WEE Domain	Context
<b>Stronger Agency</b>	
Decision making, authority and leadership in different spheres	Can women make decision in the sphere of their economic life? Can women make decisions in the sphere of their personal and family life? Can women take on leadership roles? Can women make decisions on business and household purchases and sales (use

<sup>7</sup> United Nations Foundation. *Women's Economic Empowerment: a roadmap*. 2012.

<sup>8</sup> International Center for Research on Women. *Understanding and Measuring Women's Economic Empowerment*. 2011.

<sup>9</sup> ACDI/VOCA. *Leveraging Economic Opportunities*. USAID.

<sup>10</sup> International Center for Research on Women. *Understanding and Measuring Women's Economic Empowerment*. 2011.

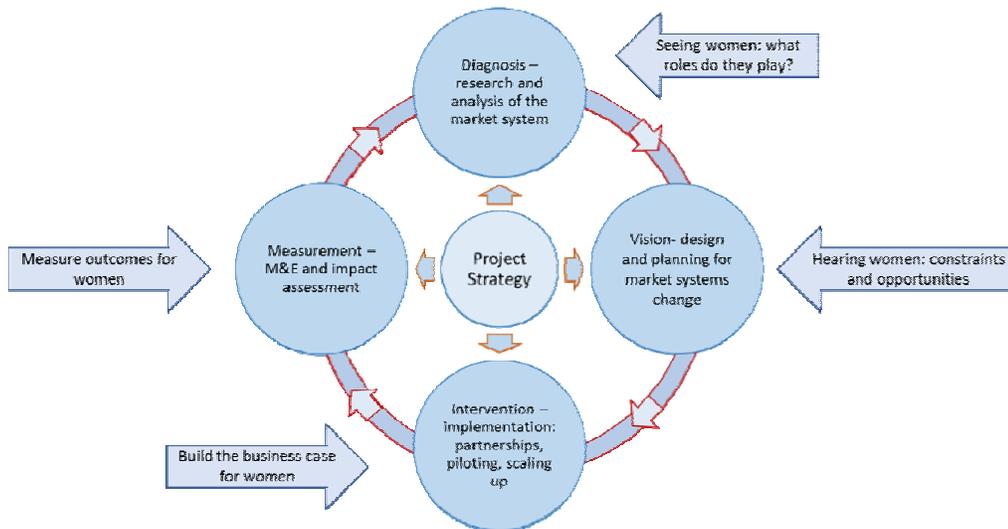
<sup>11</sup> USAID, LEO Brief. *Women's economic empowerment: pushing the frontiers of inclusive market development*. 2014.

WEE Domain	Context
	of money)?
Manageable workloads	Does women's burden of labour allow them to access new opportunities or grow their economic activities?
<b>Improved Access</b>	
Access to opportunities and life chances	Can women access business opportunities? Can women access employment opportunities? Can women access promotions or job growth opportunities? Can women move into higher value sectors or functions?
Access to assets, services and needed supports to advance economically	Can women access information, training, education? Can women access products, inputs, services, technical expertise? Can women access networks?
<b>Economic Advancement</b>	
Increased income and return on labour	Can women's businesses grow? Can women achieve increased profit (increased productivity or decreased costs)? Can women access a salary, a better salary, a better position?

### 3 CAVACII WEE Framework

To effectively address WEE in a MSD program, concepts, and approaches have to be integrated in all aspects of the project life cycle - rather than creating siloed activities. Figure 2 outlines a standard project life cycle with added WEE consideration. The following section further customises a WEE framework for CAVACII.

Figure 2 Project life cycle with WEE considerations

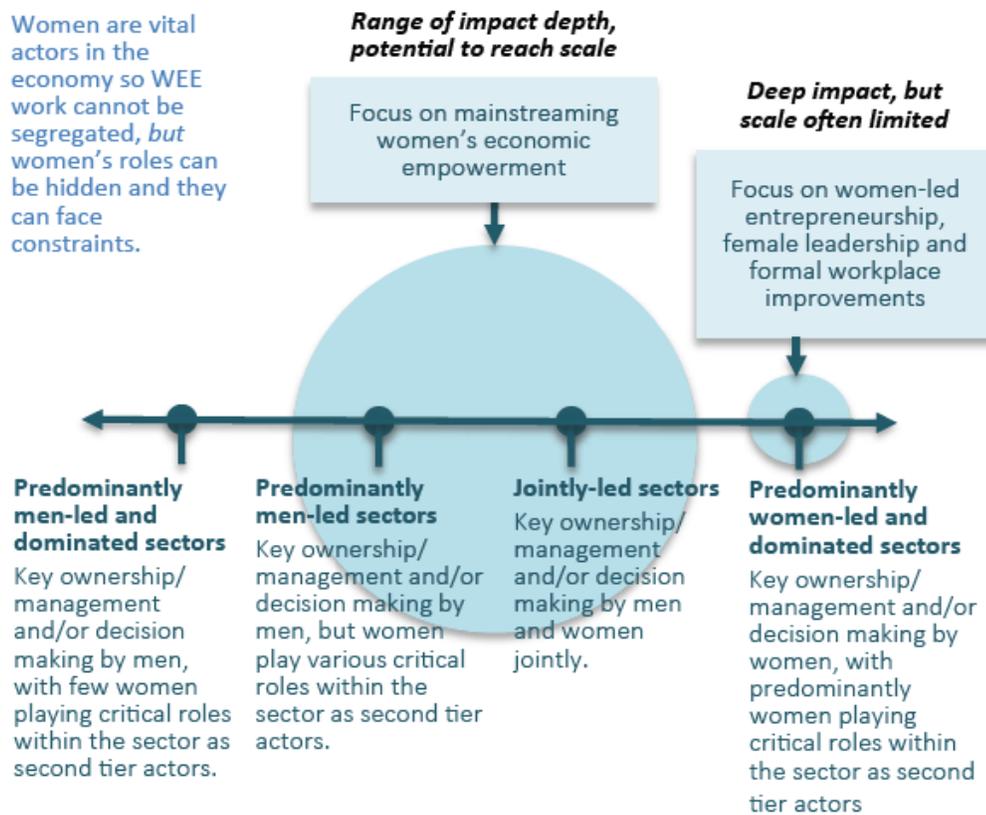


#### 3.1 Seeing women: what roles do they play?

Women's participation in markets is often unrecognised or under-recognised. Women-led sectors tend to be smaller and less capitalised than men-led ones. Women also often occupy 'hidden' roles within male-led industries working as employees or in support roles. One of the first steps in promoting WEE is understanding where women are and what types of roles they hold. Figure 3 illustrates engendered perspectives of sectors based on the involvement of women and men. This approach is

important to understand when selecting new sectors. Predominantly men-led and dominated sectors are not an appropriate selection for projects aiming to impact both men and women. Predominantly women-led and dominated sectors can be good sectors to work in and have deep impact with women, but tend to be smaller, less capitalised sectors. In order to have scale of impact, men-led or jointly led sectors, which include both women and men as employees or suppliers, can be good sectors to select.

Figure 3 Continuum of women’s economic involvement



Source: Market Development Facility WEE framework

Furthermore, it is important to understand that women are not a monolithic segment. The breadth of it’s diversity has to be considered if appropriate challenges and opportunities are to be identified for the targeted beneficiaries. For example, older rural farming women may be mostly illiterate but can command more respect in their communities; younger urban female entrepreneurs may often be technologically savvy but can struggle with household burden of labour and mobility constraints. Age, geography, ethnicity, disability, etc. can all be crucial factors of influence on women’s situations and therefore life opportunities.

CAVAC understands that it’s model relies on building a business case which can help address challenges and opportunities for a critical mass of women. Segmentation therefore cannot be overly granular but must rather strike a balance between reaching a critical number of women yet not viewing women as one and risking leaving many behind.

When CAVAC engenders its value chains or pursues other research, it will be important to incorporate an understanding of their target segments. For example, is disability a significant constraint for women producers, is age a factor of success or constraint to participation in leadership groups, are there ethnic-based discrimination which women as employees face, etc? This information is not only important as a development tool, it will also prove crucial to the development of business cases which have a higher probability of success.

**3.1.1 Women’s Economic Empowerment program principles**

**See women as producers:** Understand the changing dynamics – labour migration and the instance of female-headed households. In the typology – assess the ability of female-headed households using the domains of WEE. Make sure these women are not being left behind (some reports highlight lower access by female-headed households to agricultural services). The World Bank reports 27 per cent female-headed households in Cambodia in 2014, therefore their ability to interact equally in the economic sphere can have major impacts.

**See women as employees:** of male-led and female-led businesses. What opportunities do they have, could there be a business case for better positions, better salaries, retention, new roles?

**See women as business owners:** Female-led businesses tend to be smaller than male-led ones, they have smaller networks and have to manage households as well as business commitments. How do the challenges which women entrepreneurs in Cambodia face impact their ability to grow?

**See women as customers:** Are they getting the right products and services, at the right time, from the right place? How does women’s access to and control of these differ from men’s and how can it impact growth in the sub-sector and/or individually?

Often women may hold multiple roles at once, i.e. as producers and customers, as producers and business owners, etc. These categories are simply useful guidelines to help guide research.

**Seeing women is also important in monitoring and results measurement:** Disaggregated data should be captured where possible and rolled up into the main data hub.

**3.1.2 Relevance for CAVACII**

How can we deepen our understanding of women’s economic roles in CAVACII?

Table 2 Seeing women

Seeing Women as:	
<b>Producers</b>	<b>Employees</b>
<ul style="list-style-type: none"> <li>First typology was done in 2012 in rice, could be updated with a new section on female-headed households</li> <li>Update typology template for future studies + daily clock against seasonal</li> </ul>	<ul style="list-style-type: none"> <li>Understand gender composition of employee base of partners</li> <li>Understand challenges around recruitment, retention, promotion</li> </ul>
<b>Business owners</b>	<b>Customers</b>
<ul style="list-style-type: none"> <li>Undertake study around challenges and opportunities facing female-led businesses (in agro-sector) in Cambodia.</li> </ul>	<ul style="list-style-type: none"> <li>Case by case – based on who buys what in production or business.</li> </ul>

**3.2 Hearing women: constraints and opportunities**

Women’s voices can often be missed unless they are sought out. Their perspectives and opinions are crucial to capture if programming is to be successful and equitable. CAVAC strives to actively provide a positive outcome for women, yet must not forget, as minimum, that it must do no harm across all interventions. The gender checklist which must be included in all intervention documents can help insure that even interventions which may not have an explicit WEE outcome identified, does assess

the risk of unintended harm. This process starts with hearing women and understanding the constraints which they face which impacts their interventions with the economic sphere.

### 3.2.1 Principles

Women's voices should be included in all research and community meetings. If topics are sensitive and women are unlikely to speak up in a mixed group, separate meetings should be held with women only.

Of particular importance is understanding the burden of labour and the ability for decision making which women may or may not have. These are good reasons to hold separate meetings for women and men.

The information gathered must target an enhanced understanding of women's needs and opportunities and must be used to inform programming; hearing women should drive an understanding of the system around women in their different economic roles.

### 3.2.2 Relevance for CAVACII

Hearing women and understanding their challenges is important to design appropriate interventions, which will ensure equality of outcome in the market based components. In the irrigation component, hearing the challenges which women face in joining FWUCs and understanding root causes of those challenges will be crucial to explore potential successful solutions.

## 3.3 Building the business case for women

Working towards women's economic empowerment is not only the right thing to do because gender equality is a human right, but also because it is good business.

Challenges which women face in the market can be viewed as any other market challenge – the sustainable solution will be the one where market actors see a win-win proposition. CAVACII's market development interventions should seek to understand the challenges which women face to equal economic participation and identify the business case for making it worthwhile for partners to change their behaviour. Look for the **double win**: the intervention which will lead to growth in the market and lead to improvement in women's economic empowerment.

### 3.3.1 Principles

Business case solutions will depend on the environment, the identified problems and constraints which women face and the available partners, but potential angles can include:

- accessing untapped employee talent
- enhancing the brand and reputation of the business
- improving supply chain reliability
- opening new distribution channels
- reaching female customers
- furthering social impact.

**Be creative:** At times, the solution can be found in a side industry, for example, women's business associations can help broaden networks, company-provided or private child care providers can help reduce the burden of labour, etc.

As with all of CAVACII's market interventions, it is possible to stimulate a change in behaviour by the private sector by leveraging funds for reduction of risk or short term incentives in order to encourage the private sector to address women's economic empowerment.

### 3.4 Do no harm

**Underemployment and exploitation:** Women are often over represented in low-pay low-productivity work. Potential CAVACII partners should be screened for exploitative work environments (for either gender). Some potential partners may be willing to alter their behaviour and see the advantage of a happy, healthy workforce (which should also increase retention). Others may not, and should be disqualified from partnership.

**Triple burden of work:** Whenever women are encouraged in taking on new economic responsibility, this should be considered against their current burden of work. This is not to say that women should *not* have access to opportunities but that there may be opportunities to help reduce this burden through innovation or access to technology, access to childcare etc.

**Violence against women:** As women’s roles change in the household and in the community, the shift in power dynamics has been linked with the potential for increased gender-based violence. CAVACII can sensitise its staff to the risks and establish a staff reporting mechanism. This staff reporting will be managed by the WEE advisor to ensure sensitivities around VAW will be managed appropriately. The WEE advisor will work with the M&E team to best establish how to build tracking and reporting on this topic within the system.

## 4 Women’s Economic Empowerment in CAVACII Component Work Flows

The following sections integrate specific tools and approaches for WEE in CAVACII’s existing work flow, with components one and three combined as market systems based approaches and component two as standing alone. If the work flow of any of the components were to change, the tools could be adapted and integrated as needed in the new approaches.

### 4.1 Components 1 and 3: market interventions

Figure 4 Components 1 and 3 engendered work flow

Stage	Diagnosis and Strategy		Design			Intervention	Monitoring	
Level	CAVACII		CAVACII			Partner / CAVACII	CAVACII	
Activity	Sector Strategy	Informal Strategy	Intervention Plan	Contract	Impact Logic	Intervention	Monitoring	Three-month review
WEE consideration by CAVACII	WEE opportunity analysis	Enhanced typology WEE strategy	Gender checklist WEE interventions		Segment typology and WEE domain		Disaggregated data	18-month gender theme

#### 4.1.1 Diagnosis and strategy

In the market systems based approaches of components one and three the diagnosis and strategy stages encompass much of the market research undertaken to identify constraints for market actors. In this stage, more nuanced information about the different challenges which women and men face need to be gathered. Currently the project gathers some gendered information at the household level (in the gender typology) – yet broader information about the challenges, which women face at different points in the value chain, is needed.

- The WEE opportunity analysis tool (found in Annex 1) provides a range of questions, which can help build a nuanced understanding of constraints faced by women as economic actors. These constraints may be both economic and non-economic and are important to parse out for a more accurate understanding of the potential challenges that the project could address.

- Questions from the WEE opportunity analysis can be integrated in the farmer typology tool for a broader view at gender differences within the household.
- Finally, depending on the constraints identified throughout the market analysis (this research is done over time and becomes more refined as the project begins to intervene and builds a better understanding) there could be an opportunity to develop an informal strategy which addresses specifically constraints faced by women in the market (WEE strategy).

The sector strategy is developed by the component team and requires approval from management. The WEE interventions will sit within the existing or emerging sector strategies. The informal strategies focus the work of the component teams towards specific constraints or opportunities identified within the sector. Hence there is an opportunity to develop informal strategies based on WEE constraints or opportunities. The component teams remain responsible for these but should engage the WEE advisor in the research and development.

#### 4.1.2 Design

In the design stage, interventions are developed and an approach for monitoring impact is established and continuously refined. CAVAC phase one integrated a gender checklist at this point, as well as, inserting the gender typology in the impact logic. The new WEE approach promotes:

- An updated WEE checklist (found in Annex 3) which will be completed by the intervention manager with the support of a new WEE adviser (it should not become the responsibility of the WEE adviser).
- The design of interventions to specifically address constraints faced by women and the inclusion of activities that can help ensure equality of outcome for both men and women in all interventions.
- The enhanced gender disaggregation of data in the logic impact as well as the inclusion of indicators related to the WEE domains (see the M&E section as well as Annex 4 for guiding tool).

The intervention plans flow from the informal strategies. Therefore, these would reflect a WEE focus if the informal strategies are targeted at WEE constraints and opportunities. Furthermore, even within informal strategies that are not specifically targeting WEE, interventions must ensure the constraints or opportunities identified have equality of outcome for both women and men which may require WEE specific intervention within non-WEE specific informal strategies. Component teams are responsible for all interventions but can and should involve the WEE advisor to help ensure equality of outcome.

#### 4.1.3 Intervention

In the intervention stage, CAVACII works with partners to implement the agreed-upon intervention plan. Here CAVACII staff can use their influence as a trusted partner to enhance partners understanding of gender dynamics and how there might be opportunities in undertaking more gender sensitive business.

#### 4.1.4 Monitoring

As mentioned in 4.1.2 the M&E system will increase gender disaggregation where possible flow this disaggregation into the data hub and will start tracking WEE indicators appropriate to the interventions.

The team already hosts three-month review (TMR) sessions, which allow for an information feedback loop on interventions and potential course correction. The TMRs typically have a theme and WEE will be selected as the theme every 4–6 cycles.

**Box 4: Components 1 and 3: WEE focus for 2017**

- Enhance understanding of challenges and opportunities for relevant women market actors not studied yet (see section 1)
- Undertake at least two interventions which have a double win (market win and WEE win)
- Enhance gender disaggregation. Increasing understanding of how project interventions can impact WEE (associate interventions with domains of WEE).

**4.2 Component 2: irrigation and water management**

Figure 5 Component 2 engendered work flow

Stage	Diagnosis				Strategy	Design		Intervention			Monitoring
Level	CAVACII				CAVACII	CAVACII		Private Sector	PDWRAM		CAVACII
Activity	Provincial consultation	Field Reviews	Environmental assessment	Community meetings	Selection	Preliminary	Final	Construction	FWUC launched	FWUC support	Three-month review
WEE consideration by CAVACII	Hearing women: ensuring women (including femal-headed households) are included in all community meetings, analyses, et.c				Track percentage of femal-headed households in targeted beneficiaries of irrigation scheme	Ensure consultations include women and femal-headed households			Gender training for PDWRAM	Strategies for inclusion of women in FWUCs	Track women candidates, women in FWUCs

**4.2.1 Diagnosis**

The irrigation component of CAVACII has developed a tested approach to identifying locations and obtaining community buy-in for their irrigation schemes. The approach includes multiple community meetings and the team has incorporated gender sensitive approaches, which include ensuring women’s voices, are heard. The gender strategy, which was developed for the component early in the project, has helped ensure this approach was taken. In CAVACII, the irrigation team will continue to take this approach.

To further encourage the inclusion of women in the FWUCs, the irrigation team supported by the WEE adviser will undertake an analysis of underlying causes for the lack of women’s participation – questions from the WEE diagnostic tool may be used to help guide the analysis.

**4.2.2 Strategy**

When the irrigation team selects a community for a new scheme, the percentage of female-headed households who will benefit from the intervention should be assessed, this will serve as a baseline against which actual involvement and benefit for FHH can be measured. This information should be assessed across CAVACII’s irrigation scheme communities and against the proportion of female-headed households in the various regions. This data will be able to provide nuanced information on the overall inclusivity of the activities.

**4.2.3 Design**

Similar to the diagnosis phase, the irrigation team will continue to make sure women’s voices, including female-headed households, are heard in the consultation processes.

**4.2.4 Intervention**

As in the first phase, the irrigation team will continue to ensure that PDWRAM officers working with the FWUCs receive gender training and encouragement to help support the presence of women in the farmer groups. Ideas will be developed and piloted to encourage more women to run for, be elected and maintain their position on the FWUCs.

#### 4.2.5 Monitoring

The irrigation team will track the efforts to encourage women to serve on the FWUCs. This should include tracking the number of candidates, the number of women elected, and the amount of time they serve on the committees.

##### Box 5: Component 2: WEE focus for the next year

- Studying why women do not participate in FWUCs (possibly disaggregated by region) – of those who do join, why they quit. Of those who remain, what the factors are that contribute to success. Survey – would women like to be part of the FWUC? Ask the communities how more women could be encouraged to participate. Document research.
- Test different strategies for encouraging more women to join.
- If none of the strategies are successful – document and justify. The goal is not to undermine the sustainability of the FWUCs.

## 5 Work Plan 2017

Although CAVAC did make efforts to integrate gender into its activities, CAVACII aims to go much further to establish an integrated and systemic approach to WEE within its project life cycle. In order to move from one established perspective and work flow to another, a gradual change management approach is needed.

The first step of this process, and the focus of the next year, will be to help the project team see and hear women; in other words, understand where women are in the markets in which they intervene and what constraints to economic empowerment they face. This is an important step that cannot be underestimated as it will help the team understand and buy-in to the need to address women's challenges, as well as begin the process of creative thinking necessary to develop appropriate interventions. M&E plays an important role here as well, by driving an enhanced disaggregation of data which can help inform more nuanced analyses.

Once the project teams understand where women are and the challenges they face, they will start experimenting with: (a) market-based interventions and activities which address significant constraints faced by female market actors (for components 1&3), or (b) different approaches which can reduce the challenges which women face to accessing and maintaining leadership positions within the FWUCs. The M&E team will begin tracking impact on WEE to be able to assess CAVACII's contribution to WEE over time.

The following work plan outlines the activities planned for 2017, the expected timeline and outputs. It proposes which group or individual should lead and support the activity and provides background or rationale for the activity. Finally, the Tool section highlights whether a tool has been included in the annexes of the strategy document which can help support the activity. Not all activities require a specific tool and some may only need parts of given tools. Some activities will require the team to use existing tools but provide gender nuance to the questions.

Activity	Timeline				Output	Lead	Support	Notes	Tool
	Q1	Q2	Q3	Q4					
1	Seeing women								
1.1	Engendering value chains				Engendered VC assessment	Comp 1&3	WEE adviser	Understanding where women are as producers, employees, entrepreneurs in the <i>existing</i> selected markets as well as roles and power relations	Tool #4 +
1.2	Assessing FHH in irrigation				FHH access assessment	Comp 2	WEE adviser	Understanding and reporting on FHH access to irrigation (assess against % of FHH in community)	
2	Hearing women								
2.1	Constraints and opportunity analysis women entrepreneurs				Analysis and recommendations report	WEE adviser	Comp 1&3	Understanding constraints faced by women entrepreneurs in selected sectors, assessing opportunities to address constraints	WEE opp Tool 1,2,3
2.2	Constraints and opportunity analysis FHH				Analysis and recommendations report	WEE adviser	Comp 1&3	Understanding changing dynamics of FHH at producer level in target areas and selected sectors. Assessing if constraints different than male-headed households, identifying opportunities	WEE opp Tool 1,2,3
2.3	Root cause assessment of lack of women in FWUCs				Analysis and recommendations report	WEE adviser	Comp 2	Understanding of root causes of constraints on women's participation in FWUCs, assessment of success factors for women in positions, identification of potential support services and strategies for increasing participation	WEE opp Tool 1,2,3
3	Building the business case for women								
3.1	Update WEE checklist in intervention plan				Updated template	Comp 1&3	WEE adviser	Update WEE checklist based on tool found in Annex 3. Intervention managers become familiar with new tool and are responsible for completing it	WEE checklist
3.2	Developing at least two intervention plans (as defined by existing CAVAC work flow) targeted to WEE (at minimum activities)				Two intervention plans (or at minimum activities within interv. plan)	Comp 1&3	WEE adviser	Based on constraints and opps analysis develop interventions which help women overcome specific challenges to economic empowerment – link to five domains of WEE	

3.3	As appropriate develop one informal strategy (as defined by existing CAVAC work flow) targeted to WEE				Potentially: one informal strategy	Comp 1&3	WEE adviser	Based on constraints and opps analysis develop informal strategy which help women overcome specific challenges to economic empowerment – link to five domains of WEE	
3.4	Pilot strategy to increase women in FWUCs				Two pilots	Comp 2	WEE adviser	Based on root cause assessment, pilot two new approaches to encouraging women to participate in FWUCs	
4	Anticipating and mitigating risks								
4.1	Underemployment and exploitation check				Check in WEE checklist	Comp 1&3		Intervention managers undertake informal check for exploitative work environment with potential partner – confirms in WEE checklist	WEE checklist
4.2	Triple burden of work assessment				Time use analysis section in assessments included in analyses from sections 1 and 2	WEE adviser	Comp 1,2&3	Include time use analysis in all activity 2 assessments	Tool 1
4.3	Violence against women training				Run training for all staff by Cambodian organisation on violence against women	WEE adviser		Goal is to sensitise staff to the realities, triggers and factors to watch for in their work. Inform staff on reporting mechanism	
4.4	Violence against women reporting mechanism				Update at Three Month Review	WEE adviser	M&E	Report to staff on any concerns, sensitive areas related to violence against women in last quarter. Assess need for stronger approach	
5	Measuring WEE outcomes								
5.1	Where possible, roll-up disaggregated data to data hub (this is an existing CAVAC M&E tool)				Disaggregated data available across interventions	M&E	WEE adviser	Disaggregated is currently spread across documents making it difficult to assess gendered results. First step is to roll-up disaggregated data into the hub to facilitate analysis	
5.2	Integrate WEE indicators in intervention monitoring				WEE indicators included in	M&E	WEE adviser	Select from a basket of WEE indicators based on the five domains of WEE (the	Measuring WEE guidance

					intervention plan			domains upon which an MSD program can impact) based on intervention	note
5.3	Track in irrigation: FHH and women in FWUCs				Data included in reports	Comp 2	M&E	Track and report involvement of FHH in irrigation scheme and progression of women in FWUCs (candidates, elected, reaches end of term etc)	
6 WEE staffing									
6.1	Hiring WEE adviser				WEE adviser hired	Leadership	International WEE adviser		
6.2	WEE champions				WEE champions meet	WEE adviser	Leadership	WEE champion roles and goals defined, recruited and meeting schedule established	
7 Communications									
7.1	Integrate WEE in reports				WEE integrated throughout	All staff	WEE adviser	WEE is integrated throughout the project life cycle and should be reported as such. The WEE adviser should act as reviewer to ensure this is done in addition to a section on WEE.	
7.2	At least two WEE communication products				Two WEE communication products	Communication	WEE adviser	Highlight two WEE achievement by CAVACII in communication product for the client.	

## 6 Measuring WEE Outcomes

CAVACII is a program seeking to *mainstream gender* into its programming. Meaning, it is working toward achieving benefits for both men and women throughout its interventions therefore it needs to be able to measure this achievement.

Success in WEE in CAVACII is broader than simply measuring increased profits or incomes, but also includes an increase in economic empowerment for women which works toward equal outcomes for both men and women benefiting from project activities.

Understanding how the project can impact WEE begins with understanding the gender-specific challenges which women face in targeted markets and the integration of interventions or activities which either address these or ensures that both men and women can partake equally.

As discussed in the section, the identification of the domain of WEE in which the intervention or activity is likely to impact, is established at the intervention design phase, as well as, integrated into the impact logic.

Enhanced gender disaggregated data is the starting point of monitoring for WEE and this will be enhanced by integrating new, appropriate indicators linked to the selected domain of WEE. The selection of indicators occurs when the impact logic is developed. Therefore, a selection of indicators specific to WEE (see Table 3) has been developed, and can be integrated by the M&E team in the indicators to choose from when developing the impact logic and assignment monitoring responsibility.

Table 3 CAVACII WEE indicators

WEE Domain	Indicator(s)	Outcome Level	Quantitative / Qualitative	Why important
Economic Advancement	Percentage of additional net income accrued to a female-led business per year because of the programme	Final Outcome	Quantitative	Demonstrates the increase in, and regularity of, income experienced by women. Also gathers info on perceptions of this change.
	Positive perception of increase in income by women and men because of the programme per year	Final Outcome	Qualitative	
	Positive employment, including self-employment, regularity of employment, hours worked and income earned, as well as employment generated by the firm (potentially easier to measure in larger firms)	Final Outcome	Quantitative or Qualitative	
Access to Opportunities and Life Chances	Number / percentage of women with access to training and skills development	Direct Outcome	Quantitative	Gathers info on the women's access to specific opportunities that they normally wouldn't have access to (including the freedom/restrictions they experience in mobility). Also seeks to understand the perceptions that people have around these changes.
	Number of new jobs or new enterprises started by women	Intermediate Outcome	Qualitative	
	Number and type of new and appropriate techniques and technologies adopted by women for improved production	Direct Outcome	Quantitative or Qualitative	
	Percentage of women reporting enhanced ability to respond to market demand	Intermediate Outcome	Quantitative or Qualitative	
	Number / percentage of men/women exhibiting positive attitudes towards women and work in specified sub-sectors	Intermediate Outcome	Qualitative	
	Number / percentage of men/women exhibiting positive changes in attitudes towards women and their mobility	Intermediate Outcome	Qualitative	
	Perceived value of business and/or agricultural training and technology	Intermediate Outcome	Quantitative or Qualitative	
Decision	Change in percentage of household	Intermediate	Quantitative or	Gathers info on the

WEE Domain	Indicator(s)	Outcome Level	Quantitative / Qualitative	Why important
Making, Leadership and Authority to influence in different spheres	expenditures decided by women /percentage of household expenditures decided jointly	Outcome	Qualitative	types of decisions a woman is making both regarding productive activities and purchases as well as non-productive but also necessary activities and purchases. Also gathers information on leadership roles that women are taking on in community (in savings groups, businesses, etc).
	Change in percentage of non-household expenditures decided by women / percentage of non-household expenditures decided jointly	Intermediate Outcome	Quantitative or Qualitative	
	Change in number / percentage of women who can make independent decisions regarding the purchase, sale, transfer or use of agricultural assets (small and large)	Intermediate Outcome	Quantitative or Qualitative	
	Change in number / percentage of women who can make independent decisions around new productive activities (e.g. the purchase of small livestock) Y/N	Intermediate Outcome	Quantitative or Qualitative	
	Change in number / percentage of women taking on leadership roles in the community/enterprise or as an employee	Intermediate Outcome	Quantitative or Qualitative	
	Positive perception of women taking on new leadership roles	Intermediate Outcome	Qualitative	
Manageable Workload	Number of hours per day saved due to intervention	Intermediate Outcome	Quantitative	Gathers info on the potential changes in workload at home for women to engage in other business/production related activities; and the perceptions of women/men about these changes. Speaks to gender norms, and men's and women's attitudes toward gender roles.
	Change in number of hours spent on domestic chores per day	Intermediate Outcome	Quantitative	
	Satisfaction over available leisure time.	Intermediate Outcome	Quantitative or Qualitative	
	Change in ability to make decisions regarding use of time	Intermediate Outcome	Quantitative or Qualitative	
	Number of hours that women save a day as a result of an agricultural innovation	Intermediate Outcome	Quantitative or Qualitative	
	Perception of women/men regarding changes in household work roles	Intermediate Outcome	Qualitative	
	Perception of women on changes in their self-esteem/confidence as a result of changes in their workloads	Intermediate Outcome	Qualitative	
Access to Assets, Services, Networks and Needed Supports to advance economically	Perception of improved financial inclusion (access to financial services: credit, savings, insurance, literacy training, payment services) experienced by women	Intermediate Outcome	Qualitative	Demonstrates the changes in access to different services and resources that women have gained as a result of the project interventions. These changes have the potential to contribute not only to normative changes (and cultural perceptions of gender roles) but also increase women's agency in her productive endeavors.
	Number of new and/or growing market opportunities to which women are connected	Intermediate Outcome	Quantitative	
	Percentage of women reporting having improved access to land, water, marketplaces and other infrastructure assets	Direct Outcome	Quantitative or Qualitative	
	Positive changes in attitudes towards women and programme-relevant work.	Intermediate Outcome	Quantitative or Qualitative	
	Positive changes in attitudes towards women and access to program relevant services (mobility).	Intermediate Outcome	Quantitative or Qualitative	
	Change in number / percentage of women involved in formal or informal business-related associations (including indicators of attendance and participation)	Immediate Outcome	Quantitative or Qualitative	
	Perception of women/men in community on women demonstrating improved business/farming practices	Intermediate Outcome	Qualitative	

WEE Domain	Indicator(s)	Outcome Level	Quantitative / Qualitative	Why important
	Change in number / percentage of women using and owning mobile phones for business related activities (access to information, networks, markets)	Intermediate Outcome	Quantitative or Qualitative	

Disaggregated data will be rolled up into the Data Hub (existing CAVAC M&E tool), which will allow for better analysis of trends demonstrated by women and men. WEE specific indicators are grouped to understand, how, and in which domains the project is influencing WEE. Annex 4 provides an in-depth guidance note for measuring WEE within CAVACII.

## 7 Staffing

A WEE and Gender Manager will be recruited full time to the team early in 2017 and report to the Team Leader. This WEE and Gender Manager will be responsible for supporting the team with research and analysis around gender-based constraints. The WEE and Gender Manager may also lead specific research to understand more complex gender-based constraints as opportunities arise. The WEE and Gender Manager can provide support and recommendations on potential interventions or activities that support the goals of WEE. The WEE and Gender Manager will also support intervention managers and M&E staff in understanding and selecting appropriate indicators to monitor interventions for WEE impact.

The WEE and Gender Manager will not take responsibility for all WEE content and implementation. A consciousness of WEE must reside with all staff and particularly intervention managers, as they are responsible for researching markets, identifying constraints, and designing solutions. They must be able to integrate a gender lens in all of their work in order to prioritise instances where constraints faced by women could be prioritised.

In order to ensure an ownership of WEE within implementation teams, WEE champions will be identified as individuals interested in furthering their knowledge in WEE; and acting as focal points within their teams. This will be encouraged and supported by senior management with external support as needed and possible.

## 8 Communications

CAVACII will strengthen the inclusion of WEE within its communications in at least the following two manners:

- Within reports, WEE will be addressed not only in a separate cross-cutting themes section, but also throughout the report sections. WEE accomplishments and considerations are central to the success of CAVACII's activities and therefore should be considered as such within the reporting structure. Report templates will be edited to encourage the inclusion of WEE content.
- WEE reports, stories, and other external communications will be prioritised for writing and dissemination. DFAT prioritises gender equality and WEE, and CAVACII will highlight the work it accomplishes on WEE and share with DFAT..

## Annex 1 Tool – Women’s Economic Empowerment Opportunities Analysis

### Purpose

This tool is intended for use in gathering data that will expose the barriers to women’s full participation and economic development. Information gathered will help determine what appropriate market-driven strategies are required to promote women’s economic empowerment and improved gender equality.

Beyond this tool, all surveys should have a representative sample of women, so that results can be analysed by sex of the respondent where relevant.

### Tool design

This tool is designed to explore questions that pertain to the five WEE dimensions. They are listed below and abbreviated within the document for simplicity.

- Economic Advancement = **EA**
- Access to opportunities and life chances = **A2O**
- Access to assets, services, supports and networks to advance economically = **A2A**
- Decision-making authority, leadership, and influence in different spheres = **DM&L**
- Manageable workloads = **MW**

### Seeing women and hearing women

As Producers (Household Level)		Synthesising
<b>EA</b>	<ul style="list-style-type: none"> <li>▪ What are differences between female-headed households (FHH) and male-headed households in terms of increased incomes and return on labour? If there are differences, why?</li> <li>▪ What are the socio-cultural norms and rules that enforce females and males’ roles at this level?</li> </ul>	What constraints do women as producers and community members face? What socio-cultural norms hold them back? What services and supports exist or could be provided to address these constraints? What actor is providing or could provide these services? Consider the triple burden of work. What needs have women expressed? Where are the opportunities to promote and improve female producer’s inclusion in the sector? As decision makers, leaders, and economic actors?
<b>A2O</b>	<ul style="list-style-type: none"> <li>▪ Are there opportunities for women or men to advance in their roles as economic actors and community members? What type of training or skills development do women vs. men have access to? If different, why?</li> </ul>	
<b>A2A</b>	<ul style="list-style-type: none"> <li>▪ Who owns what assets (land, farming equipment, livestock)? If there are differences, why? Are there differences between male-headed households vs. female-headed households?</li> <li>▪ What types of extension services (free or paid for) do women vs men have access to?</li> <li>▪ What groups, networks or community resources do women vs. men have access to? If there are differences between women vs. men, why is this so?</li> </ul>	
<b>DM&amp;L</b>	<ul style="list-style-type: none"> <li>▪ Who grows what crops in the household? Who makes decisions about what in the household (child care, household purchases, education)? Who controls the household’s resources? Why?</li> <li>▪ Are there opportunities for women to practice or take on leadership roles within their community?</li> </ul>	
<b>MW</b>	<ul style="list-style-type: none"> <li>▪ What is the division of labour in the household?</li> <li>▪ What household labour-saving technologies exist? Who uses them? Why?</li> </ul>	
As entrepreneurs (business-owners, input suppliers, traders, processors)		
<b>EA</b>	<ul style="list-style-type: none"> <li>▪ What is the gender make-up of entrepreneurs in the sector? What barriers/challenges do women vs. men face in these roles? Why? What policy regulations promote or inhibit women’s participation at this sphere?</li> <li>▪ Are there differences in size of these businesses between those that are female vs. male-owned? If so, why?</li> </ul>	What constraints do female entrepreneurs face within the sector that prevent them from taking advantage of market opportunities? What socio-cultural norms hold them back? Consider the triple burden of work.
<b>A2O</b>	<ul style="list-style-type: none"> <li>• What opportunities or challenges do female entrepreneurs face that impact their ability to grow their business? Why do these challenges exist? Are they different from men’s experiences?</li> </ul>	

<b>A2A</b>	<ul style="list-style-type: none"> <li>Are there networks that entrepreneurs can tap into to improve their business, or product/service offerings? Do women and men have the same access to these services? If no, why is this so?</li> <li>What other assets are available to female vs. male entrepreneurs</li> </ul>	What services or supports exist for female entrepreneurs that can be leveraged ensure women as business-owners can grow?
<b>DM&amp;L</b>	<ul style="list-style-type: none"> <li>As entrepreneurs, what leadership opportunities can entrepreneurs take on? Are there differences between women and men? If so, why?</li> </ul>	
<b>MW</b>	<ul style="list-style-type: none"> <li>What are the workloads of these female entrepreneurs? Does the division of labour at the household prevent them from focusing on their business or support them to focus on their business?</li> </ul>	
<b>As employees (managers, lower-level workers)</b>		
<b>EA</b>	<ul style="list-style-type: none"> <li>What is the gender make-up of employees in the business? What regulations promote or inhibit women's participation at this sphere?</li> <li>Are women paid different wages than men for their work?</li> <li>What challenges exist around the recruitment or retention of women vs. men?</li> </ul>	What are the constraints that women as employees face in the sector? What are the socio-cultural norms that inhibit women at this level? Consider the triple burden of work. Are there services or supports that can be leveraged or provided to ensure women can advance? What existing realities within the sector can be leveraged to provide life chances or opportunities for women? Who is providing these already?
<b>A2O</b>	<ul style="list-style-type: none"> <li>What challenges do women vs. men employees face that impact their ability to advance in their career at these businesses?</li> <li>Does the business provide professional development opportunities? Who benefits from these opportunities?</li> </ul>	
<b>A2A</b>	<ul style="list-style-type: none"> <li>What types of transportation services are made available to employees? Do these services exist for both women and men?</li> <li>What types of child care provision is made available for employees?</li> <li>What support is provided to employees who need to take time off to take care of children?</li> </ul>	
<b>DM&amp;L</b>	<ul style="list-style-type: none"> <li>What type of work do women vs men take on in these businesses? Are there women in leadership/management positions in the business?</li> </ul>	
<b>MW</b>	<ul style="list-style-type: none"> <li>Does the division of labour at the household prevent women/men from focusing on their role in the company?</li> <li>What support is provided by the company to ensure that women and men have manageable workloads? Do the experiences that women vs. men have in this regard differ? If so, why?</li> </ul>	
<b>As customers (buyers of products or services, consumers)</b>		
<b>EA</b>	<ul style="list-style-type: none"> <li>Do female customers have the same chances to benefit from the product or service being offered as male ones?</li> </ul>	What constraints do women face as customers (or consumers)? Are there opportunities to target women and thus gain access to more customers if these constraints are addressed?
<b>A2O</b>	<ul style="list-style-type: none"> <li>Is there training offered to customers on how to use the product or service? Who benefits from this training more? Women or men?</li> </ul>	
<b>A2A</b>	<ul style="list-style-type: none"> <li>How does the product or service target women vs. men as customers?</li> <li>What tools are used to communicate about the product? Are they tools (written material, pictures, video or audio) that can be easily accessed by women and men?</li> <li>What barriers do women customers experience when trying to access the product? Mobility? Language? Lack of time?</li> </ul>	

### Building the business case for women

- Where are the opportunities for businesses to target women as suppliers, as employees, as entrepreneurs or as customers? Does this represent a 'doubling of options'?
- Do women represent a new market segment? Would working with women lead to greater profitability? Are there opportunities for increased efficiency or improved quality if women were targeted?
- What services or supports can be provided to women by a business to attract or retain them as suppliers, employees, or entrepreneurs or customers? Where is the return on investment for doing this?
- What socio-cultural norms and rules exist that would prevent businesses from targeting women? How can these be worked within or around? What social impact would be attractive for a business to pursue?

## WEE data collection methods

There are a number of critical data collection methods that can be used to determine the optimal opportunities for doing programming in WEE. Primary among these are separate key informant interviews with female and male producers, entrepreneurs, employees and customers; and focus group discussions held with women and men separately and together. Other methods including these are described in more detail below and also outlined in the *Measuring WEE in Market Systems Development – CAVACII Guidance Note*.

- **Focus group discussions:** It is important to ensure when gathering gender-specific data, that you hold mixed-sex and same-sex group discussions as much as possible. This provides a greater potential for both sexes to share information with you that you may not otherwise hear if the other sex was present.
- **Key informant interviews:** These are critical when wanting to delve deeper into an issue or topic. They should be held with between one to five different target women and men as well as with key leaders or actors within the market or community who have a good sense of the issues more broadly.
- **Validation workshops:** When you've sampled a small size (especially for qualitative work) the findings gathered from these fewer numbers may not always be accurate or representative. A validation workshop, therefore, can be held where findings are presented to groups of women and feedback gathered. (from the various geographical areas where the project is being implemented). Once the findings are validated, the information can be fed back into intervention design and implementation processes.
- **Enterprise surveys:** Similar to Key Informant Interviews, these gather information from SMEs and businesses on their operations, the opportunities they see coming and the constraints they face. These surveys should also gather information on the gender dynamics existent in the business as well as within their suppliers and customers.
- **Enterprise records:** These are records that the businesses keep about their operations and business transactions including the actors they interact with.

## Annex 2 Tool – WEE Focus Group Discussion Guides

The following are useful guides meant to help practitioners gather gender-related information from actors within a selected sub-sector to support them in integrating WEE programming into market systems development work. These focus group discussion guides have been pulled and adapted from ACIDI/VOCA's Gender Analysis, Assessment and Audit Manual and Toolkit.<sup>12</sup> These tools are presented in this document in the following order:

- Tool #1: daily activity clock / gender time use analysis
- Tool #2: activity profile – gender roles and responsibilities
- Tool #3: access and control profile
- Tool #4: examining value chain relationships
- Tool #5: seasonal calendar

### Tool #1: daily activity clock / gender time use analysis

**Objective:** Use this tool to examine the different kinds of activities carried out in a day and the different workloads of women and men. Side-by-side illustration of the different roles and activities women and men perform in a typical day reveals information about: Who works the longest hours? Who concentrates on a small number of activities? Who divides her/his time between many activities? And, who has more leisure and sleep time?

**When to use:** This tool can be used to collect and analyse data at the community and household level with beneficiaries or potential beneficiaries. It is especially useful when seeking to understand the workload levels of women and men, and to identify the times or seasons when men and women have more or less free time. Project activities can then be planned during those times and seasons. When comparing the clocks illustrated by men to the clocks illustrated by women, you can learn about assumptions about the other's work and how much time the work takes. It is possible to use this tool instead of the Activity Profile because you can also get an idea of men's tasks and women's tasks through the mapping exercise. The tool is best carried out with same-sex groups of women and men, although it is also interesting to show the other group what each other's clocks look like.

### Materials

- flip chart paper
- tape
- markers

### Steps

1. Draw two circles in advance to form the 'Daily Activity Clock' on flip chart pages. You can also draw a simple 2-column table with the hours of the day listed under the first column, then the activities undertaken by each group in the other column. List the times from the hour men or women wake up, and until they go to sleep.
2. Ask participants to discuss a typical day in the life of a woman and a man in their community. Tell them you will be illustrating tasks (or writing them in words) carried out by women and men throughout a typical day. Ask participants what a woman does from the moment she wakes up

<sup>12</sup> Meyers, L. and Jones, L., *Gender Analysis, Assessment and Audit Manual and Toolkit*, ACIDI/VOCA. 2012. From: <http://www.acdivoca.org/wp-content/uploads/2016/07/ACDI-VOCA-Gender-Analysis-Manual.pdf>

until the moment she goes to sleep. Someone will likely give you an overview. Then ask them to tell you hour by hour. Using the circle 'clock' on the flip chart (or the table), illustrate/write out how they spend each hour of their day. Make sure you inquire how long each activity takes to complete. Activities carried out simultaneously, such as child care and gardening, can be noted in the same spaces. Then ask them to do the same thing for the men. At this point, you will have mapped out a complete day for both women and men onto your clocks or tables.

3. This tool can also illustrate seasonal variations in women and men's work. To do this, you will carry out the activity clock exercise several times based on the number of seasons in the location. The first time you perform the clock exercise, ask participants to discuss their typical day within a particular season (e.g. rainy season, dry season). You will then ask participants to repeat the clock exercise from start to finish, mapping their typical day in a different season.
4. Lead the group in a discussion about the workloads and schedules of women and men and across seasons (if applicable). Ask follow up questions and take notes on responses.

### Illustrative time use for women in rainy season example

Time	Activity
4am	Wake up; fetch water; feed cows
5am	Prepare breakfast
5:30am	Eat breakfast with family
6am	Help children prepare for school
Etc.....	Etc.....

### Tool #2: activity profile – gender roles and responsibilities

**Objective:** Use this tool to gather critical information about the gender differences in the production, marketing, and business practices of men and women in a specific value chain. The value chain tool is based on the Harvard Analytical Framework but includes additional discussion questions, measures the intensity of men's and women's participation in the activity and notes which activities are conducted by hired labour. It is one of the most up-to-date interpretations of the Harvard Analytical Framework and has been adapted for the value chain context.

**When to use:** This tool provides essential information about the gendered division of labour. It is important for any agriculture, livelihoods, and value chain project. This activity should be conducted with single-sex groups so that the responses from men and women can then be compared and analysed.

**Variations:** You may decide to use more traditional variations of the Harvard Analytical Framework Activity profile.

#### Materials

- flip chart paper
- tape
- markers

#### Steps

1. Before beginning the exercises, you may choose to have a short discussion about the experience of the group with producing and/or marketing the crop under research. For example, you could

have participants state their name and how many years they have been producing the crop, and ask them one or two of the following questions:

- How many years have you been farming the crop?
  - How many acres and/or trees are under the cultivation of the crop?
  - How long have they been producing the old and/or new variety?
2. On a flip chart, draw a table with three columns as shown below. Ask participants to brainstorm activities related to production and marketing of the crop. List these in the first column on the flip chart. Depending on the purposes of your research, you may want to focus on activities related to business and financial management, but you could choose other areas as well.
  3. Ask participants to identify which activities men and/or women do. Mark these activities in the second and third columns using Xs to indicate the intensity of men's and women's participation in the activity. In the table below, a triple x [xxx] indicates it is a task exclusive to either men or women. A double x [xx] indicates that mostly men or women undertake that task. A single x indicates that both men and women undertake the task.
  4. Ask participants which of the activities are conducted by hired labor. Denote this with an asterisk in the appropriate column.
  5. Where division of labor is strict, ask why only one gender is involved in this task. Then ask whether the person doing the task makes decisions regarding how the task is carried out. Identify any gender-specific business practices.

At the end of the session there will be a chart that looks something like the one below. The exercise should then be repeated with a group from the opposite gender and the responses should be compared.

### Illustrative activity profile

Task	Women	Men
Preparing the land		XXX*
Plowing	X	XX
Planting	X	X
Fertiliser application	X	X
Weeding	XXX*	
Harvesting	X*	X*
Grading	XX	X
Transportation (from farm to road)	XXX*	
<b>Business management</b>		
Record keeping	X	X
Managing sales	XX	X
Logistics	XX	X
<b>Financial Management</b>		
Negotiating prices	XXX	
Receiving payments		
Going to the bank		
Financial decisions		
Taking out loans		
<b>Decision-making and Community Leadership</b>		

Task	Women	Men
Attending community meetings		
Speaking at community meetings		
Working on committees		
Serving on Village Council		

### Tool #3: access and control profile

**Objective:** Use this tool when trying to understand the type of access to and control over women and men (often in a household but can be in other business arrangements) different resources. This tool is especially useful when wanting to dig a little deeper and gain an understanding of the why behind household and gender norms.

**When to use:** This tool provides essential information about the gendered differences around resource access and control. It is important for any agriculture, livelihoods, and market systems project seeking to integrate WEE into their programming. This activity should also be conducted with single-sex groups so that the responses from men and women can then be compared and analysed. It is important to remember to maintain sensitivity when asking some of these questions to ensure that your objectives are understood and you do not offend anyone through the questions being asked.

### Materials

- flip chart paper
- tape
- markers
- note cards or sticky notes

### Steps

1. Ask the group which resources are the most important for the different groups (men/women/young men/ young women) to complete their production activities. These resources can include plough, sprayer, motorbike, phone, hoe, car, etc. Ask participants to draw a visual representation of that resource on a card.
2. Draw three boxes with a visual representation of a Man, a Woman and Both men and women. For fun, you can have someone in the group draw these visual representations as well.
3. Ask the participants to sort the pictures under the symbol of the man, woman, or both, depending on who uses the resources. When the symbol is placed on man and woman, ask if the same is true for young men or young women.

### Probing questions

For each picture in the pile, as you determine who uses the resource, also ask the following questions:

- Who controls the use of the resource (men/women/young men/young women)?
  - Who decides who/how/when each of the resources can be accessed?
  - Who decides whether the resource can be shared or given away?
  - Are there any resources that are forbidden to any of the groups?

- Does access to these resources change in any way, for example, when husbands have left due to migration? How?
- What are the benefits that the resource can bring to the different groups?
- How is production distributed within the household? Who decides what amount to sell or use for household consumption?
- How is income from selling produce distributed within the household? Who decides on what to spend?
- When a husband goes away (labor migration<sup>90</sup>, does the decisionsmaking ability change for women?

#### **Tool #4: examining value chain relationships**

**Objective:** This tool examines the quality of relationships between farmers and other actors in a specific value chain,, and how those relationships differ because of gender norms or behaviours.

**When to use:** This tool should be used when seeking to gain insight into the types of interactions that take place within a market system; and if gender impacts these interactions, how and why this is the case. This tool should be conducted with single-sex groups so that the responses from men and women can then be compared and analysed.

#### **Materials**

- flip chart paper
- tape
- markers
- note cards or sticky notes

#### **Steps**

1. Draw a circle in the centre of a flip chart paper and invite a participant to draw a picture of a farmer on a sticky note to be placed in the circle.
2. Ask participants to list all the types of people and organisations (value chain actors) they have direct contact with, related to the identified value chain. As they shout them out, ask them to write (or draw using pictures or symbols) these actors' roles down on sticky notes so they can be placed around the picture of the farmer. If needed, help them brainstorm by suggesting:
  - input suppliers
  - extension agents (Ministry of Agriculture)
  - banks
  - information service providers
  - traders
  - farmer-based organisations
  - processors
3. Ask participants to describe their relationships with each of the actors they identified. Then ask the following questions for each. Tell them to respond based on their experiences over the past year.

- Do you interact with more men or women in this category (e.g. input suppliers, traders)?
  - How far is this actor from your home? From your farm? [Use walking time.]
  - Do you contact this actor within the community or outside the community?
  - Do you always go to the same business/individual?
  - How frequently are you in contact (for business) with this actor? [*Use week/month/year—whatever timeframe fits.*]
  - For how long have you been dealing with this category of actor?
  - On a scale of 1–6, how would you rank your relationship with this actor? (1 = very bad relationship, 6 = excellent relationship.) Why? \*
  - Probe: 'Do you trust them?' \*It is important with this question to have participants explain what makes a good or bad relationship and what qualities or criteria the participants are using to characterise good and bad relationships.
4. Ask participants to place a sticker next to the relationships they most want to improve.
  5. Ask participants to share their longer-term goals for the farming business by addressing the question: Where would you like to be in your farming business one year from now? What is one thing you will do to get there?

#### **Tool #5: seasonal calendar**

**Objective:** This tool can be used to identify the various income generating activities (farm or non-farm) engaged in by women and men, boys and girls in a household, as well as the gender-based patterns of labour, income and expenditure, shifts in household health and welfare, and free time.

**When to use:** This tool provides essential information on different types of household activities throughout the year. It is mainly useful when working closely with producers however can gather information that could be useful when seeking to understand opportunities for when to engage with women or men from a business or service provider perspective.

#### **Materials**

- flip chart paper
- tape
- markers

#### **Steps**

1. Group men and women separately or together (depends on the discussions you want to have).
2. Ask them to identify their daily and seasonal tasks which earn money and maintain the home and family (including productive, reproductive, and integrative (social) work, paid or unpaid). You may wish to focus solely on the activities required for producing and harvesting and selling a specific crop or you could expand to other activities as well. Possible activities include: plough the field for rice, planting rice, weeding rice field, transplanting rice field, harvesting rice, etc., selling charcoal, fixing the roof, selling produce at the market, planning for water festival, children in school, etc.
3. Ask the group when it considers the year beginning (it doesn't have to necessarily start in January), based on the group's decision, label the months of the year across the top of the flip chart paper

4. Draw or write each task on a small piece of paper or directly on the large grid (down on the side column) on the same paper you wrote the months of a year
5. Discuss various aspects of each task (based on crop, farm/nonfarm activities) and put an 'x' under the appropriate month (s) when these activities take place (include planting vs. harvesting, etc.)
6. Identify which member of the household does which task (this is not necessary if you are able to use other tools in a different focus group discussion or the same to draw out gendered division of labour)
7. Identify by times of year and sources, when income flows into the household.
8. Indicate variations in household expenses, for example, are there particular expenses that are higher at specific times of year? (school, holidays, religious festivals)
9. Indicate patterns of household health and welfare, for example: are there certain times of the year when people are hungrier?
10. If you do this as one group, synthesise the information with the group by taking a small amount of time to clarify any questions, or ask other questions you may have from your interview guides; if the completed tasks as men and women separately (and if you have time) try to analyse each of the findings (summarising) of the groups with the entire group.
11. The groups come together, posting their calendars where everyone can see them
12. When interpreting the information on the calendars, consider the following:
  - Opportunities such as free time for other activities, available income for developing activities
  - Constraints such as period of high expenditures, periods of illness, intensity of activities, cultural practices
  - Other specific purposes determined by the facilitator or needs or desires of the community: for example: when during the year (and day – for daily activity clock discussion) might men or women be available for training? When might be a good time to plant other (secondary VC crops)

### Annex 3 WEE Checklist

	Yes	N/A	needed ↓	Who will do the research?	
<b>Seeing Women</b>					
Does the team understand where women and men are in relation to this intervention and what roles they play?					
<b>Hearing Women</b>					
Have women's voices been heard? Have women been consulted equally in the design of this intervention?					
Have there been separate consultations or interviews with women separately from men?					
<b>Building the business case for women</b>				<b>Yes</b>	<b>No</b>
Does this intervention address a constraint faced specifically by women					
Will this intervention aim for equality of outcome between men and women					
Can this intervention contribute towards one of the following Women's Economic Empowerment domains?					
<b>Agency:</b> Decision making, authority and leadership in different spheres					
<b>Agency:</b> Manageable workloads					
<b>Access:</b> Access to opportunities and life chances					
<b>Access:</b> Access to assets, services and needed supports to advance economically					
<b>Economic advancement:</b> Increased income and return on labour					
<b>Anticipating and mitigating risks</b>	Yes	N/A	Needs to be done ↓	Who will do the research?	
Has the partner been screened for having a potentially exploitative work environment?					
	No	N/A	Yes ↓	Rethink or justify	
Is the intervention likely to negatively impact women's burden of labour?					

## Annex 4 Measuring WEE in Market Systems Development CAVACII Guidance Note

### Introduction

This guidance note provides suggestions on how to approach measuring the work CAVACII is doing in women's economic empowerment. This is important not only because gender equality is a human right and it is smart economics, but because it is required by the donor, DFAT. Therefore, this document provides suggestions on the following:

- Integrating WEE into program and data collection plans;
- Capturing WEE data; and
- Reporting on WEE successes and failures

### Integrating WEE into program and data collection plans

#### A. Understand what CAVACII is trying to achieve in WEE

CAVACII is a program seeking to *mainstream gender* into its programming. Meaning, it is working toward achieving benefits for both men and women throughout its interventions.

#### B. Determine what a WEE success looks like:

Determine what success in WEE in CAVACII looks like. For example, WEE objectives in a market system development programme may be broader than just increasing profits, and may for example involve using business proceeds to invest more in their children. Understanding these differences is dependent on gender analyses alongside the market analyses that should precede every market systems intervention.

#### C. Capture and mitigate against unintended consequences:

Determine what your unintended consequences (either positive or negative) might be by identifying what they could be at the market analysis stage. These should be documented and then included in your follow-up interviews and surveys once you begin monitoring project activities and impact.

#### D. Develop WEE-specific indicators of change

Determine what indicators you want to use to measure the type of change you are looking for. Consider the three levels of outcome indicators:<sup>13</sup>

- **Direct outcome:** in women's economic empowerment programs is the knowledge, skill or asset acquired via a specific intervention (e.g. a new process learned)
- **Intermediate outcome:** the practice or behaviour change that results from the direct outcome (e.g. a change in business practices or a shift in the household division of labour)
- **Final outcome:** the intended principal effect of the program, for instance, increases in employment and profits as a result of changes in business practices brought about by business training. Other telling final outcome indicators are savings and investments in productive assets, such as farming machinery and business inventory, and measures of women's empowerment and well-being.

Furthermore, when selecting indicators, the following issues should be considered:

- Pick one or two indicators at household-level, in addition to the DCED Standard universal indicators.

<sup>13</sup>Adapted from: [http://www.womeneconroadmap.org/sites/default/files/Measuring%20Womens%20Econ%20Emp\\_FINAL\\_06\\_09\\_15.pdf](http://www.womeneconroadmap.org/sites/default/files/Measuring%20Womens%20Econ%20Emp_FINAL_06_09_15.pdf)

- Include a mix of access to resources and agency indicators
- Consider using a lot of strong qualitative indicators
- Think about your unit of analysis: enterprise, household or individual level; sometimes you can gather information on indicators from all three levels.
- Disaggregate indicators by sex, age, employment status; marital status (married, single, widowed, divorced, etc.)
- Determine what a positive vs. a negative change is before you choose to collect this type of data
- Select only those indicators of WEE that are both **programme relevant** and **reasonably straightforward** to measure

The following table provides a basket of indicators to consider using in CAVACII programming.

Table 1 Basket of WEE indicators

WEE Domain	Indicator(s)	Outcome Level	Quantitative / Qualitative	Why important
Economic Advancement	Percentage of additional net income accrued to a female-led business per year because of the programme	Final Outcome	Quantitative	Demonstrates the increase in, and regularity of, income experienced by women. Also gathers info on perceptions of this change.
	Perception of increase in income by women and men because of the programme per year	Final Outcome	Qualitative	
	Employment, including self-employment, regularity of employment, hours worked and income earned, as well as employment generated by the firm (potentially easier to measure in larger firms)	Final Outcome	Quantitative or Qualitative	
Access to Opportunities and Life Chances	Number / percentage of women with access to training and skills development	Direct Outcome	Quantitative	Gathers info on the women's access to specific opportunities that they normally wouldn't have access to (including the freedom/ restrictions they experience in mobility). Also seeks to understand the perceptions that people have around these changes.
	Number of new jobs or new enterprises started by women	Intermediate Outcome	Qualitative	
	Number and type of new techniques and technologies adopted by women for improved production	Direct Outcome	Quantitative or Qualitative	
	Percentage of women reporting enhanced ability to respond to market demand	Intermediate Outcome	Quantitative or Qualitative	
	Number / percentage of men / women exhibiting positive attitudes towards women and work in specified sub-sectors	Intermediate Outcome	Qualitative	
	Number / percentage of men / women exhibiting changes in attitudes towards women and their mobility	Intermediate Outcome	Qualitative	
	Perceived value of business and/or agricultural training and technology	Intermediate Outcome	Quantitative or Qualitative	
Decision Making, Leadership and Authority to influence in different spheres	Percentage of household expenditures decided by women / percentage of household expenditures decided jointly	Intermediate Outcome	Quantitative or Qualitative	Gathers info on the types of decisions a woman is making both regarding productive activities and purchases as well as non-productive but also necessary activities and purchases. Also gathers information on leadership roles that women are taking on in
	Percentage of non-household expenditures decided by women / percentage of non-household expenditures decided jointly	Intermediate Outcome	Quantitative or Qualitative	
	Number / percentage of women who can make independent decisions regarding the purchase, sale, transfer or use of agricultural assets (small and large)	Intermediate Outcome	Quantitative or Qualitative	
	Number / percentage of women who can make independent decisions around new	Intermediate Outcome	Quantitative or Qualitative	

WEE Domain	Indicator(s)	Outcome Level	Quantitative / Qualitative	Why important
	productive activities (e.g. the purchase of small livestock) Y/N			community (in savings groups, businesses, etc).
	Number / percentage of women taking on leadership roles in the community/enterprise or as an employee	Intermediate Outcome	Quantitative or Qualitative	
	Perception of women taking on new leadership roles	Intermediate Outcome	Qualitative	
Manageable Workload	Number of hours per day saved due to intervention	Intermediate Outcome	Quantitative	Gathers info on the potential changes in workload at home for women to engage in other business/production related activities; and the perceptions of women/men about these changes. Speaks to gender norms, and men's and women's attitudes toward gender roles.
	Number of hours spent on domestic chores per day	Intermediate Outcome	Quantitative	
	Satisfaction over available leisure time.	Intermediate Outcome	Quantitative or Qualitative	
	Ability to make decisions regarding use of time	Intermediate Outcome	Quantitative or Qualitative	
	Number of hours that women save a day as a result of an agricultural innovation	Intermediate Outcome	Quantitative or Qualitative	
	Perception of women / men regarding changes in household work roles	Intermediate Outcome	Qualitative	
	Perception of women on changes in their self-esteem / confidence as a result of changes in their workloads	Intermediate Outcome	Qualitative	
Access to Assets, Services, Networks and Needed Supports to advance economically	Perception of improved financial inclusion (access to financial services: credit, savings, insurance, literacy training, payment services) experienced by women	Intermediate Outcome	Qualitative	Demonstrates the changes in access to different services and resources that women have gained as a result of the project interventions. These changes have the potential to contribute not only to normative changes (and cultural perceptions of gender roles) but also increase women's agency in her productive endeavors.
	Number of new and/or growing market opportunities to which women are connected	Intermediate Outcome	Quantitative	
	Percentage of women reporting having improved access to land, water, marketplaces and other infrastructure assets	Direct Outcome	Quantitative or Qualitative	
	Changes in attitudes towards women and programme-relevant work.	Intermediate Outcome	Quantitative or Qualitative	
	Changes in attitudes towards women and access to program relevant services (mobility).	Intermediate Outcome	Quantitative or Qualitative	
	Number / percentage of women involved in formal or informal business-related associations (including indicators of attendance and participation)	Immediate Outcome	Quantitative or Qualitative	
	Perception of women / men in community on women demonstrating improved business / farming practices	Intermediate Outcome	Qualitative	
	Number / percentage of women using and owning mobile phones for business related activities (access to information, networks, markets)	Intermediate Outcome	Quantitative or Qualitative	

## Capturing WEE data

### A. Good research practices when integrating WEE<sup>14</sup>

<sup>14</sup> Adapted from: [http://www.enterprise-development.org/wp-content/uploads/Measuring\\_Womens\\_Economic\\_Empowerment\\_Guidance.pdf](http://www.enterprise-development.org/wp-content/uploads/Measuring_Womens_Economic_Empowerment_Guidance.pdf)

When conducting research either at the outset of your project or as part of your monitoring and evaluation plan, it is important to consider the following practices in order to ensure you are collecting valid and necessary data.

- **Defining empowerment:** Remember to define empowerment as it is experienced and understood by the people and culture within which you are working. These definitions may vary between regions or even villages so ensure that you understand these distinctions at the outset. Know which questions to ask in order to gather this information as well. Experience has shown that context-specific examples are extremely helpful when trying to understand these different definitions and then to track change on these topics over time.
- **Speak directly to women:** It is critical that you gather information from women and understand the experiences of women by speaking directly with them. This often means that men should not be around as their presence may hinder women's ability to speak freely. Ensure that you have investigated the local context so you can conduct separate discussions with women as much as possible.
- **Women's education:** Women often have lower education levels than men. Research instruments should be tailored to match women's literacy and education levels. Using one uniform survey for both women and men may lead to inaccuracies. Test your questions and surveys with both women and men to ensure that these inaccuracies do not occur and tailor questions appropriately if needed.
- **Identifying 'work':** Women may not consider the housework or farm work that they do as 'work'. Ensure enumerators are trained to identify when this might be taking place and then know how to ask probing questions to gather relevant information.
- **Involve men also:** Just as it is important to speak directly to women, it is equally important to gather the perceptions and experiences of men to gather information on gender-based norms and views of women's empowerment from men's perspective. Not only are men important influencers of women's empowerment but their buy-in is important for supporting and promoting WEE.
- **Gender-sensitive enumerators:** Make sure that those collecting the data are trained on gender-sensitive research practices such as women surveying women (for example). If you have outsourced your data-collection to another firm, make sure that they have this expertise and if they don't, provide training if/when you can. Lack of gender-sensitivity can contribute to inaccuracies in data and could pose other challenges to your project going forward.
- **Timeframes:** Gather household-level impact data pertaining to WEE infrequently (2-3 times in the life of the project). These changes can take time and information on these topics gathered too regularly may distort findings. Information on changes beyond the household level can be gathered more frequently (i.e. access to networks, improved production practices, access to training, improved literacy, etc.)

## **B. Suggested qualitative and quantitative data collection methods**

Once you begin to monitor and measure the impact of your activities against your results chain/impact logic and ultimate goal of your project, the following are some tips on ways to collect WEE-related information.

- **Enterprise surveys:** These are similar to Key Informant Interviews and gather information from SMEs and businesses about their operations, the opportunities they see coming and the constraints they face. These surveys should also gather information on the gender dynamics existent in the business as well as within their suppliers and customers.
- **Enterprise records:** These are records that the businesses keep about their operations and business transactions including the actors they interact with.

- **Household surveys:** Gathers the bulk of the data around impact and changes at the household level with regards to women's economic empowerment.
- **Focus group discussions:** It is important to ensure when gathering gender-specific data, that you hold mixed-sex and same-sex group discussions as much as possible. This provides a greater potential for both sexes to share information with you that you may not otherwise hear if the other sex was present.
- **Key informant interviews:** These are critical when wanting to delve deeper into an issue or topic. They should be held with between one to five different target women and men as well as with key leaders or actors within the market or community who have a good sense of the issues more broadly.
- **Validation workshops:** When you've sampled a small size (especially for qualitative work) the findings gathered from these fewer numbers may not always be accurate or representative. A validation workshop, therefore, can be held where findings are presented to groups of women and feedback gathered. (from the various geographical areas where the project is being implemented). Once the findings are validated, the information can be fed back into intervention design and implementation processes.

Table 2 Tips for collecting quantitative and qualitative methods<sup>15</sup>

Common Private Sector Development Method	HH Level data	Strategies for Integrating WEE	Recommended CAVACII Project Stage	Additional Resources Required
<b>Quantitative</b>				
Enterprise Surveys	No	<ul style="list-style-type: none"> <li>▪ Ask about sex disaggregated participation numbers in trainings offered</li> <li>▪ Include questions about the gender-responsiveness of training content.</li> <li>▪ Enquire about whether the enterprise is male- or female-run or owned.</li> </ul>	Diagnosis and Strategy; and Monitoring	Can be included without much additional time or resources
Enterprise Records	No	<ul style="list-style-type: none"> <li>▪ Ask enterprises to track how they engage with both women and men (customers, suppliers, training)</li> <li>▪ Determine the number of male and female employees and their roles or positions</li> </ul>	Diagnosis and Strategy; and Monitoring	Can be included without much additional time or resources
Household Survey	Yes	<ul style="list-style-type: none"> <li>▪ Ensure an individual unit of analysis</li> <li>▪ Include questions on household dynamics and women's and men's perspectives on gender issues</li> <li>▪ Analysis of attitudes between men and women to different service providers can be added into household surveys</li> </ul>	Monitoring	Can add some time to surveys. Requires additional expertise to enumerate the survey with women. Time use questions need qualitative follow-up
<b>Qualitative</b>				
Focus Group Discussions	Yes	<ul style="list-style-type: none"> <li>▪ Conduct separately with women and men</li> <li>▪ Be aware of socio-cultural norms for sharing information in groups. Many of the household-level WEE indicators are sensitive topics.</li> </ul>	Diagnosis and Strategy; and Monitoring	Adds time to group discussions.
Key informant interviews	Yes	<ul style="list-style-type: none"> <li>▪ Aim to speak with a woman alone. If not possible ensure that people within earshot understand that she is to answer first and others can answer if the facilitator asks them to do so.</li> <li>▪ Include questions on all household level indicators.</li> </ul>	Diagnosis and Strategy; and Monitoring	None. Includes discussions with women where otherwise men would have been interviewed.

<sup>15</sup> Adapted from: [http://www.enterprise-development.org/wp-content/uploads/WEE\\_Measuring\\_Womens\\_Economic\\_Empowerment\\_Overview.pdf](http://www.enterprise-development.org/wp-content/uploads/WEE_Measuring_Womens_Economic_Empowerment_Overview.pdf)

Common Private Sector Development Method	HH Level data	Strategies for Integrating WEE	Recommended CAVACII Project Stage	Additional Resources Required
Validation workshops	Yes	<ul style="list-style-type: none"> <li>Helpful to use after conducting smaller sample size qualitative research. Conduct with men and women separately if discussing household-level issues.</li> </ul>	Diagnosis and Strategy; Monitoring	Can add time to group discussions yet helps to reduce sample sizes of quantitative and qualitative research thus will end up reducing resources.

### Reporting on successes and failures

Reporting on WEE data can sometimes be both sensitive and exciting. Make sure that you are careful to do the following:

- Make sure you disaggregate all data by sex where possible
- Use the qualitative and quantitative information you have collected to tell your story
- Anonymise household decision-making abilities or gender-based violence protect data.
- Ensure that someone with gender expertise completes a gender-sensitivity review of your report prior to submission to ensure WEE issues are properly understood and communicated.

## Annex 5 CAVACII WEE Guidance Note

### Seeing women

Men and women interact differently with the economic sphere. At all levels of analysis within the project, women should be identified as well as their relationships to markets.

**See women as producers.** Understand the changing dynamics – labour migration and the instance of female headed households (FHH)? In the typology – assess the ability of FHH on the domains of WEE. Make sure women are not left behind (some reports highlight lower access by female-headed households to agricultural services). The World Bank reports 27% female-headed households in Cambodia for 2014.

**See women as employees** of male-led and female-led businesses. What opportunities do they have, could there be a business case for better positions, better salaries, retention, new roles?

**See women as business owners.** Female-led businesses tend to be smaller than male-led businesses; they have smaller networks and have to manage households as well as business commitments. How do the challenges which women entrepreneurs in Cambodia face affect their ability to grow?

**See women as customers.** Are they getting the right products and services, at the right time, from the right place? How does women's access to and control of these differ from men's and how can it impact growth in the sub-sector and/or individually?

**Seeing women is also important in monitoring and results measurement.** Disaggregated data should be captured where possible and rolled up into the Data Hub.

How can we deepen our understanding of women's economic roles in CAVACII?

Seeing women as:	
<b>Producers</b> <ul style="list-style-type: none"> <li>First typology was done in 2012 in rice, could be updated with a new section on FHH</li> <li>Update typology template for future studies + daily clock against seasonal</li> </ul>	<b>Employees</b> <ul style="list-style-type: none"> <li>Understand gender composition of employee base of partners</li> <li>Understand challenges around recruitment, retention, promotion</li> </ul>
<b>Business owners</b> <ul style="list-style-type: none"> <li>Undertake study around challenges and opportunities facing female-led businesses (in agro-sector) in Cambodia.</li> </ul>	<b>Customers</b> <ul style="list-style-type: none"> <li>Case by case – based on who buys what in production or business.</li> </ul>

### Hearing women

Women's voices can often be missed unless they are sought out. Yet their perspectives and opinions are crucial to capture if programming is to be successful and equitable.

Women's voices should be included in all research and community meetings. If topics are sensitive and women are unlikely to speak up in a mixed group, separate meetings should be held with women only.

### Building the business case for women

Working towards women's economic empowerment is not only the right thing to do because gender equality is a human right, but also because it is good business.

Challenges which women face in the market can be viewed as any other market challenge – the sustainable solution will be the one where market actors see a win-win proposition. CAVACII's market development interventions should seek to understand the challenges which women face to equal

economic participation and identify the business case for making it worthwhile for partners to change their behaviour. Look for the **double win**: the intervention which will lead to growth in the market AND lead to improvement in women’s economic empowerment.

Business case solutions will depend on the environment, the identified problem and the available partners, but potential angles can include:

- accessing untapped employee talent
- enhancing the brand and reputation of the business
- improving supply chain reliability
- opening new distribution channels
- reaching female customers
- furthering social impact.

**Be creative.** At times, the solution can be found in a side industry, for example women’s business associations can help broaden networks, company-provided or private child care providers can help reduce the burden of labour, etc.

### Anticipating and mitigating risks

**Underemployment and exploitation:** Women are often over represented in low-pay low-productivity work. Potential CAVACII partners should be screened for exploitative work environments (for either gender). Some potential partners may be willing to alter their behaviour and see the advantage of a happy, healthy workforce (which should also increase retention). Others may not, and should be disqualified from partnership.

**Triple burden of work:** Whenever women are encouraged in taking on new economic responsibility, this should be considered against their current burden of work. This is not to say that women should *not* have access to opportunities but that there may be opportunities to help reduce this burden through innovation or access to technology, access to childcare etc.

**Violence against women:** As women’s roles change in the household and in the community, the shift in power dynamics has been linked with the potential for increased gender-based violence. CAVACII can sensitise its staff to the risks and establish a staff reporting mechanism.

### Updating the WEE integration in CAVACII work flow

#### Components 1 and 3: engendered work flow

Stage	Diagnosis and Strategy		Design			Intervention	Monitoring	
Level	CAVACII		CAVACII			Partner / CAVACII	CAVACII	
Activity	Sector Strategy	Informal Strategy	Intervention Plan	Contract	Impact Logic	Intervention	Monitoring	Three-month review
WEE consideration by CAVACII	WEE opportunity analysis	Enhanced typology WEE strategy	Gender checklist WEE interventions		Segment typology and WEE domain		Disaggregated data	18-month gender theme

WEE focus for the next year should be on:

- Enhancing understanding challenges and opportunities for relevant women market actors not studied yet (see section 1)
- Undertaking at least 2 interventions which have a double win (market win and WEE win)

- Enhancing gender disaggregation. Increase understanding of how project interventions can impact WEE (associate interventions with domains of WEE).

## Component 2: Irrigation

Stage	Diagnosis				Strategy	Design		Intervention			Monitoring
Level	CAVACII				CAVACII	CAVACII		Private Sector	PDWRAM		CAVACII
Activity	Provincial consultation	Field Reviews	Environmental assessment	Community meetings	Selection	Preliminary	Final	Construction	FWUC launched	FWUC support	Three-month review
WEE consideration by CAVACII	Hearing women: ensuring women (including femal-headed households) are included in all community meetings, analyses, etc.				Track percentage of femal-headed households in targeted beneficiaries of irrigation scheme	Ensure consultations include women and femal-headed households			Gender training for PDWRAM	Strategies for inclusion of women in FWUCs	Track women candidates, women in FWUCs

WEE focus for the next year should be on:

- Studying why women do not participate in FWUCs (possibly disaggregated by region) – of those who do join, why they quit. Of those who remain, what the factors or success are. Survey – would women like to be part of the FWUC? Ask the communities how more women could be encouraged to participate. Document research.
- Test different strategies for encouraging more women to join, for example:
  - Ensure that 30-50% of candidates are women
  - Linking female FWUC members who can support each other (anecdotally when more than one woman was elected, they tended to stay longer – according to PWDGRAM gender staff).
  - By-laws can be amended to allow flexibility in work hours.
- If none of the strategies are successful – document and justify. The goal is not to undermine the sustainability of the FWUCs.

## Monitoring and evaluation

- More efforts should be made to disaggregate data and disaggregated data should be rolled up into the Data Hub.
- The impact logic should include, when relevant, the WEE domain which the intervention can contribute towards.
- Integrate brief feedback on WEE in three monthly review – integrate staff feedback on anecdotal WEE impact.
- Focus one of the Three monthly review on Gender every 18 months.

## Staffing

- A WEE advisor will be hired full time in the team
- WEE champions (self-selected) in each team who can help lead the process within their team.

## Communications

WEE needs to be integrated throughout the CAVACII reports on outcomes for both women and men.

## Annex 6 Investment Design CAVACII – Gender Commitments Summary

The Australian aid program's Gender Strategy has four pillars. The most relevant pillar for CAVACII is No. 3, 'empowering women economically and improving their livelihood security'. This is often expressed through the term Women's Economic Empowerment. The Office of Development Effectiveness evaluation of Women's Economic Empowerment in 2014 highlighted several good practices of CAVAC Phase I, including the building of gender issues into the design, activity formulation and results measurement.

Despite the strong positive result for Cambodia with regard to gender equality in agriculture in the USAID-funded survey, there are still things aid programs like CAVACII can do to help the situation even further. The USAID survey noted problems with group membership, and CAVACII has found that only 25 per cent of elected Farmer Water User Community leaders are women. Some agribusiness and extension activities of Phase I were hampered by low female participation in business extension activities.

CAVACII will not have gender as a high-level objective; but it will attempt to ensure gender equality is promoted. Key to this will be the integration of gender considerations into all aspects of the program cycle. The key steps in the program cycle for consideration include market analysis, strategy development, activity formulation/partner selection and monitoring. Processes to facilitate good practice will be devised and used to develop a Gender Strategy.

Comparing issues of gender equality with the types of activities that CAVAC Phase II is likely to implement, focus areas will likely include:

- Encouraging equal participation of women in decision making. In particular, working with PDWRAMs and others to promote higher participation rates of women in FWUC leadership bodies.
- Promoting better access for women to agricultural information, particularly through training or other communication activities of support providers. In particular, ensuring training times and context maximise involvement of women, and there are adequate female extension workers.
- Ensuring strong female representation in consultations and research. In particular, designing all kinds of formal and informal studies, discussions, meetings and other forms of consultation in such a way as to include the voices of women.
- Increasing gender equality outcomes, including in such aspects as representation and decision-making, in farmer groups such as agricultural cooperatives support through government capacity building activities.

Within the Irrigation and Water Management component, the biggest gender issue relates to operations and maintenance and FWUCs. More will need to be done in Phase II to improve [the] ratio [of women in the FWUCs], but CAVACII can only influence elections to a limited degree.

CAVACII will ensure that wherever practical, monitoring data is sex-disaggregated. Provisions for this will be built into the CAVACII monitoring system, including in impact logics and monitoring sheets. Information collected through monitoring will be used to refine plans, strategies and activities to promote better gender equality outcomes. Regular program reporting will include reference to gender data and outcomes.

## Annex 7 CAVAC Phase One Gender Document Review

All documents are focused on the producer. No information allowing CAVACII to understand the gender presence/dynamics in other parts of the chain.

Name	Date	Author	Purpose	Notes
Manual of Operations CAVAC Gender and Disability Strategy	2010	CAVAC	Outline the CAVAC gender strategy	High level – more specific for 2010/11, not updated
Gender Study	2011	Ingrid Gray	Make CAVAC more gender responsive	Lacked understanding of market approach. Mentioned CAVAC <b>gender strategy</b>
Livestock and gender in rural Cambodian households	2013-4	John Walsh	Gender challenge fund	Look at gendered decision making – no clear conclusion
Women empowerment through vegetable farming in Cambodia: Removing gendered barriers and constraints	2013	ActionAid	Gender challenge fund	
Farming up the hill: a gender perspective of indigenous rice farming in Monduliri	2013	ARD	Gender challenge fund	
Agriculture income and gender: Evidence from rural Cambodia	2013	NUPPUN Institute	Gender challenge fund	
Farm Mechanisation in Cambodia: Gender and Socio-Economic Impacts	2013	Sam Chanthy	Gender challenge fund	Weak gender recommendations
Understanding the knowledge, attitude and practice of gender equality in education and work for the rural youths in three Cambodian provinces	2013	HRDC	Gender challenge fund	
Report on interviews with small seed producers in Takeo and Kampong Thom	2012	CAVAC	Assess impact of training and challenges	Interesting gender findings – clear attention to gendered differences
Farmer households' typology survey (rice)	2012	CAVAC	Capture gender relation within rice producing farmer households	What and who of rice production
Volume of Fertiliser Sold at village level	2012	CAVAC	Are female farmers purchasing from local retailers at disadvantage for info vs. men	Check on flow of info + gender roles
Vegetable typology with gender	2012	CAVAC	Roles of men vs women in veggie production and selling	Roles not homogeneous when looking at crop type, small biases of men towards vine crops and women towards leafy crops
Rapid assessment with Baitong community	2012	CAVAC	Role of men vs women in rice in Baitong	Women acknowledged as important player by major rice buyer
Training Report on Gender Mainstreaming Training of Trainers in Irrigation, operations and maintenance (informed by assessment)	2012	CAVAC	Training on gender mainstreaming and review of lack of women in FWUC	Some analysis of why not more women in FWUC – plan of action ( <b>unclear of result</b> )
Preliminary need assessment with female FWUC members	2012	CAVAC	Assessment of women participating in FWUC	Some good insight on challenges
Gender action plan – Irrigation	2012?	CAVAC	To ensure women benefit from CAVAC's irrigation schemes in equitable manner	

Name	Date	Author	Purpose	Notes
Changed time of vegetable training: observation note	2013	CAVAC	Review of effectiveness of changing time	Partly effective – other factors present 'some women feel that joining the training was men duty and they afraid other people may criticise them when they take this role'.
Field observation on impact from Retailer training	2013	CAVAC	Assessment focused on both gender	Good assessment of impact and effectiveness by gender
Access to water by female headed households (FHH) at CAVAC rehabilitated schemes in Kampot province	2013	CAVAC	How FHH fare in terms of access to irrigation	Primary issue seems to be potential of pumping at night – insecurity. Project looked at amending rules of FWUC... <b>result?</b>
Seed user survey	2016	CAVAC	Gender disaggregated + review of gendered roles on seed	Response by region (one more men, one more women) often 30% joint
Gender impact stories (Irrigation)	?	CAVAC	Highlighted women in FWUC	
Gender Action Plan: Irrigation	?	CAVAC	Outlines gender considerations throughout process	

## Annex 8 WEAMS Framework – further dimensions

An addition in the WEAMS framework from the original WEE in Market Systems Development framework is the acknowledgement, based on the practical experience of many projects, that economic interventions alone do not necessarily lead to the economic advancement of women and at times can lead to regressions. The WEAMS framework opens the door to integrating non-economic dimensions of WEE as necessary components of achieving women's empowerment. Such dimensions can include, but are not limited to, unpaid care, social norms or gender based violence:

- **Unpaid care work:** Care, defined as activities that serve people in their wellbeing, is important to the well-functioning of society and the economy. Yet the provision of care is not typically recognised as an economic activity, has no economic return associated with it, and generally falls under the sole responsibility of women. Unpaid care is a particularly important factor impacting women's time burden. A recent paper, by Mar Maestre and Jodie Thorpe (2016), on unpaid care work outlines, 'where programmes ignore unpaid care, it can be detrimental for both development outcomes and market activities'. It highlights, through examples, how addressing social norms in the household as well as working with private sector, for example in offering day-care services for children of factory workers, can lead to win-win outcomes.
- **Social norms:** the set of collective behavioural rules that shape social behaviour and expectations are typically key in understanding factors of exclusion which women may face, yet have seldom been addressed in market based programs. Norms regroup complex, and messy, human interaction which can be hard to understand and even harder to address. As such, most market system programs tend to focus on access to opportunities with less attention on 'how the socio-cultural context in which they operate influences their decisions and ability to engage with, and benefit from, those opportunities'.<sup>16</sup> There is, however emerging programs which are attempting to take into consideration these realities and adjust programming accordingly and are sharing their learnings with the international community.
- **Addressing gender based violence:** It has been well document that economic advancement by women can lead to an increase of violence directed at them. This is often linked to a shift in the balance of power between men and women in the household and/or the community. This should not lead to a reduction in efforts towards WEE, but should be mitigated in programs which address WEE. An understanding of factors of risk leading to gender based violence and actions to address the corresponding social norms and behaviours can be integrated into programs. DFID has published an effective two-part guide on addressing gender based violence in market based programs which can be referred to (2015).

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<sup>16</sup> Erin Markel et al. *The Social Norms Factor: How gendered social norms influence how we empower women in market systems development*. 2016.

## Annex 9 Cambodian Gender Equality and WEE

Cambodia has pursued considerable efforts in the past decade to improve gender equality in the country. In some arenas, it has been quite successful (formal laws and regulations, awareness of gender based violence etc.) yet much work remains to be done. The Social Institutions and Gender Index (SIGI)<sup>17</sup> provides an analysis of the discriminatory social institutions of a country, defined as the formal and informal laws, attitudes and practices that restrict access to rights, justice and empowerment opportunities. According to the SIGI, Cambodia scores 'low' (0.0477) meaning it appears to have strong laws providing equal rights for women and men in the family code, in access to resources and assets, and in civil liberties. However, on specific themes, and in practice, there is significant room for improvement to ensure gender equality within Cambodia's formal and informal structures.<sup>18</sup> The female literacy rate, especially compared to males, is low (66 per cent compared to 83 per cent)<sup>19</sup>, and drop-out rates for girls is extremely high. While Cambodia passed a law in 2005 that prevents domestic violence and protects victims, penalties are not specified and victims often lack information and agency to report abuses.<sup>20</sup>

Women's rights to land and non-land assets are fairly equal to men, though significant challenges do exist where literacy rates are low and access to information is limited. Traditionally Cambodian register the land in the husband's name, but a campaign to increase the registration of both spouses as landholders has yielded positive results.<sup>21</sup> Although there is still concern that in cases of divorce or death of the man, women often do not yet have the power position to maintain full or any control over the land.<sup>22</sup>

Low levels of women's participation in politics and decision making bodies in Cambodia remain low as well at just 20.3 per cent; and approximately 20 per cent of women hold civil servant positions despite the Government's goal of 50 per cent.<sup>23</sup> The government has taken steps toward improving these low rates by appointing women as Deputy Governors in provinces, municipalities, districts, etc. and stipulating that women be present in sub-national bodies, however women are reported to struggle to succeed in these roles.<sup>24</sup>

In other measures of gender equality, Cambodia ranks quite low. For example, on the 2013 Gender Inequality Index, which is a composite measure that reflects inequality in achievements between women and men in three dimensions: reproductive health, empowerment and the labour market, Cambodia ranked 106 out of 152 countries (with a score of 0.599).<sup>25</sup> And on the 2014 Gender Development Index, which measures gender gaps in human development achievements by accounting for disparities between women and men in three basic dimensions of human development – health, knowledge and living standards (same indicators as in the HDI), Cambodia ranked 136th out of 187 countries (with a score of 0.890).<sup>26</sup>

When the sphere of empowerment is narrowed to the agricultural sector, however, it would seem that women fare better. The USAID Women Empowerment in Agriculture Index (WEAI) survey captures women's empowerment and inclusion levels in the agricultural sector by collecting information on five domains of empowerment. These include decisions about agricultural production, access to and control over productive resources, control over use of income, leadership in the community, and time allocation. Cambodia was one of the first countries in 2014 where the survey was administered and in

<sup>17</sup> <http://www.genderindex.org/>

<sup>18</sup> OECD Development. *SIGI Cambodia*. 2014. Obtained from:[http://www.genderindex.org/country/cambodia#\\_ftn14](http://www.genderindex.org/country/cambodia#_ftn14)

<sup>19</sup> UNICEF. *Monitoring the Situation of Children and Women*. 2009. Obtained from:

<https://data.unicef.org/topic/education/overview/>

<sup>20</sup> OECD Development. *SIGI Cambodia*. 2014. Obtained from:[http://www.genderindex.org/country/cambodia#\\_ftn14](http://www.genderindex.org/country/cambodia#_ftn14)

<sup>21</sup> Kingdom of Cambodia, Ministry of Women's Affairs *Cambodian Gender Strategic Plan – Neary Rattanak 4*. 2014

<sup>22</sup> Asian Development Bank. *Promoting women's economic empowerment in Cambodia*. 2015

<sup>23</sup> *ibid*

<sup>24</sup> *Ibid*

<sup>25</sup> UNDP, Human Development Reports. *Gender Inequality Index*, 2013.

<sup>26</sup> UNDP, Human Development Reports. *Gender Development Index* 2014.

their baseline analysis, found that 92.6 per cent of women have achieved adequate empowerment; while 94.7 per cent have achieved gender parity.<sup>27</sup> The survey did find that the two-main areas of disadvantage for women in agriculture were a significantly higher workload and lower participation in groups than men. Women have been found also to be disproportionately at risk of impact from climate change which is prompting an increased awareness of the gender dimensions of disaster management.<sup>28</sup>

It is not entirely clear why there is such a large difference between the UNDP assessments, Gender Inequality Index and Gender Development Index and the WEAI, but there may be a few reasons for this. For one, the WEAI baseline data only focused on the USAID Feed the Future catchment area (zone of influence) which encompasses four north-western regions of Cambodia. Cultural differences between this area and other parts of the country may account for some of the discrepancy in ratings. Furthermore, the UNDP assessment places significantly more weight on broader factors of empowerment such as access to education, reproductive health, and community leadership (to name a few), which are not captured in the WEAI index, but which represent some of the most significant areas of gender inequality for women in Cambodia.

The Asian Development Bank assessed the broader state of women's economic empowerment in Cambodia in 2015. It found that the main obstacles to WEE were: (i) time burden due to unpaid domestic and care work; (ii) women's low levels of education, skills and literacy; (iii) barriers to their agency for on-farm activities; and (iv) lack of access to resources for economic empowerment such as business development and wage employment. Women also typically earn less for the same work across industries.<sup>29</sup>

### Royal Government of Cambodia commitments

The Royal Government of Cambodia has a number of relevant sectoral policy documents including Ministry of Water Resources and Meteorology's Gender Mainstreaming Action Plan (2006–2010) and Ministry of Agriculture, Forestry, and Fisheries' Gender Mainstreaming Policy and Strategy in Agriculture (2006).

The Cambodian Ministry of Women's Affairs is the lead agency implementing the government's gender equality plan and policies. In 2014, the Ministry of Women's Affairs published its five-year Gender Equality and Women's Empowerment Strategy where women's economic empowerment is its number one priority in order to fully engage its population. In the economic sphere, the plan outlines the lagging issues for women of equal access and control over economic resources, skills upgrading opportunities and higher level employment opportunities. It then sets out a plan for pursuing equal opportunities and outcomes for women in: (i) economic growth, (ii) access to social services and protection, (iii) cross-cutting issues, and (iv) institutional strengthening and capacity development towards gender equality.<sup>30</sup>

### Other key gender equality issues

**Gender norms and attitudes:** Despite the formal rules and regulations that exist in Cambodia which seek to ensure equal rights and access for all, cultural traditions and values which impact gender roles and relationships influence home and societal life significantly. The Cambodian NGO Committee on the UN Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) produced a Shadow Report in 2013 that provides an analysis on women's roles and their experiences of discrimination in different spheres. It highlighted that 'Cambodian culture demonstrates a

<sup>27</sup> USAID, Feed the Future. *Measuring Progress Toward Empowerment – Women's Empowerment in Agriculture Index: Baseline Report*. 2014.

<sup>28</sup> Kingdom of Cambodia, Ministry of Women's Affairs *Cambodian Gender Strategic Plan – Neary Rattanak 4*. 2014

<sup>29</sup> Asian Development Bank. *Promoting women's economic empowerment in Cambodia*. 2015

<sup>30</sup> Kingdom of Cambodia, Ministry of Women's Affairs *Cambodian Gender Strategic Plan – Neary Rattanak 4*. 2014

confidence in men's abilities to handle decision-making, while women are not perceived as fully competent in this arena.<sup>31</sup> In addition, the Chbab Srey which is a 'Code of Women' that was produced as part of 19th Century customary law and previously included in primary school curriculum, lays out clear expectations for women's behaviours. Despite being removed from circulation today, these customs are still deeply rooted in Cambodia's culture, especially in rural areas.

**Violence against women:** Although no studies have drawn a link between women's economic empower and increases in violence against women in Cambodia, the correlation between the two has been drawn in several studies elsewhere in the world. As such it is incumbent on any development project to monitor or mitigate against such risks. Instances of violence against women in Cambodia are high, despite the fact that it was one of the first countries in the world to make violence against women an indicator of its national development targets. Cambodia has been successful in significantly increasing the population's awareness of issues surrounding violence against women, yet one in three women still experience Intimate Partner Violence (emotional, physical, sexual), while one in two people believe that it is justified for husbands to hit their wives under certain circumstances e.g. neglect of children, leaving the house without permission.<sup>32</sup> In addition, women are often encouraged not to complain or report incidences of abuse because they could face social stigma and economic consequences.<sup>33</sup>

**Migration and employment:** Migration is a growing demographic trend in Cambodia and women represent half of all migrants, with a larger proportion of women migrating internally than men who migrate internationally. Female, domestic migrants, primarily from rural areas to Phnom Penh, have a higher level of education than non-migrant women. There is a distinct gendered component to the opportunities for migrant women who primarily end up working in either the garment sector, in services and entertainment, as domestic workers and as self-employed business owners. The first three occupations are the lowest paying occupations for migrant workers and are the sectors predominantly occupied by women.

**Women in business:** Women in Cambodia face numerous challenges when participating in business. An annual survey carried out by the World Bank Group ranked Cambodia 127 out of 189 countries in 'ease of doing business.' Meaning that 'starting a business requires seen procedures; takes 87 days, costs 78.7 per cent of income per capita and requires paid-in minimum capital of 24.1 per cent of income per capita.'<sup>34</sup> A study conducted by the International Finance Corporation from 2008 outlined additional challenges faced by female business owners which are likely still relevant today. In particular, issues linked to women's lower levels of education, difficulty in accessing information and lack of networks inhibit women's abilities to grow their businesses. The study also found that business-ownership by women exists at the micro-business level and medium to large-scale businesses are operated mainly by men.<sup>35</sup>

<sup>31</sup> Cambodian Committee for Women. *The Cambodian NGO Committee on CEDAW (NGO-CEDAW) Shadow Report*. 2013.

<sup>32</sup> Cambodian Committee for Women. *Shadow Follow-up Report for Cambodia*. 2016.

<sup>33</sup> Cambodian Committee for Women. *Shadow Follow-up Report for Cambodia*. 2016.

<sup>34</sup> World Bank Group. *Doing Business 2016. Measuring Regulatory Quality and Efficiency, 13th Edition*. 2015.

<sup>35</sup> World Bank Group, International Finance Corporation. *Voices of Cambodian Women Entrepreneurs*. 2008.

### Women's participation in FWUCs

CAVAC's irrigation component has integrated challenging governance work in its irrigation schemes as they aim for community control of the infrastructure. The farmer groups created, called Farmer Water User Committees (FWUCs), are a tiered elected body tasked with ensuring the upkeep of the schemes and collecting user fees from the farmers. CAVAC has struggled to promote women's participation in these groups, with female participation stable below 5 per cent. The first phase of CAVAC looked into the reasons for this low participation and found that a variety of factors, from time constraints to social norms (women do not hold many leadership positions in Cambodia) to the perceived demand of the positions, have kept women away. Elections have also tended to skew towards men in the community; therefore, even as women may stand for the positions, they are not often elected. CAVACII will continue to observe and monitor women's participation in FWUCs.

### DFAT commitments

Australia has identified the promotion of gender as both an important right and driver of growth, but also as a factor advancing Australia's national interests and reflecting the country's values of fairness and equality. DFAT defines gender equality as 'equal opportunities, rights and responsibilities for women and men, girls' and boys'. Two important and recent documents inform DFAT's evolving perspective on women's economic development, the Gender Equality and Women's Empowerment Strategy (February 2016)<sup>36</sup> and the Gender Equality and Women's Economic Empowerment in Agriculture Strategy (September 2015).<sup>37</sup>

The Gender Equality and Women's Empowerment Strategy outlines DFAT's three gender equality priorities as: (i) enhancing women's voice; (ii) women's economic empowerment, and (iii) ending gender based violence. The strategy recognises that gender equality and empowering women contributes to growth, development and stability, while economic growth can help reduce inequality between women and men. Yet, economic growth can also have negative consequences for women around increasing women's time burden and Gender Based Violence. DFAT's WEE strategy focuses on increasing training, education infrastructure and information for women, improving workplace safety and freedom from discrimination, enhancing access to finance and markets, access to family planning services and social protection programs, stimulating leadership, improving the enabling environment for women in business and linking Australian women with global counterparts.

The gender equality and women's economic empowerment in agriculture strategy outlines and focuses on the five domains of WEE, defined as: (i) economic advancement and increased income; (ii) access to opportunities; (iii) access to assets and services; (iv) decision making authority in different spheres; (v) manageable work load and highlights the importance of addressing agency (choice) and structure (rules, customs, habits). The strategy requires the frontloading of gender analyses and favours the adoption of the DCED guidelines to measure WEE results. The CAVACII WEE strategy aligns with this approach.

<sup>36</sup> Commonwealth of Australia, DFAT, Gender equality and women's empowerment strategy, February 2016.

<sup>37</sup> Commonwealth of Australia, DFAT, Gender equality and women's economic empowerment in agriculture, September 2015.