

GENDER IN VALUE CHAINS

AgriProFocus

Why is being gender sensitive important?

GENDER IN VALUE CHAINS

Women play crucial roles in agricultural value chains. However, their contribution often remains invisible. For producers and other chain actors and supporters, this can lead to inefficient chains. In consequence, business opportunities may suffer and profits will be lower and/or unequally distributed. Moreover, existing gender inequities will be perpetuated. In short: fighting poverty becomes hard if you remain 'gender-blind'.

A vibrant innovation community is active within AgriProFocus. Its mission is to improve gender equity in agricultural value chain development. By regular exchange and working together, our community has developed exciting services and knowledge products for value chain practitioners.

This flyer provides an overview of these services and products. We hope it inspires you to engage and link up to our community!

COACHING TRACK

AgriProFocus believes that organisations and companies need on-the-job-guidance to put gender-sensitive ways of working in practice. Based on the knowledge from the publications, AgriProFocus together with KIT and F&SAS developed a gender in value chains coaching track, with the aim to develop a methodology which is effective, relevant and scalable in countries worldwide.

This track has been enrolled in a wide range of countries:

| | | |
|---------------------|-----------------|--------------------|
| <i>Bolivia/Peru</i> | <i>Ethiopia</i> | <i>Rwanda</i> |
| <i>Benin</i> | <i>Kenya</i> | <i>South Sudan</i> |
| <i>Burundi</i> | <i>Kosovo</i> | <i>Uganda</i> |
| <i>DR Congo</i> | <i>Mali</i> | <i>Zambia</i> |

EQUALITY



Equal rights and opportunities for men and women

EFFICIENCY



Equal access to resources enhances quality and productivity

DIVERSIFICATION



Diversify staff, management and suppliers for stable and balanced input

COMMITMENT



Attract, retain and engage top talent to drive innovation

REPUTATION



Create a strong reputation as socially responsible

Basic set-up includes:

- *Individual coaching by a senior gender/value chain specialist*
- *Joint sessions for training and exchange of experiences*
- *Accompaniment to customise gender sensitive value chain development*
- *Peer assists and exchange visits*
- *Access to a bibliography of relevant studies*
- *Assistance in documentation of experiences, contributing to more in-depth learning.*

A coaching track has a practical approach based on hands-on advice by national coaches and has resources in English, French and Spanish. The track takes about a year to complete.

Also, there is a great need to learn from each other, within countries but also amongst countries and worldwide. AgriProFocus develops ways of interactive learning amongst peers worldwide on gender inclusive value chain development. Currently the approach is also adjusted to specific demand of AgriProFocus members, in specific value chains in the form of tailor made programmes.

SHORT FILMS

Watch the short film 'Gender Unchained' on YouTube to get an impression of the practical approach towards inclusive value chains of AgriProFocus. For an impression of a typical coaching trajectory, watch the film on the coaching trajectory in Uganda in 2015 and the film 'Success Story Kyagalanyi Coffee', illustrating how a coffee company has benefitted of participating in the track. These films (and others) can be found on:

<http://agriprofocus.com/video-gender-in-value-chains>

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How can you be more gender sensitive?

Online training

For those who are interested in learning more about gender sensitive value chain development, there is good news! The AgriProFocus network has developed an online training, which includes three e-modules:

1. Introduction to gender in agriculture
2. Gender sensitive value chain mapping
3. Analysis of gender-based

These e-modules introduce the most important concepts of the gender in value chains-approach clearly, give you suggestions on how to address the topic within your organisation or project and give ideas for taking gender transformative actions. All three e-modules, including their corresponding handouts, are freely available (in English and French) on the Gender Platform: agriprofocus.com/introduction-to-gender-in-agri

Do you want to become a gender coach?

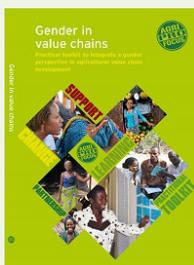
Are you an inspirational coach or consultant? Do you support agricultural value chain development and do you want to join international experts and national coaches in our Gender in Value Chains community? Then you might want to become an official AgriProFocus Gender in Value Chains coach, guiding participants in the coaching track.

As trainee you will build your expertise in coaching on value chain development in a gender sensitive way and will get access to exclusive material for use in gender in value chain training and coaching.

Interested? Contact us at cvandermolen@agriprofocus.com to inform about the possibilities.

Toolkit Gender in Value Chains

This toolkit intends to motivate and help practitioners to integrate a gender perspective in agricultural value chain development, by providing



practical tools for all stages of the value chain intervention. The toolkit provides an overview of material available on gender and value chains. The tools are selected from manuals produced by USAID, SNV, GIZ, ILO, CARE and other organizations in the AgriProFocus 'Gender in Value Chains' network.

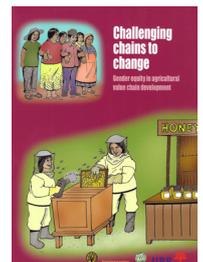
Sustainable Coffee as a Family Business

This toolkit aims to motivate and assist coffee roasters and traders and their practitioners to apply an inclusive approach to develop better functioning coffee chains benefiting both men and women of different age groups equally. It provides practical approaches and tools for all stages in value chain interventions. It is not a blueprint or guideline. Rather, you are presented with a range of tools to choose from to customize for your intervention.



Challenging Chains to Change

This book offers a set of compelling arguments for addressing gender in value chain development. It proposes an analytical framework that builds on both fields. It outlines five strategies for development organizations and enterprises to ensure that women can participate in value chains as full partners and decision-makers. The overall result is to improve value chain performance, with both women and men able to enjoy the benefits.



Interested in these publications? You can find softcopies here: agriprofocus.com/gender-suggested-literature



www.agriprofocus.com/gender-in-value-chains



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