

Gender Coaching Trajectory IV Kick off Workshop Report

21st – 23rd February, 2017



Submitted to AgriProFocus Zambia

By

Knox Kalubi

February, 2017

1.0. Introduction:

AgriProFocus (APF) Gender in Value chain coaching intervention underscores that gender coaching for its members is central to SNV Zambia's quest for Gender inclusive strategies in its programme and improving gender equity in agriculture value chain development. As part of APF's continuing engagement with agriculture business partners in an innovative way, while promoting farmer entrepreneurship, economic, social and food security, APF organized the fourth gender coaching trajectory kick off workshop from 21st - 23rd February, 2017 at the SNV office boardroom in Lusaka. The workshop focused on Gender in Value chain development, gender concepts, gender value chain mapping , gender based constraints , toolkit introduction and gender action planning & development, Coaching track process, as well as process documentation among key topics.

The workshop was facilitated by gender coaches: Knox Kalubi & Namwiinga Mumbi. In addition, the APF Learning Coordinator (Maumo Mubila) coordinated the workshop. Eight (8) participants (2 from each organization), from (Dairy Association of Zambia (DAZ), Cotton association of Zambia (CAZ) and SNV – Energy for Agriculture (E4A) and the Sustainable integrated Land Management solutions (SILMS) programmes staff attended the workshop (*see participants list below*).

2.0. Purpose and objectives

To provide necessary Gender Value chain integration knowledge, tools and skills required to oversee the inclusion & implementation of Gender in value chains development in APF Zambia and its member's business strategies. The workshops specific objectives were:

1. Introduce participants /coachees to guiding concepts and strategies for gender inclusive value chain development
2. Familiarize participants with principles of the GVCD coaching track
3. Show participants how gender inclusive value chain development can look like in practice; successes, good practices, bottlenecks and challenges.
4. Familiarize participants with a selection of tools needed to integrate a gender perspective in the different stages of the project cycle of VCD facilitation in agricultural value chains
5. Identify some challenges/gender based constraints and identify possible solutions for 'own' value chains (Cotton, Dairy etc.)

3.0. Workshop approach

The workshop used participatory facilitation techniques, ensuring balance between theory and practice and also between basics and in-depth coverage of important topics. Participants were engaged through interactive presentations, group work, and open discussions/plenary. Every effort was made to make all sessions as applicable to Gender inclusive strategies as possible.

Participating organizational objectives

The participants in their pre kick off workshop assignments and during the workshop expressed both organizational and personal objectives of the trajectory; this can be summed in the following point

“Gender mainstreaming at all levels of the value chains from organizations management to the farming community and awareness creation in the same governance structure in a holistic and sustainable approach” and for others the development and adoption of a gender organizational policy to accommodate beneficiaries at various levels of the value chains.

4.0. Key Learning points

4.1. Opening Remarks

In the Learning coordinator’s opening remarks she stated that this was the fourth Gender trajectory coaching track, and out rightly thanked all the participants for the timely submission of the pre- kick off workshop assignment as it was a start in understanding the participant’s gender vision at both individual and organizational levels. She further highlighted that proactive participation and embracing Gender inclusive practices in their work will be by the success of the work being performed.

She hopes the participants will benefit from the track and learn about tools for a gender balanced value chain in their work.

4.2. Focus of the workshop

Day 1: Introduced the participants to the coaching track & the role of the coachee and coach, during the forthcoming 9 months trajectory period (and more importantly the roles that all parties – Coach, coachees and managers must play in the coaching process. Emphasis was placed on the coach’s main role as to guide the coachees and propose tools for use in the value chain development intervention of their choice), other detailed

discussions included; gender concepts of value chain development and definitions, genesis of value chain in development, AgriProFocus Gender in Value chains Toolkit, Value chain mapping tool and development of value chain maps for own organizational cases. The use of videos particularly; "*Gender unchained*", & "*sustainable shea butter value chain*", brought out the visual and audio benefits of gender value chains cases that have been adopted and proven workable. In essence, day one (1) did not only bring everyone on to the same page regarding basic understanding of Gender and value chain inclusive development but also helped to set the workshop tone for the days to follow.

Focus of participants during the workshop

The coachees in line with their expectations set and focused on the selection, adoption of tools that will ensure *gender mainstreaming* and *measuring the impact of interventions*, networking /exchange learning with other organizations that have had experience on workable gender approaches.

Know and adopt ways of *overcoming cultural/traditional barriers* of women's participation and decision making especially at farmer household and community levels.

Including the *development of a gender policy* and enhanced gender awareness among the farming community and other stakeholders

Day 2: The second day was fully devoted to strategies for gender sensitive value chain development, the use of tools in formulating gender based constraints, identifying challenges/ gender-based constraints in 'own' value chain, ways of dealing with the identified gender based constraints and analysis of Examples of working strategies from "*Gender in value chains*" and "*Challenging the chains to Change*" tool kit. Case studies were analysed with strategies from the toolkit, such as; mitigating resistance by building on tradition, creating space for women, standards certification & labels and gender responsive businesses. Most important on how the selected tools can be applied.

Day 3: Brought to the fore the development of Gender action plans (*see annex 3*), through participants practical group exercises, emphasis was placed on developing workable and realistic plans in line with the organizational gender objectives and concluded with documentation & learning, where emphasis was on writing success stories/case studies and

improving the culture of learning from experience for future program designs or information sharing with stakeholders and other partners.

During the course of the workshop, all participants appreciated and acknowledged the role that women play in their respective value chains, but because they are marginalised, their contribution is not visible in terms of equal access opportunities in resource acquisition use and control thus the participants through their organizations *identified* the following *areas of concern*;

1. SNV – Energy for Agriculture

Decision making and ownership of bio digester technology as well as resource use, lack of involvement of women in the training of masonries (building of bio digesters) at community levels, and gender mainstreaming at both the supply and demand sides of the value chain technology

2. Cotton association of Zambia

For CAZ, their concerns were in the areas of awareness creation and gender advocacy as well as capacity building of organizations staff and to farming community members on gender & towards an attitude change on gender understanding. There other concerns is in the area of knowledge of tools to be used in order to measure impact of gender intervention.

3. SNV – SILMS programme

Gender main streaming mechanisms at all levels of the project as well as awareness creation with the farming households /communities in the value chains

4. Dairy association of Zambia.

The association would like to develop a practical and responsive gender policy at all levels of governance in the value chain, as well as see enhanced gender awareness among members including the board.

Dealing with culture/traditional barriers at both household and community levels in decision making. The association would like to promote women's participation in leadership and ultimately a gender responsive value chain.

5.0. Way forward

- All draft Gender action plans to be submitted by the coachees to the Gender coach and copied to the learning Coordinator by the 2nd March, 2017 for review before

final plans by 10th March in preparation for one (1) day meetings with respective organizational Managers and coachees.

- Exchange visits – to show case value chain interventions that have been successful or challenges experienced. CAZ volunteered to host the exchange visit in July, 2017
- Case studies (is one of the trajectory deliverables) will have to be prepared throughout the course of the trajectory – documenting all that was done, using the tools and skills to create impact, success, lessons learnt on how the coaching has impacted on the coachees work, challenges, results and what needs to be improved. At the closing workshop in October, 2017. (Documentation outlines to be provided to the coachees) the coach will be guiding and supporting their documentation and implementation.
- All coachees have been advised to commit to the track in terms of setting time aside and document (in a note book) actions agreed upon during the coaching sessions, documentation can include (field activity pictures and reports) challenges that may be encountered.
- Using agreed upon methods of communication, such as telephone calls, Skype, emails or face to face interaction with the coach during the coaching period.

In supporting the coachees, achieve their objectives the coach's focus among other areas would be;

- a) Broaden areas of interaction, frequent communication and timely response to enquiries in an efficient manner (sometimes depending on the need at the level of implementation, coachees are free to enquire for support when it is convenient or appropriate and not wait for scheduled time plan)
- b) Build confidence in the application of tools available at the coachees' disposal in ways that are applicable and feasible in their setting.
- c) Help the coachees understand and appreciate gender approaches starting with "*self*" appreciation their contribution towards the organizational goals while approaching the trajectory with the conviction of its workability and feasibility.
- d) Ensure that the developed gender action plans have realistic indicators to measure the implementation levels and follow ups, while accommodating management support or challenges that may be encountered in the course of implementation.

- e) Not overlooking the involvement of “men” and their concerns/contributions towards gender mainstreaming in any would be intervention in the farming communities and or business approaches.

6.0. Conclusion

According to the participants, the workshop content was suitable to their needs, and met their expectations set out in the pre kick off workshop assignment. Coaches used simple but effective and interactive approaches and they engaged all participants throughout the three (3) days. Above all, the workshop was a good reminder of our role as individuals towards gender perspective interventions both at individual and programme level.

The following learning point from a participant *"I studied gender at university but did not know that there is more to gender training, this workshop has shown me a very different and dynamic perception of gender"* is in reference to the value of the gender coaching trajectory and how it can be used and embedded in programs in an effective and sustainable manner.

Participant's List – Not available

Annex 1. Power point presentations



Workshop PP presentations.zip

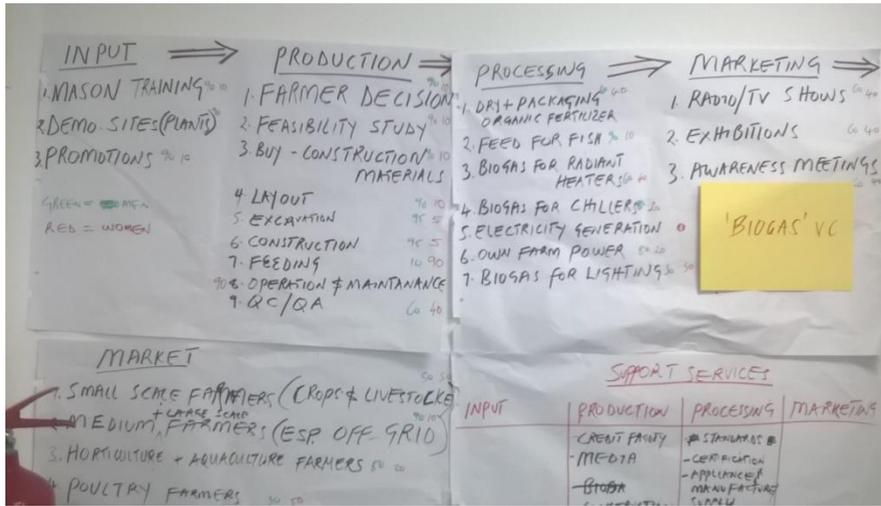
Annex 2. Workshop Photos



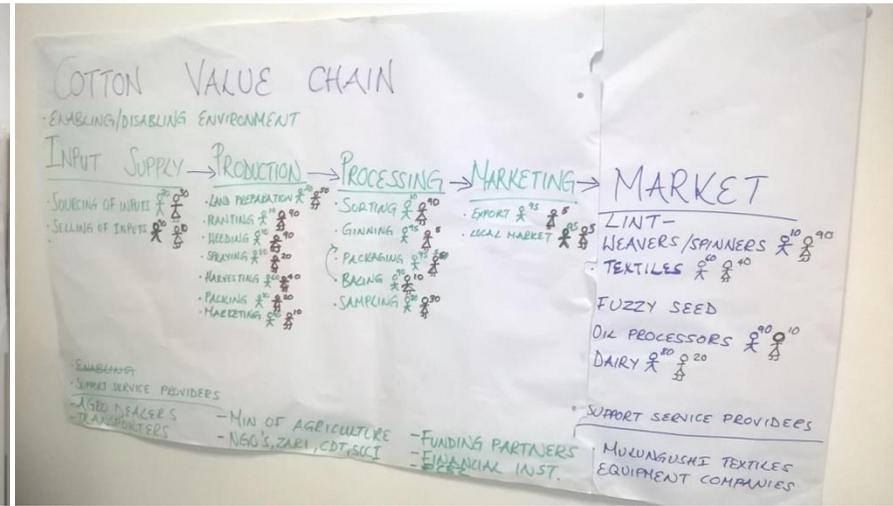
Kick off Workshop photos.zip

Annex 3: Value chain Maps

Annex 3: Value Chain Maps from the participants



Biogas Value chain (above) & Dairy Value chain below



Cotton Value chain (above) & Soya bean Value chain below

