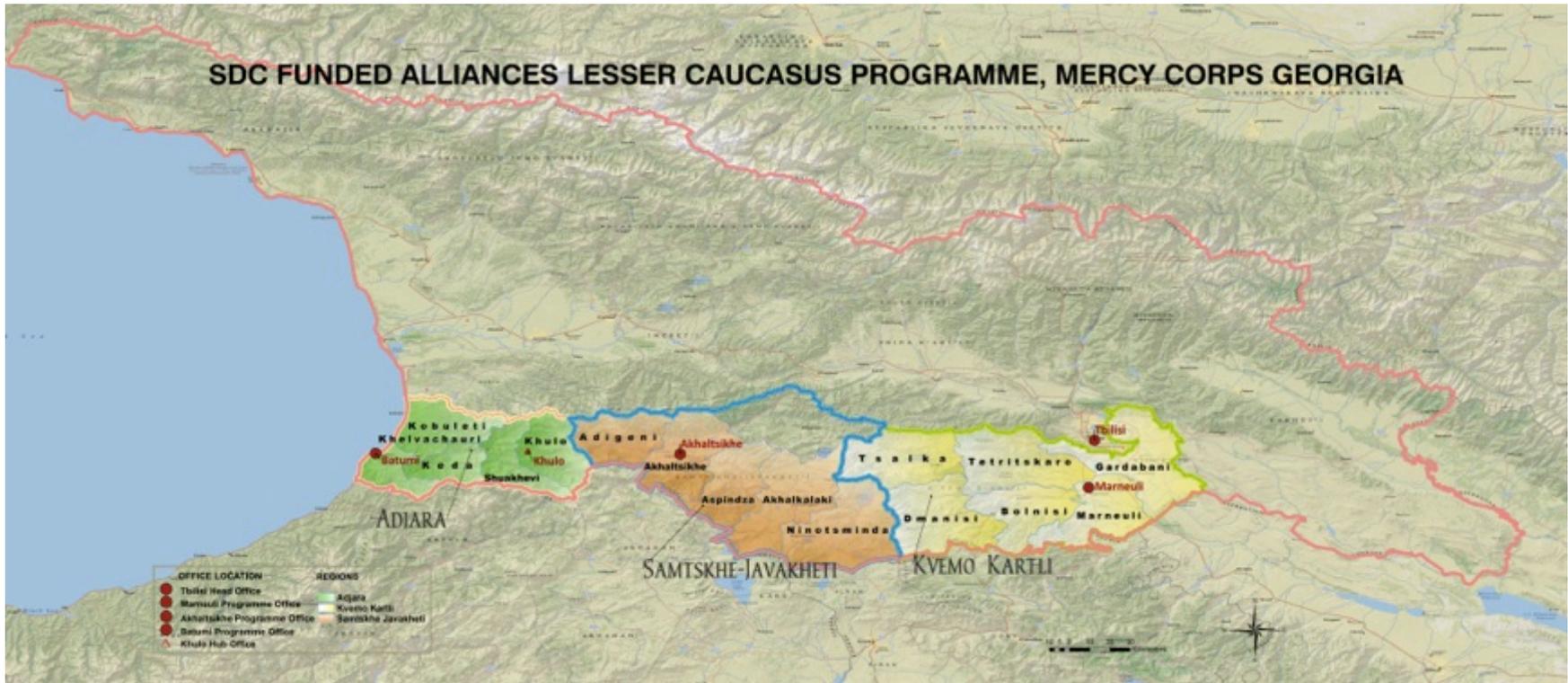




Alliances  
Lesser  
Caucasus  
Programme  
Georgia

Measuring  
Changes in  
Women's Economic  
Empowerment

# The Alliances Programme



An SDC funded Mercy Corps Georgia implemented market development programme run in accordance with M4P approach working in the dairy, beef and sheep value chains since 2008. **DCED audit in November 2013.** From March 1<sup>st</sup> 2014 two discreet sister programmes (Alliances SJ 2008 & Alliances KK 2011) merged and another region added to become the Alliances Lesser Caucasus Programme running until 2019. New website under construction for now please see [www.allianceskk.ge](http://www.allianceskk.ge)

# Brief History of Gender & WEE in Alliances 1

Started in 2008 Alliances Samstkhe Javakheti (1<sup>st</sup> region), had gender disaggregated data from a large baseline survey but no in depth analysis or properly gendered market analysis. Gender analysis subsequently done looking at in depth dynamics of roles, responsibilities , access and control, time saved from sale of liquid milk, use of time saved and making the business case for women with clients.

Alliances Kvemo Kartli (2<sup>nd</sup> region ) 2011. Gender analysis and GD Focus Groups but main market analysis still not gendered. Annual gender workshops initiated, main concern to structure programming and M&E to operationalize WEE and ensure that interventions impacted women.

# Brief History of Gender and WEE in Alliances 2

- » Along with DFID GEMS Nigeria, Alliances a case study for *M4P Hub Guidelines to the Incorporation of WEE in M4P programmes (2012)* which coincided with the **DCED pre audit review** and the start of formalizing the M&E system to capture and better incorporate WEE programming.
- » Main Impact of **DCED Pre Audit Review** was on results chains with better specifics which led to being able to plot the change pathway for WEE in the results chain more efficiently & confidently.
- » Leading to the development of an approach, systems and tools to develop *gender sensitized interventions* which address the specific changes required for women within an intervention to ensure successful impact. Through:
  - Better interpretation of **Gender Disaggregated Data** for: improving the intervention design & the targeting of the interventions to operationalize WEE
  - Better systems for proving that interventions impact women and that overall impact has increased.

# Operationalizing WEE

1. **Gender Disaggregated Data** is a minimum with a clear understanding of the inherent problems specifically related to our market systems and outcomes i.e. what it does and doesn't show. E.g. Women often lack a mobile phone and on the data collection forms mobile numbers are asked for and men's names inserted.
2. **All operational, M&E tools & research are gendered** (e.g. investment plans, results chains, market analysis)
3. **Gender sensitized results chains** are constructed with gender sensitized indicators and results chain boxes

### 2.2.3 Intervention 2 - Results Chain

**Client:** Individual Entrepreneur (IE) "Tsezari Kakhadze" (CPC)

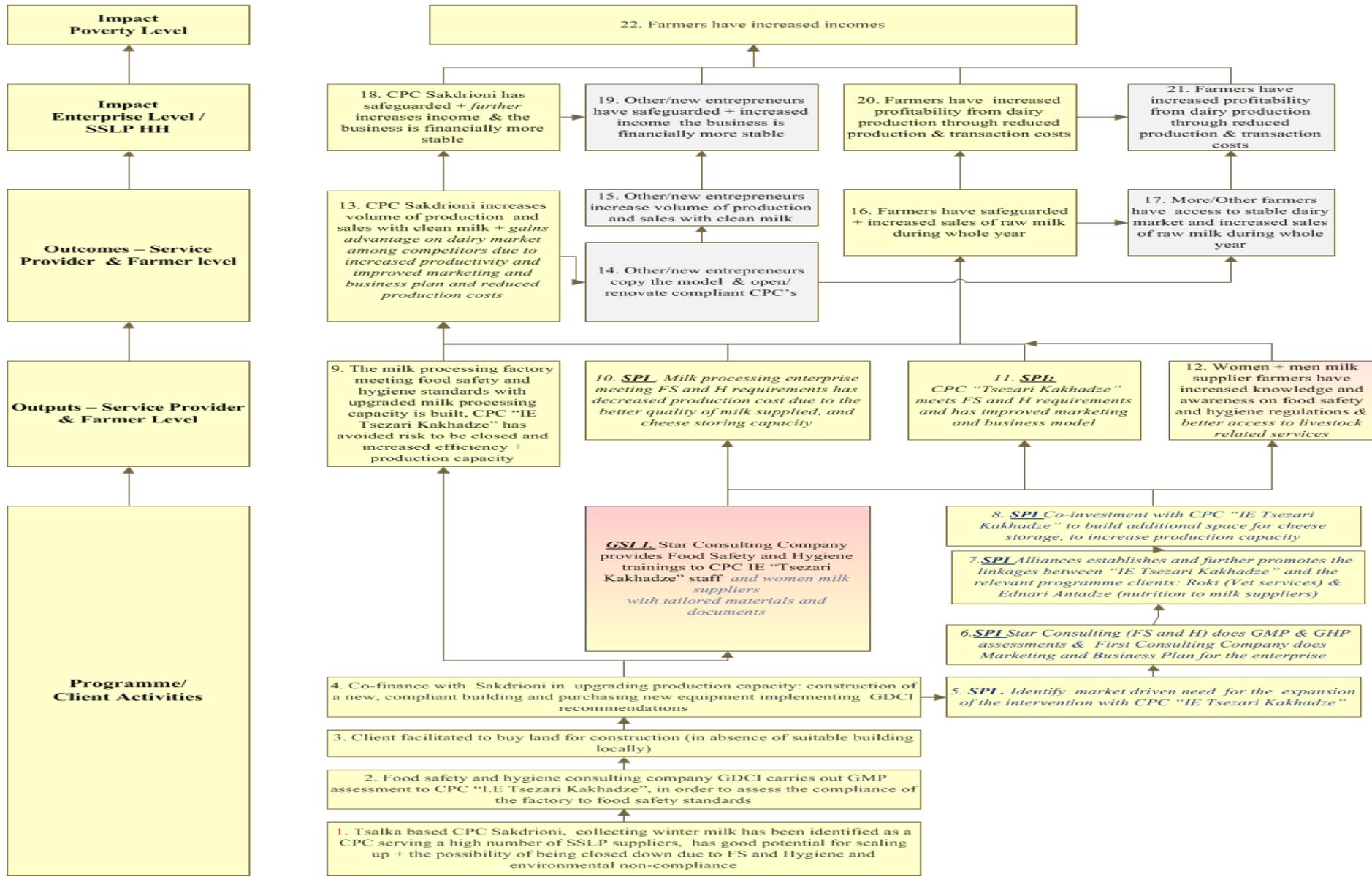
**Intervention Title:** Co-invest in upgrading transport and processing infrastructure of key dairy processors and intermediaries .

**Intervention Starting Date:** 23.05.2012

**Intervention Second Phase Starting Date:** 19.10.2012

**NOTE 1:** Gray colored boxes describe **indirect** benefits/ copying and crowding in results of the intervention

**NOTE 2:** Pink colored boxes describe Gender Sensitized Intervention steps (GSI)



# Operationalizing WEE Continued

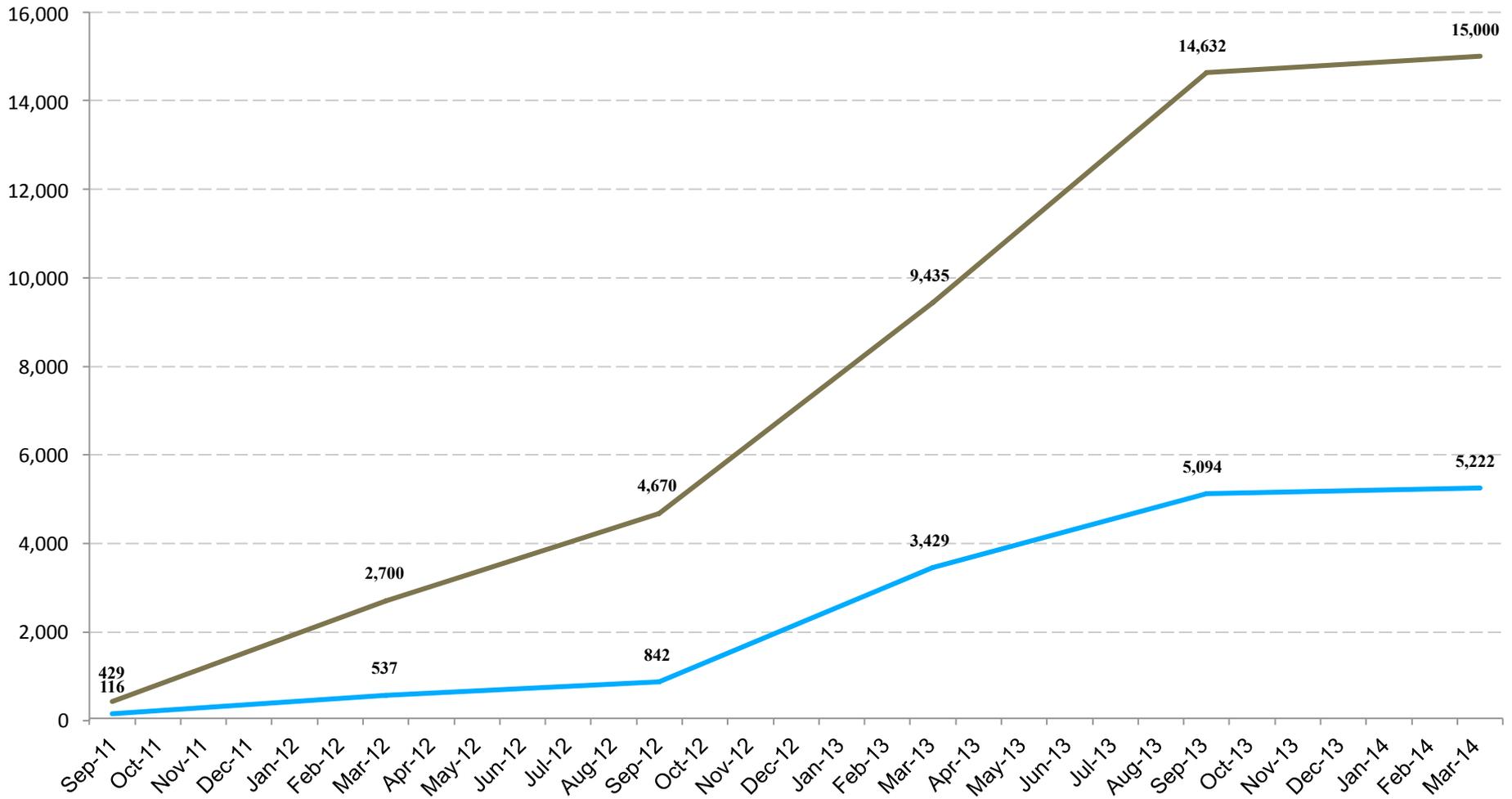
4. **Gender Sensitized Interventions** are developed and implemented (target group men and women)
5. **Gender Overt Interventions** can be **employed**: addressing practical or strategic gender needs targeting women as the end target group to address key WEE related constraints to impact.
6. **Synthesized Reporting** which reflects the programmatic & operational inclusion of WEE

# Results to Date

- » In Alliances-KK more than 15,000 (target 4,000) households have benefited through improved services, markets & access to relevant information; **5222 of whom are women.**
- » All 66, i.e. 100% (target 20%) of communities is covered by one or more programme facilitated services and markets;
- » Approximately 2,000,000 Gel (\$1.2 million) net worth gain for programme beneficiaries through direct interventions. Average monthly HH income is 350 Gel (\$218) **400,000 Gel (\$250,000) for women**
- » # of programme clients and supported entities – 80;
- » 221663 Gel (\$138,000) as a NAIC generated for programme clients;
- » 11 cases of systemic change copying the programme facilitated business model/part of the programme facilitated business model and entering the market; reaching up to 3300 farming HHs and an estimated 267,000 NAIC (\$166,000) generated **(estimate 40,000 Gel \$25,000 for women)**

# Dynamics of Scale

— Number of beneficiary Households      — Number of females





## **Key WEE Behaviour Change Examples in Gender Sensitized Interventions**

### **Food Safety and Hygiene: Tailored Training for Women Milk Suppliers Based on Analysis of Roles and Responsibilities**

- » 32 female staff members trained and 23 male staff members trained, ( several now training milk collectors and suppliers who bring milk to the factory) and 191 female milk suppliers. Of the 10% milk suppliers interviewed to date all stated that they were now using the knowledge they had gained to supply better quality milk for which they are being paid more (5 tetri/litre) including aspects such as diagnosing disease in milking cattle and accessing veterinary services for treating them on the incidence of disease occurring e.g. mastitis.

### **Information: Newspaper: Addressing the Severity of the Information Vacuum Suffered by Women with Tailored Content**

- » 84% (33% women) of farmer readers have adopted a new practice.
- » 23% (20% women) purchased a new input and services as a result of reading the *Fermeri* supplement.
- » 53% (10% women) felt that they are in a stronger bargaining position with buyers since they have access to the information contained in the supplement.
- » 51% (20% women) felt more authority with/knowledge to offer other farmers through informing them of market prices or advice on agriculture

# Generating Direct WEE Impact: Gender Overt Intervention (GOI): Women's Access to Decision Making

## 5 Reasons Women (and men) Use the Women's Room

	# of internet services	# of library services	# of Children's corner services	# of Consultation services	# of Other services
<b>Female Users (%)</b>	253 (52%)	127(66%)	159(71%)	252(78%)	283(74%)
<b>All Users</b>	484	191	224	324	385

**# of internet services:** internet access (incl. teachers using resource), printing, copies;

**# of other services:** coffee/tea, meeting with other women, social interaction, information sharing.

**# of consultation services:** signposting to other municipal services, advice in accessing public benefits e.g. poverty related payments, help in writing legal statements, information regarding other services / planned meetings in the municipality

# WEE Survey 2013

- ❖ **WEE Survey (Summer 2013):** Structured questionnaire and multi cluster random sampling of 349 female respondents, the results are significant to 95% confidence level
- ❖ **Rationale:** To examine, validate and deepen the gender assumptions used in the Alliances KK programme related to roles & responsibilities, access and control from previously conducted research to form a solid baseline (Part 1). To conduct an early impact assessment (at an average of 12 months running time for the interventions) of the effect of programme interventions on WEE (Part 2).
- ❖ **Definition: Personal Income vs. Household Income:** Denoting income brought into the HH by the respondent and not implying any measure of control and the same being true for HH income i.e. income brought in by other family members.
- ❖ **Results Part 1:** Construction of detailed portrait of a woman actively involved in livestock husbandry and her HH including the influence of demographic information and patterns of ownership, remit over decision making and generation of and access and control over personal and household income.
- ❖ **Results Part 2:** Differences in access and control over household resources of *women affected and not affected by programme interventions* related to access, use, decision making power in relation to livestock related services & markets and resultant income within the HH.

# WEE Survey Results Part 1a

## Findings of the research validating the programme assumptions

### Assumptions

Women are predominantly responsible for livestock husbandry particularly related to milking and dairy production

Time saved: women are overworked in livestock husbandry related duties as well as those related to housekeeping, caring for elderly relatives, childcare and community. They want some free time and may use any time saved for leisure or other income generating activities

Women do not feel that they are welcome in community decision making for and question the value of their attendance and the validity of this attendance and of their contribution if they did go

### Validations

**98%** - of women in the survey were engaged actively in animal Husbandry.  
**86%** - of women say that they milk cows and 100% stated that they are responsible for several daily livestock related activities.

**30%** - of respondents stated that they definitely have some free time and  
**15%** - say that they have some. Sample as a whole stated they wanted more time for rest, TV, social interaction and childcare and less for HH chores, garden chores and duties related to livestock husbandry.

**17%** - of women attend community meetings.

# WEE Survey Results Part 1b

## Findings of the research validating the programme assumptions

### Assumptions

The ethno cultural context influences and determines all elements of a woman's life including what kinds of labour a woman is allowed to carry out and restrictions on movement and interaction which could impact income generation.

Lack of information hinders women's ability to improve livestock husbandry. Cultural barriers and perceptions may hinder women's access, acceptance and use of information e.g. information surrounding breeding.

### Validations

More than **50%** of the women named cultural norms, religion and language barriers as factors which make performing activities like: childcare, agricultural activities, communications with relatives and neighbours, involvement in community life (and this average is higher for ethnic minorities than Georgians) more difficult.

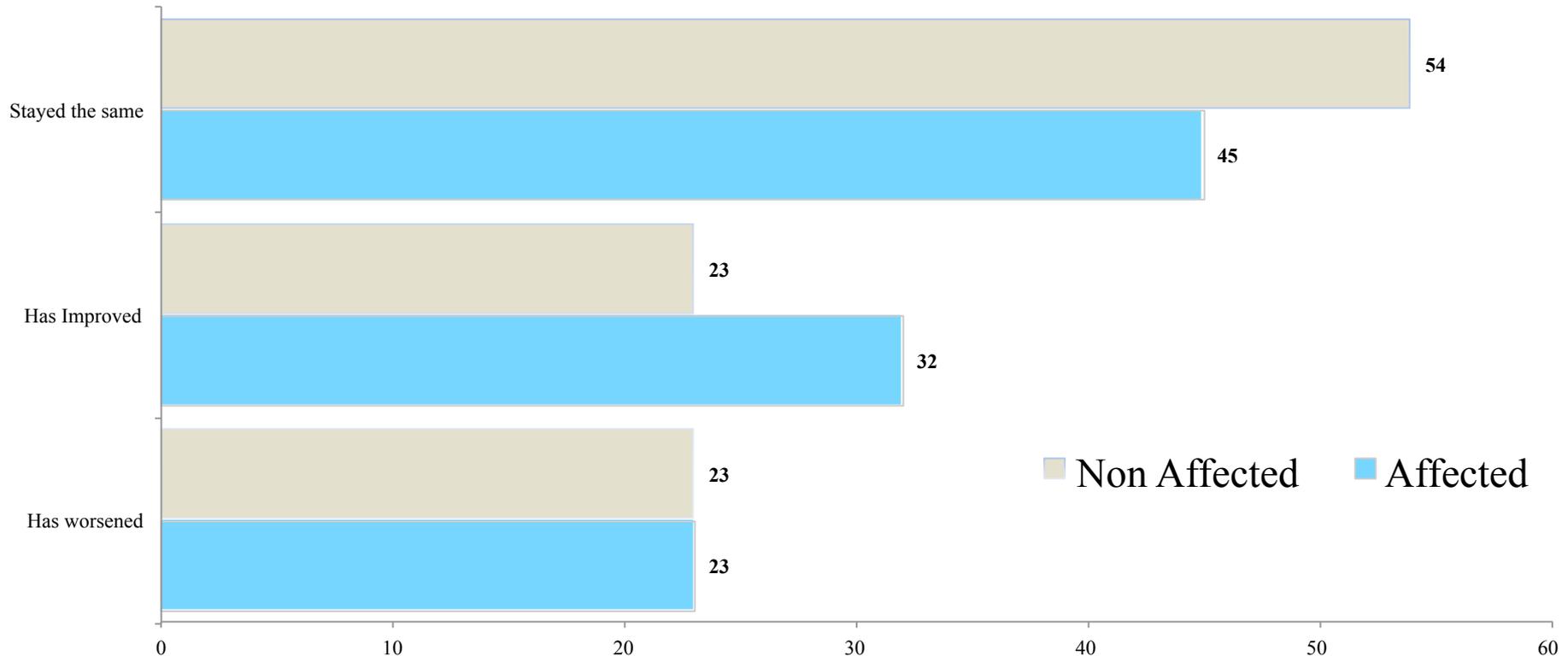
The language barrier was named by the majority of respondents as the drawback for accessing information. **(46% of non affected and 73% of affected group speak Georgian)** Access to information about credits, prices, terms of trade & agri related information named as the major spheres needed for starting income generating activities.

## Results Part 2: Programme Impact:

### % Women Respondents with Access or Control Over the Use of Services

	Respondents stating that the service is present in their community	Respondents stating that their family use the service	Women stating they use the service independently (or together with other household members)	Women stating they make the decision to use the service independently (or together with other family member)
Veterinary Services	<b>41</b>	<b>30</b>	<b>6</b> <b>(17)</b>	<b>6</b> <b>(14)</b>
Breeding Services	<b>3</b>	<b>1</b>	<b>0</b> <b>(1)</b>	<b>0</b> <b>(1)</b>
Nutritional input	<b>10</b>	<b>7</b>	<b>1</b> <b>(5)</b>	<b>1</b> <b>(3)</b>
Cheese Factories	<b>28</b>	<b>18</b>	<b>6</b> <b>(11)</b>	<b>5</b> <b>(9)</b>
Municipal DRR working groups	<b>14</b>	<b>0</b>	<b>0</b>	<b>0</b>
All	<b>58</b>	<b>44</b>	<b>12</b> <b>(24)</b>	<b>11</b> <b>(21)</b>

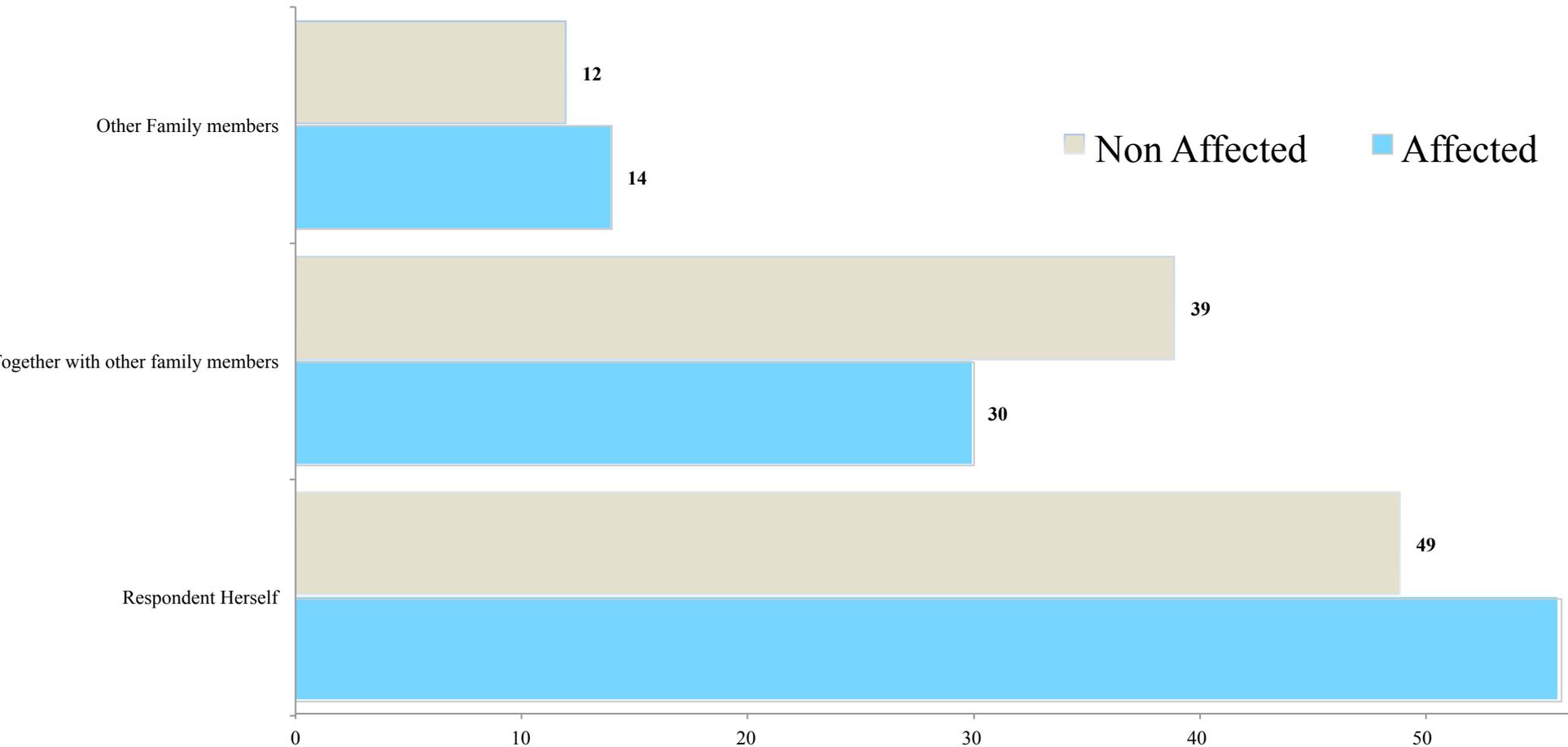
# Respondents' Assessment of their Economic Status Over Last 2 years (% of respondents)



129 GEL (70 USD) more received as monthly income by affected families/households compared to non affected;

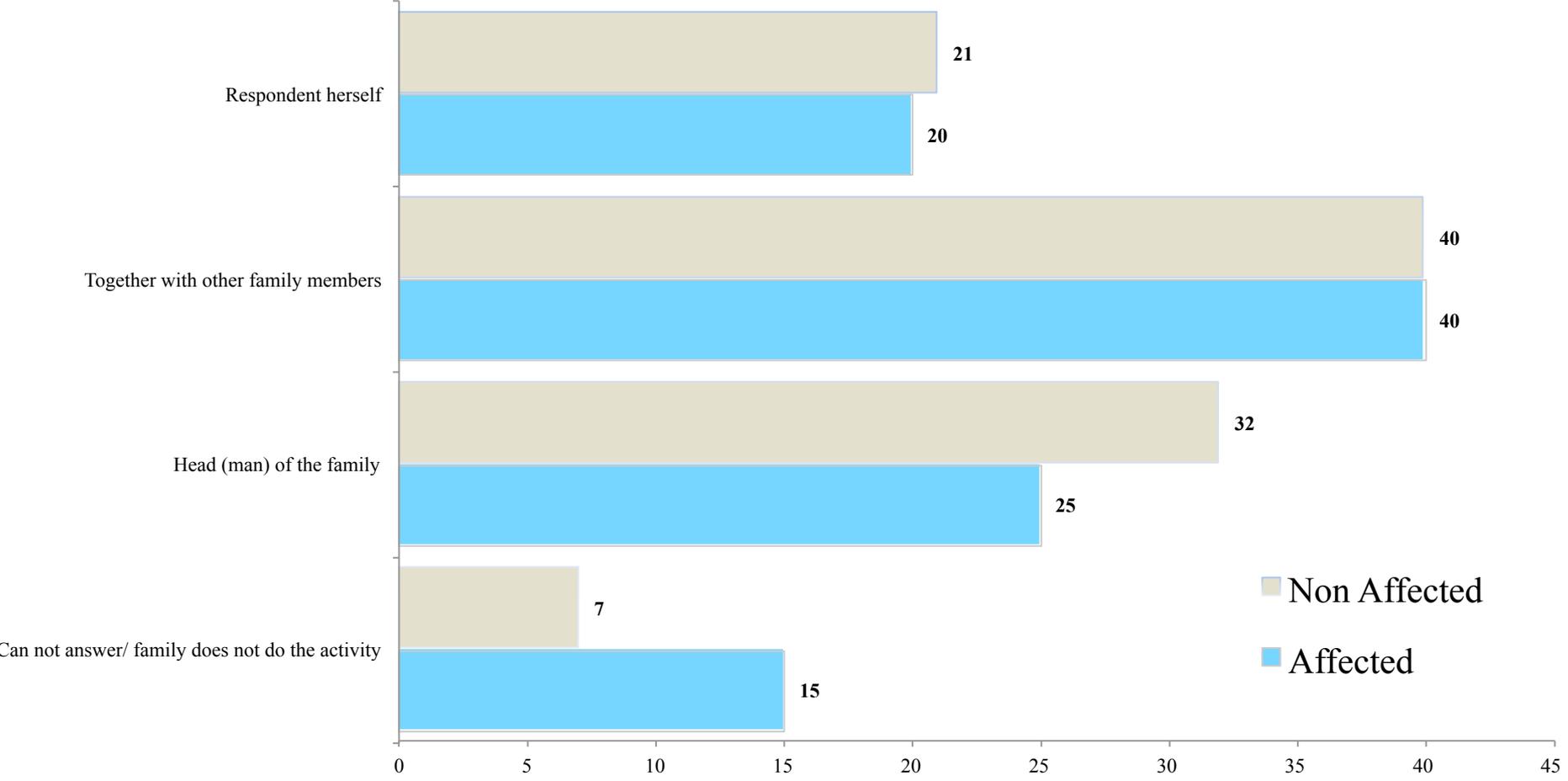
65 GEL (35 USD) more received as monthly personal income by female respondents from affected group, compared to non affected

# Control Over Personal Income (% of respondents)



**54% of women who control their own income purchase goods and services for themselves (clothes, hygiene)**

# Decision Making Power Over Household Budgeting (% of the respondents)



# Are We Achieving WEE?

The four components of the definition of WEE allow for simplifying and narrowing down the tools needed to assess impact on women.

- » Access to assets, services and needed supports to advance economically - 36% of women in the region already use the services offered and 58% are accessing the services and supports to advance economically
- » Economic advancement i.e. increased income and return on labour - Monthly personal income of affected group is almost 50% higher
- » Access to opportunities and life chances such as skills development or job openings – More impact assessment required. The language barrier and other cultural norms are being taken into account and addressed in all programme interventions. Continued programmatic emphasis on access to public goods (related to the public services provided by local government) as evolution from access to decision making is being taken forward in ALCP.
- » Decision-making authority in different spheres including over household finances – The research now allows the development of more finessed indicators. The research trend seems to indicate that the prolonged use of the services will further influence positively WEE. Public decision making has already been positively influenced through the GOI.

# Influence of the Audit Going Forward

The key points of note related to the audit findings.

- » **Impact assessment:** understanding and being able to select the correct methodology.
- » **Qualitative Analysis:** Better understanding of how to use and structure qualitative analysis to verify intervention impact
- » **Attribution strategy:** better understanding of how to use tools such as difference in changes for treatment and control groups
- » **Capturing Wider Changes in the System or Market:** better planning of how to capture and how to characterize different types of growth.

At present however the standard does not offer specific guidance on WEE (although this is in process) and developing the most effective and practical options for measuring change at the HH level as well as utilizing easy to measure indicators for empowerment such as decision making in the public sphere should be considered.

# Going Forward

- ❖ **Confirmation:** Interventions are having significant impact on WEE & the programme can now more confidently predict, programme for and develop the system for measuring WEE impact.
- ❖ **Ongoing impact assessment** will be modified to further assess the programme impact of WEE in Kvemo Kartli region and **the establishment of new baselines will be informed and refined by the research.**
- ❖ **Programme development** can also be further refined at the intervention level particularly in relation to the constraints posed by demographic factors e.g. language. More meaningful indicators will be developed which will both further WEE and capture the impact of interventions on WEE.
- ❖ **Practicality:** Emphasis must now be put on designing practical systems for capturing WEE which whilst recognizing the need to measure at HH level do so in the most efficient manner possible, selecting the most meaningful indicators and maintain the emphasis on feeding back impact into management and programming for improved impact

Lela and Tamila suppliers to the local factory, paid more for clean milk



Thank you