

Gender Seminar Series hosted by the Global Wildlife Program



THE WIN-WIN OF GENDER INTEGRATION

Session 2

Tools and Techniques for
Measuring and Reporting on
Gender

Thursday, May 19, 2022



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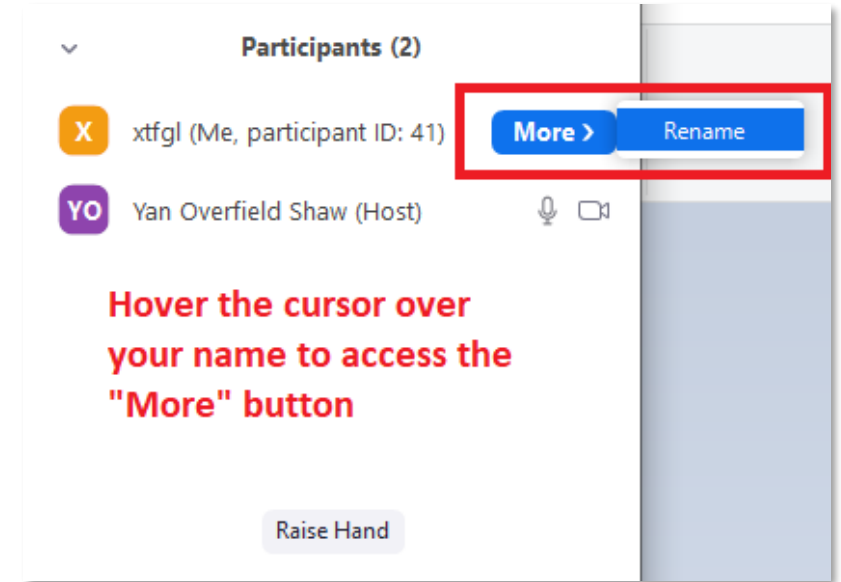
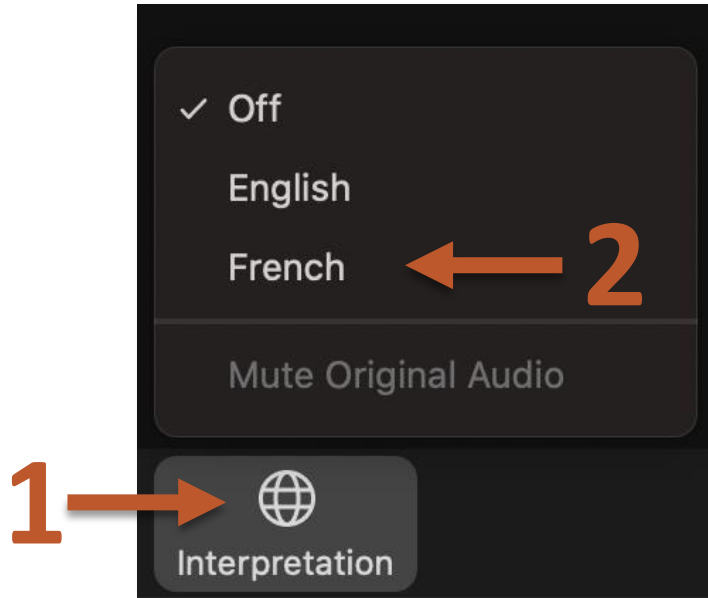
Zoom Housekeeping



Interprétation en français / Interpretación al español

1. Click on the globe symbol.
2. Select **French, Spanish, or English** audio.

1. Cliquez sur le symbole du monde.
 2. Sélectionnez l'audio **français**.
-
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Tools and Techniques for Measuring and Reporting on Gender

1. Introduction

2. Gender Reporting: Conversation with Ciara Daniels, UNDP

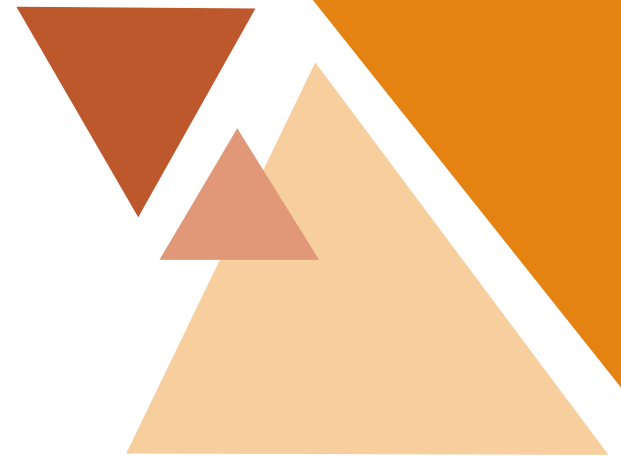
3. Tools and Techniques for Gender Inclusion and Measurement

4. Survey Tool: Conversation with Wiene Andriyana, Indonesia CIWT Project

5. Discussion and Q&A

Joni Seager

Professor of Global Studies, Bentley University, USA
Senior Advisor, Gender, Global Wildlife Program



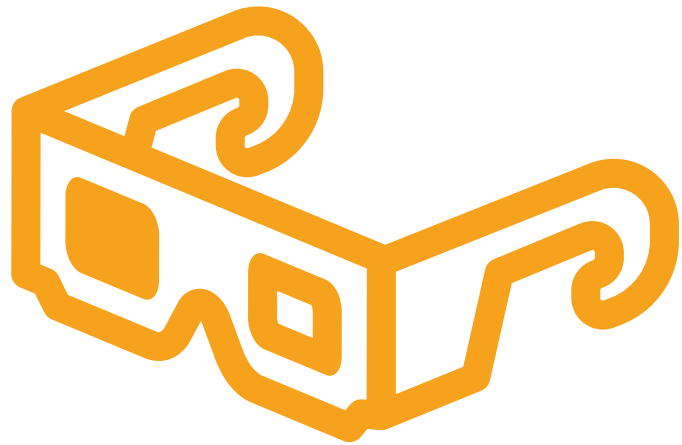
THE GENDER WIN-WIN

We're really busy!

Tell me again why we should worry about gender integration? How's it going to help?

BIG up-sides, one might even say a WIN-WIN

- **Enhancing gender equality through GWP projects. Agents of social change!**
- **Improving effectiveness of projects by integrating gender knowledge!**



GET YOUR GENDER LENSES READY

start with curiosity about ...
everything

**ACTORS! DRIVERS!
IMPACTS! RESPONSES!**

all “gendered”

while curiosity is the launch pad,
what takes you into liftoff is
hitching that curiosity to...

TOOLS/ TECHNIQUES/ MEASURING/ REPORTING



**you can change the
world if you match
curiosity with
techniques and tools**

**GENDER
GUARANTEE**

HELP IS ON THE WAY

TOOLS,
TECHNIQUES,
REPORTING

examples, lessons learned, specific tools and techniques available...

many new to illegal wildlife trade (IWT), but transferrable from gender + environment work/ conservation/ ecosystem analysis/ biodiversity.

We'll do this together!

GENDER UNDER REVIEW

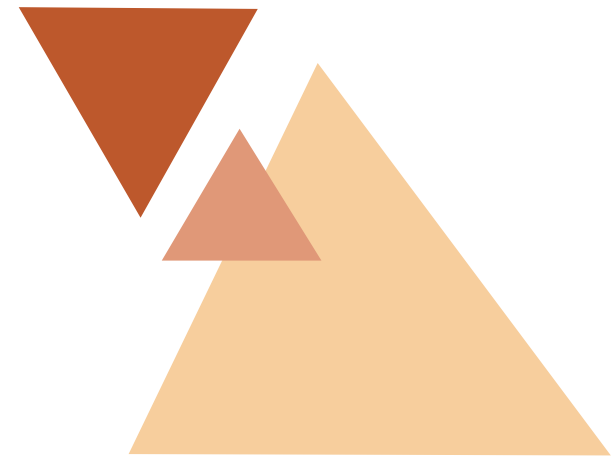
**Annual
Reports!
Midterm
reviews!**

**Not just obligations,
but opportunities
(really!)**

**... pivotal moments
in the life of a
project**

GENDER UNDER REVIEW

**Our guide today:
Ciara Daniels,
UNDP**



SUMMARY TAKEAWAYS ON REPORTING

IF everything is fine and on track and working wonderfully, then **BIG** congrats and you get to report all of that!!!

but, probably unlikely, right?

SO, think of reporting as having a conversation
(with yourselves, to start)

SUMMARY TAKEAWAYS ON REPORTING

Annual reports/ midterm reviews are opportunities:

- to share progress, on all scales • revisit prodoc “baseline”
- for reflection • for *accurate* self-assessment
- for realistic accounting
- for identifying in-course adjustments
- to ask for help
- for everyone to learn
- to derive “lessons learned” for project and portfolio as a whole

**BUT WHAT ARE WE DOING
THAT WE'RE REPORTING ON?**



#1 for MANY PROJECTS IS GENDER INCLUSIVENESS:

CONNECTING WITH WOMEN, INVITING THEM, MEETING WITH THEM, ENGAGING THEM, INCLUDING THEM, BENEFITTING THEM

A common challenge:

bringing women into projects (in any capacity) *especially in contexts* where women are not encouraged to be visible/ active participants or decision-makers

**LET'S TALK
GENDER
TASKS, TOOLS
&
TECHNIQUES**

**IF YOU HOLD A
MEETING FOR
“EVERYONE” AND
ONLY MEN (OR ONLY
WOMEN) ATTEND,
SOMETHING’S GONE
WRONG!**



**TIPS FOR
BRINGING
WOMEN
INTO THE
PROJECT
CIRCLE**



WORD OF THE DAY:

INTENTIONALITY

!? WHO WHAT WHEN
WHERE WHY?!

General invitations (to meetings/ to consultations, etc.) usually don't work to broaden diversity/ inclusiveness

**SAME-OLD
SAME-OLD
DOESN'T
WORK**

- **Women and other marginalized groups should be given specific-contact and specific-context invitations**

- **Information chain impediments: What are the most effective channels of communication? How do women get their news? How do they know there's a meeting?**

WOMEN TALKING WITH WOMEN

In almost all circumstances the most effective approach is to have women invite other women into the process in an intentional way

Who are these women enablers/ interlocutors?

staff! partners! champions!

So many reasons for projects to have women on staff... and, how about a gender advisory board?
(Panama)

WOMEN PARTNERS

**seek out and engage with existing women's groups/
partners, even if outside the project area**

UN Women? Women's unions?

Women's conservation groups?

Gender focal points in Ministries?

Community groups, not only formal actors



CHAMPIONS

**THERE ARE USUALLY
women “champions” in
communities --**

- **outspoken women**
- **networkers**
- **“good troublemakers”**



CHAMPIONS

- **YOUNG WOMEN** often feel more empowered ?? (South Africa observation)
- **MEN** are also champions of gender equality & can be persuaders of other men
- **DON'T BE A BYSTANDER** to gender inequality; bring the community along:
 - e.g., **CHAD GEF-7: promoting dialogues with administrative authorities, chiefs, church leaders & other opinion leaders on gender equality**

**WHERE?
WHEN?**

TIME:

Men and women have different daily rhythms and responsibilities; find times that don't compete with housework and caregiving activities, or that are otherwise inconvenient for women

Childcare assistance?

**WHERE?
WHEN?**

PLACE:

- **Gender norms of access to place(s)**
- **Don't hold meetings in "men's spaces"**
- **Climate of place: crowded/ "rowdy"**

DON'T BE PERFORMATIVE

WHY?

- be clear why you're inviting women (or anyone) to meetings/what the outcome will be/the purpose of the meeting
- follow up
- if “decision-making,” then for sure women need to be engaged

**OK, THEY'RE COMING TO A
MEETING. NOW WHAT?**

Presence does not equal participation

**TOOLS TO
FACILITATE
GENDER-
EQUAL
PARTICIPATION**



**TOOLS FOR
GENDER-EQUAL
PARTICIPATION**

Claim and explain your own position

**don't be shy about your own position as gender
equality-seekers**

**you should be able to explain why gender-
diverse engagement is important to the project
and to the community**

**female staff or partners should be visible and
participatory -- projects walk the walk**

Intentionality again

**TOOLS FOR
GENDER-EQUAL
PARTICIPATION**

**be clear that you invite & want
everyone to participate and will be
facilitating that**

HAVE A PLAN

HAVE A PLAN!

I. Secret power: single-sex meetings

- pros/cons
- great way to compare notes and “report-back” (often great surprise and even hilarity)

HAVE A PLAN!

2. Mixed-sex meetings:

Have a **MEETING-PARTICIPATION PLAN** to encourage women to engage:

- does the community itself have practices to facilitate equal participation?
- develop your own, or borrow -- e.g., “zebra” protocols
- speaking “chips”
- be mindful of the “climate” of the meeting & setting: monitor and intervene as needed
- “speaking up” sometimes requires a mic and always a moderator

OTHER PRACTICES?

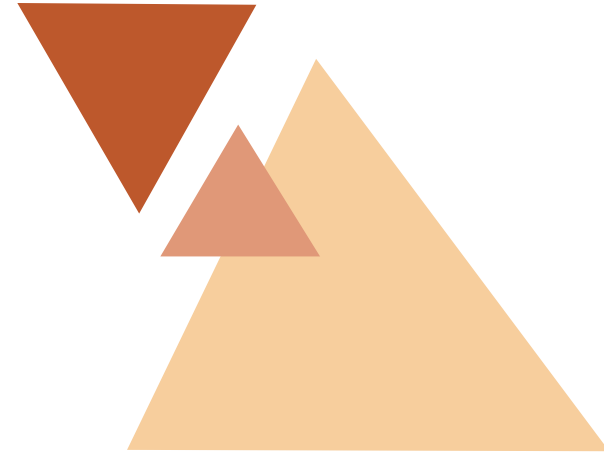
ONE OF THE MOST POWERFUL TOOLS: THE SURVEY

INDONESIA GEF-6
PROJECT:
THE BIG SURVEY

Huge gender-disaggregated survey conducted as part of the Indonesia GEF-6 Combatting Illegal Wildlife Trade (CIWT) project.

Outstanding example of a tool as well as applying “lessons learned”

SURVEY TOOLS



Our guide today:
Wiene Andriyana,
Indonesia CIWT Project

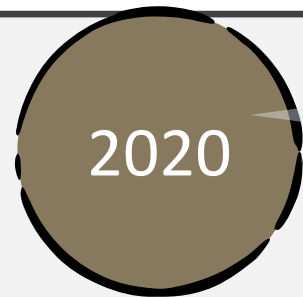


KNOWLEDGE, ATTITUDE AND
PRACTICE (KAP) SURVEY RELATED
TO IWT

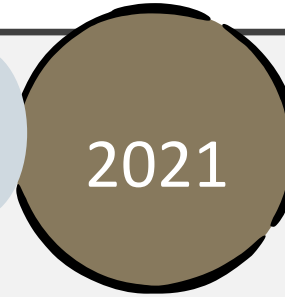
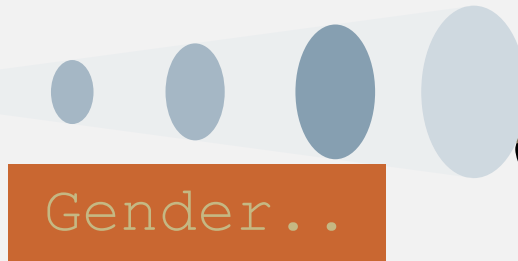
Sharing from the Current Process of GEF-6
Combatting Illegal Wildlife Trade (CIWT) Project
Country: Indonesia



LEARNING BY DOING ..



KAP Survey 1



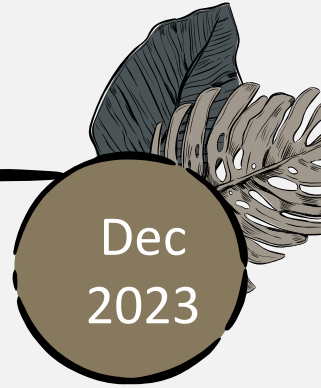
KAP Survey 2



- Initial focus: communication strategy
- Change behaviour – demand reduction

- National Demographic Research Institutions
- Qualitative + Quantitative
- Combination: in person + online + in depth interview
- Scope: four projects / four provinces
- Respondents: 615 (offline); 1295 (online); 12 (in depth int – out of 24 originally planned)

- Scope: National (34 provinces – with more focus on four project intervention area)
- Similar methodology, much larger coverage; lessons learn elaborated; more specific/targeted questions
- 3640 respondents in total
- 50% women (by design)
- Gender-disaggregated data



End of Project

- Communication Strategy Developed & Implemented
- Knowledge Data Pool
- Stay relevant

EXAMPLE OF SURVEY QUESTIONS



Knowledge

Do you know where to report when you encounter any illegal wildlife trade activity?



Practice

Do you think it is acceptable to use part of protected wildlife for medicinal purpose?



Attitude

How do you feel when you see pictures or coverage about wildlife which become victims of IWT?



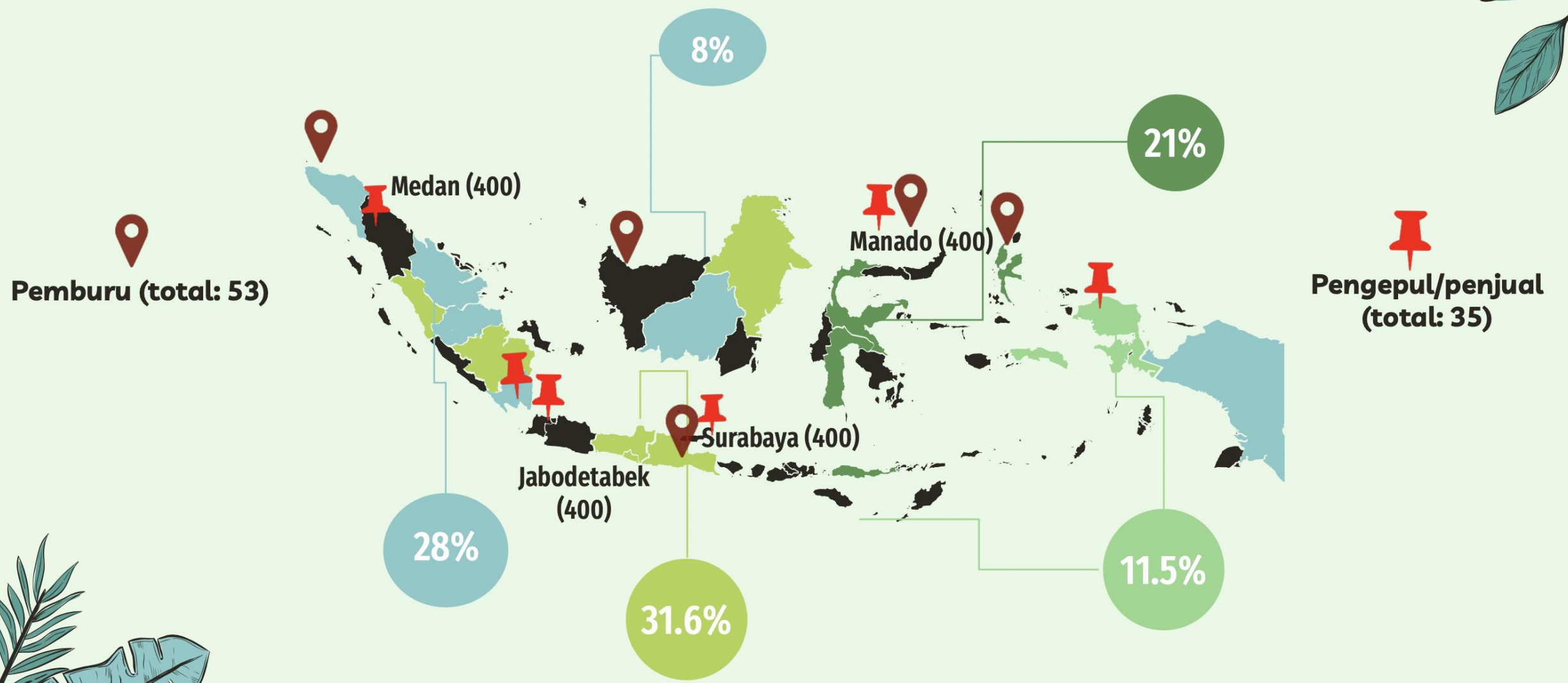
Use of Social Media

Which communication/social media do you use daily to get information?



Wilayah Studi

N= 3640





Gender Seminar
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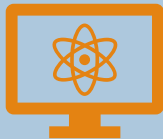
GWP project support
(small group / one-on-
one)



Guidance and
resource documents



More – *Let us know
what support your GWP
project needs*



Sign up to attend more Global Wildlife Program webinars at
gwp-info@worldbank.org



Thank you | Merci | Gracias



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<https://www.worldbank.org/en/programs/global-wildlife-program>