

Overview of the DLB training modules

The DLB training course has eight units

- Unit 1: Introduces demand-led approaches
- Unit 2 : Visioning and foresight for setting breeding goals
- Unit 3: Understanding clients' needs
- Unit 4: Variety design and setting standards
- Unit 5: Variety development strategy stage plan, timelines and decision making
- Unit 6: Monitoring, evaluation and learning
- Unit 7: Investment decisions
- Unit 8 : Gender, Diversity and inclusivity

Unit 8 - Objectives

- Understand the importance of gender mainstreaming in DLB
- Understand the importance of diversity and inclusivity in DLB
- Understand the principles and best practices in gender, diversity and inclusivity
- Understand the five target areas for gender, vulnerable and marginalized groups mainstreaming
- Understand the use of gender mainstreaming tool

Unit 8 - Contents

1. Introduction to the basic concepts and rationale of mainstreaming gender, diversity and inclusivity in variety design
2. Status of gender based breeding and variety adoption in Africa: Rationale of mainstreaming gender, diversity and inclusivity in variety design
3. Principles of gender, diversity and inclusivity in DLB
4. Role of the Breeder
5. Similarities and differences between gender and diversity responsive DLB and other Participatory Breeding approaches
6. Benefits and challenges of genderized and inclusive DLB Approaches
7. Summary

Opening Discussion

- What do you understand by the terms gender, diversity and inclusivity?
- Do you think gender, diversity and inclusivity can influence adoption and commercialization of improved varieties? How?
- Are there differences in traits preferred by men, women, youth, marginalized groups and other actors for the crop/crop value chains you are working with?
- How do you ensure that men, women, youth and marginalized groups are involved in design of new varieties in your program?

What is gender?

- Gender refers to the characteristics of women, men, and youth that are socially constructed.
- This includes norms, behaviour and roles associated with being a woman, man and youth.
- These characteristics are context specific and vary from place to place, culture, socio-economic status and change over time.

Therefore,

- Gender refers to the cultural symbols, norms, institutional structures and internalized self-images which define masculine and feminine roles and articulate these roles within power relationships through a process of social construction,

What is gender mainstreaming?

- Gender mainstreaming is the process of assessing the implications for women, men and other marginalized and vulnerable groups of any planned actions at all levels from project design through implementation to monitoring and evaluation.
- In a DLB program, this implies gender issues are addressed or integrated within the breeding strategies and priorities. Hence, throughout the variety development cycle, gender concerns are integrated where applicable.
- In addition, mainstreaming may also mean a change or modification in agenda-setting to include a gendered perspective.
- A key focus of GM approach is to enable household to secure sustainable livelihoods, with an emphasis on income-generating activities.

What's Diversity

- Diversity refers to a set of differences within a specified or defined group of individuals.
- Such differences may be in attributes such as gender, age, ethnicity, disability, religion, personality type, behaviours and thinking style.
- These differences can bring creativity and innovation to crop design and plant breeding if the gender oriented breeder recognise, respect and value the differences between each client, scientist and stakeholder

What's Inclusion

- Inclusion is recognizing, accepting, welcoming and respecting the inherent worth and dignity of all people, and of their talents, values, views and practices.
- In DLB this implies that people/value chain actors are valued as being essential to the success of the project, program or organization

Rationale of mainstreaming gender, diversity and inclusivity in variety design

- Farmers, women and youth are some of the most vulnerable and marginalized groups in society
 - * In other cases, it is women and boys who are marginalized
- Gender mainstreaming (GM) is a widely accepted approach to promoting equality between women and men.
- Given the extensive but differentiated participation of women and men in all aspects of crop improvement and production, GM into crop value chains is a key strategy for
 - * Promoting equality between men and women
 - * Sustaining agriculture, rural development, economic growth and social stability in Africa.

Value of gender mainstreaming (GM)

- The advantage of a GM approach is that it allows for the advancement of gender equality and equity regardless of whoever is disadvantaged.
 - * In some regions and sectors, for example, women may be in a more advantageous position than men, and gender analysis can reveal this.
- The GM strategy focuses on the fact that women and men have different life courses: roles, responsibilities and division of labour, and therefore, affect them differently.
- GM focus is less on providing equal treatment for men and women (since equal treatment does not necessarily result in equal outcomes) but more on taking necessary steps to ensure that men and women benefit equally.
- GM recognizes that the empowerment of women can only be achieved by taking into account the relationships between women and men

8 Core Principles of mainstreaming gender, diversity and inclusivity in variety design

To enhance gender sensitivity and ensure that DLB benefits men, women and youth equally, the following underlying principles are applicable:

- 1) Diversity
- 2) Empowerment
- 3) Gender budgeting
- 4) Gender equality
- 5) Gender mainstreaming
- 6) Inclusivity
- 7) Gender integrated research
- 8) Gender transformation approaches

• Interventions on these issues can be facilitated by gender analysis

Principles of mainstreaming gender in variety design: Diversity

- This implies that DLB practitioners recognise, respect and value the differences between each client, scientist and stakeholder.
- These differences emanate from gender, age, ethnicity, disability, religion, culture, personality type, behaviour and thinking style.
- These differences can be exploited to bring creativity and innovation in variety design and contribute to the development of improved varieties with client and market preferred traits including gender

Principles of mainstreaming gender in variety design: Empowerment

- DLB programs should contribute to enhancing capacities of women, men and youth to take control over their lives, including:
 - Contributing to setting of program agendas,
 - Gaining skills, or having their skills and knowledge recognized,
 - Increasing self-confidence,
 - Solving problems, and
 - Developing self-reliance
- Empowerment implies an expansion in each person's ability to make their own strategic life choices in a context where this was previously denied to them.
 - Although DLB practitioners cannot empower other people directly, they can support and encourage the process of self-empowerment and changes in the enabling environment so that individuals can make informed choices in their life.

Principles of mainstreaming gender in variety design: Gender equality (GE)

- GE means that all men and women participating in demand-led breeding program are free to develop their personal abilities and make choices without limitations set by gender stereotypes, prejudices or rigid roles.
- However, equality does not mean that men and women are the same. Instead it means that:
 - Their enjoyment of rights, responsibilities, opportunities and life chances are not governed or limited by whether they were born male or female.
 - The interests, needs, preferences and priorities of all clients, smallholders and actors in the value chains whether they are women, men and youth are taken into consideration in new variety design and development.

Principles of mainstreaming gender in variety design:

Gender mainstreaming

- Gender mainstreaming is the strategy, processes and advocacy for making women's and men's preferences, concerns and experiences taken into consideration and integrated in a variety development.
 - It is defined as the process of assessing the implications for women and men of any planned action (i.e legislation, policies or programmes), in all areas and at all levels.
 - It is a strategy for making concerns and experiences of women an integral dimension of the new variety design, development, testing, monitoring and evaluation so that women and men benefit equally and inequality is not perpetuated.
- It is an integral part of the variety design, and is applied during the implementation, monitoring and evaluation of demand-led breeding programs to ensure that women and men benefit equally.

Principles of mainstreaming gender in variety design: Inclusivity

- Inclusion is recognizing, accepting, welcoming and respecting the inherent worth and dignity of all people, and of their talents, values, views, culture and associated practices.
- It provides evidence that people are valued as being essential to the success of the project, program or organisation.

Principles of mainstreaming gender in variety design: Gender integrated research

- This is the systematic integration of gender into the variety development research process and market research.
- Gender issues are integrated in all stages of cultivar development starting at priority setting, planning, design, implementation, monitoring-evaluation & Learning (ME&L) and into the management of breeding program.

Principles of mainstreaming gender in variety design: Gender transformation approaches

- This is any approach that actively examines, questions, and addresses gender bias and use of gender stereotypes that lead to an imbalance of power between men and women.
- It includes the implementation of methods in the DLB programme that encourages all individuals to have equal access to resources and opportunities and to be able to choose how they use their natural gifts and talents. Such individuals may be
 - * Research and development professionals,
 - * Smallholder farmers producing crop products for domestic consumption, and/or for local, regional and international markets,
 - * Any other actors in a value chain.

Principles of mainstreaming gender in variety design: Gender analysis

- Gender analysis is the collection, analysis and interpretation of sex-disaggregated information.
- Men and women both perform different roles in society.
 - * This leads to women and men having different experiences, knowledge, talents and needs.
 - * Gender analysis explores these differences so that policies, programs and projects can identify and meet the different needs of men and women.
- Gender analysis also facilitates the strategic use of distinct knowledge and skills possessed by women and men

Steps for integrating gender in the DLB project

Gender can be integrated at three stages of the demand-led breeding project

1) Project design and planning

- * Involve a gender expert
- * Conduct a gender analysis using the Gender+ customer and product profile tool.
- * Develop a gender strategy and action plan that describes the gaps and interventions to close the gaps
- * Gendered proposal with strategic gender activities
- * Gender budgeting
- * Develop gendered monitoring and evaluation template (Report based monitoring)

Steps for integrating gender in DLB programs

2. Project Implementation

- * Conduct a rapid gender analysis and develop a gender strategy at the start
- * Be intentional about integrating gender across the program
- * Use gender-responsive or gender-transformative approaches
- * Review and update the monitoring and evaluation (M&E) plan.

3. Program Impact

- * Show gendered impacts - how the program has contributed to advance gender equality. Identified gaps and lessons we can build on

Role of the breeder

- The breeder has major role to play in a gender responsive DLB program
- The breeder is the champion of the program and ensures all relevant specialists are brought on board and interact in a constructive way.
- The breeder also acts as the moderator among the diverse contributors in the program.
- The breeder ensures that principles of gender responsive programs are implemented during the whole process of variety design, development testing and commercialization of new varieties.

Similarities and differences between gender and diversity responsive DLB and other PPB approaches

Similarities

- Both types of approaches aim at an inclusive program bringing on board all the relevant value chain actors
- May involve actors at all stages of the breeding program
- Degree of participation among the actors is variable
- Both approaches aim at responding to client preferences

Similarities and differences between gender and diversity responsive DLB and other PPB approaches

Differences

Feature	PPB	Gender responsive DLB
Objective	Participation by actors in the value chain	Equitable participation by women, men, boys and girls
Diversity	Limited	Core requirement
Empowerment	Moderate	High
Gender budgeting	No specific focus on gender	Gender specific
Gender mainstreaming	Strategy not required	GM strategy is a key component
Gender equality	Not required	Required
Gender equity	low	high
Inclusivity	moderate	high
Gender integrated research	moderate	High
Gender transformation approaches	Limited	Widespread/core
Benefit sharing	No requirement of proportionate sharing among actors	Equitable access among gender groups (men, women, boys and girls)

Benefits of gender responsive DLB Approach

- More responsive to client needs and preferences hence may accelerate adoption of technologies
- Likely to have larger impacts since it takes into consideration diversity of needs in communities
- Fair sharing of resources and benefits in communities
- Supports and encourages the process of self-empowerment and creates enabling environment so that individuals can make their own life choices and self-reliance
- Reduces the gender gap and is more attractive to funders

Challenges of gender-responsive DLB approaches

- Market studies are often incomplete
- Gender analysis are often not done
- Resources – finance, personnel to integrate gender gap studies are often missing or limited
- Reliance on FAO/World bank data is problematic as they are often not sex or gendered disaggregated
- Changing cultural norms and stereotypes: Negative attitudes among the professionals
- Limited skills in gender mainstreaming among value chain actors and project managers

28 DLB Principles and its implications for gender, diversity and inclusion

- **Understanding clients:** Who, where and what the clients need or not is central in DLB. Here it should be noted that clients are not homogeneous so using an intersectional lens is important.
- **Farmer adoption:** Inclusion of women and youths' preferences and needs who form the backbone of agriculture would increase varietal adoption
- **Value chains:** Moving beyond men and women farmers to men and women traders, processors, consumers etc from different social categories. This can be done through stakeholder consultations
- **Urban and rural consumers:** Focus on value chain actor means collecting data on the urban-periurban-rural continuum, especially the base of the pyramid in the urban area.

29 DLB Principles and its implications for gender, diversity and inclusion

- **Markets and client segmentation:** Market and client segmented data collected through the Gender+ customer and product profile would guide breeders to prioritize their breeding targets
- **Market research and consultation:** Market data should be gendered disaggregated to understand who is demanding what and how to stimulate demand
- **Breeding** traits that boost entrepreneurship and contribute to gender equality, economic growth and increased food security.
- **Market creation:** Drive innovations that benefit and empower women and men value chain actors
- **Multi-function integrators:** The breeder is meant to use all information to guide breeding priorities. The reason for a standard and comprehensive product profile with key information across all interdisciplinary team

Best practices for gender, diversity and inclusion

- Consider gender, inclusion and diversity early at the design stage to guide breeding priorities and varietal development
- Need for interdisciplinary, diverse and inclusive teams including social scientists
- Need for gender analysis using an intersectional lens to understand how norms are constructed and how they can favor or not the adoption of new varieties
- Align gender equality needs to breeding objectives and breeding strategies
- The breeder needs to own the gender-responsive product profiles.
 - * Gender, Market and Breeding data guiding the development of the product profile needs to be gender-disaggregated
- Use Gender + customer and product profile and the gender-responsive PVS tools

Tools and templates

- Gender + customer and product profile tools
- Gender-responsive PVS
- Gender-responsive product profiles – Has an added gender dimension

G+ SOP: <https://cgspace.cgiar.org/bitstream/handle/10568/113166/9789290605966.pdf?sequence=1&isAllowed=y>

G+ templates:

<https://cgspace.cgiar.org/bitstream/handle/10568/113189/9789290605997.pdf?sequence=1&isAllowed=y>

G+ templates:

<https://cgspace.cgiar.org/bitstream/handle/10568/113189/9789290605997.pdf?sequence=1&isAllowed=y>

Demand led breeding product profile resources: available at: <https://www.demandledbreeding.org/product-profiles>

Nchanji, Eileen B., Cosmas K. Lutomia, Odhiambo C. Ageyo, David Karanja, and Eliezah Kamau. 2021. "Gender-Responsive Participatory Variety Selection in Kenya: Implications for Common Bean (*Phaseolus vulgaris* L.) Breeding in Kenya" *Sustainability* 13, no. 23: 13164. <https://doi.org/10.3390/su132313164>

Feedback/Evaluation

- What is new?
- What did you learn?
- What do you foresee as a challenge?

Acknowledgements

THANK YOU



Australian Government
Australian Centre for
International Agricultural Research



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

syngenta foundation
for sustainable
agriculture



**Crawford
Fund** FOR A FOOD
SECURE WORLD

Alliance



UNIVERSITY OF NAIROBI



MAKERERE UNIVERSITY



WEST AFRICA
CENTRE FOR
ROP
IMPROVEMENT



E I A R
Ethiopian Institute of Agricultural Research



HARAMAYA UNIVERSITY
We Build the Basis for Development

www.demandledbreeding.org