

FACTSHEET

RURAL VALUE CHAIN AND GENDER INNOVATION PILOT, A COLLABORATION BETWEEN GIZ PROGRAM PROMOTING GENDER EQUALITY AND WOMEN'S RIGHTS AND OXFAM

BACKGROUND

Gender inequalities not only affect the lives of vulnerable women, but also of men, their families and communities and the larger economy. Gender justice and women's empowerment are essential for economic growth and poverty reduction¹: reducing gender inequality leads to reduced infant and child mortality, improved nutrition, higher economic productivity and faster growth. Gender inequalities influence the way rural supply chains operate and limit agricultural productivity and efficiency.

The GIZ Gender Program and Oxfam Novib collaborate to explore the use of GALS to further include pro-poor and gender aspects within agriculture and rural development projects supported by BMZ/GIZ. Through a joint effort including partner organisations and consultants a number of case studies, a practical guide and a video documentary were produced, see under resources.

A review in 2011² on the use of the GALS³ methodology as implemented by Bukonzo Joint Cooperative Microfinance in the coffee value chain,



Box 1 Visioning for gender equality and win-win in the value chain

GALS is an innovative community-led empowerment methodology, designed for integration in rural development programmes and based on principles of inclusion, respect and equity. Using the power of symbols and distinctive participatory facilitation techniques, it provides the structure and platforms that enable individuals and households to plan their lives and enterprises, identify and negotiate their needs and interests for gender-equitable livelihoods improvement and value chain development. The main trainers are community members themselves based on self interest and business cases. The added value of integrating GALS in generic VCD methodologies is:

- Transforming gender relations and social inequalities in an inclusive/participatory way as prerequisites for pro-poor VCD;
- Combining behaviour change at the household level with peer-to-peer scaling up within VCD for larger impact;
- Enabling vulnerable value chain stakeholders to control their own development process, organise themselves and negotiate with powerful stakeholders.

Grant support from the Dutch Government and IFAD to Oxfam Novib contributed significantly to its further development as well as other processes elsewhere. Initially piloted in Uganda, GALS is being replicated in Rwanda, Nigeria, Sudan, Tanzania, Kenya, Zimbabwe, introduced in Laos, Vietnam, Cambodia, Afghanistan, Burundi, DRC and further adapted for different purposes reinforcing the underlying values at different levels with different stakeholders.

¹ World Bank, An evaluation of World Bank support 2002-8, Gender and Development, 2010.

² Farnworth, C.R. and Akamandisa, V. (2011) Report on Gender Action Learning System (GALS) Approach to Value Chain Development in Bukonzo Joint in Uganda with presentation of the results in Eschborn GIZ, ANWG² and OECD-DAC-Gender net joint Biennial and workshop in Addis Abeba.

³ Since 2008 Oxfam Novib's Women's empowerment, mainstreaming and networking for gender justice and economic empowerment (WEMAN) programme supported the development of an innovative Gender Action Learning System.

demonstrated conclusively that GALS has been remarkably powerful in:

- Unseating powerful generations old cultural norms.
- Remarkable life changes, related to the division of both domestic and farm work, household decision making, control and access to assets and services and decreases in alcohol abuse and violence were indicated.
- Both vulnerable women and men improved their position in the coffee value chain and women are moving up the value chain to larger scale bulking and trading.
- The organisational support factors i.e. democratic decision making and experience with participatory approaches enabled the methodology to perform well, with room for expanding the reach of GALS.
- A short GIZ grant project implemented by Oxfam Novib from December 2012 to March 2013 combined the business sense of gender equality with the human rights case by documenting existing experience in Uganda and piloting how the methodology can be mainstreamed in order to be scaled up and sustained more easily in communities.

INNOVATION PILOT

Box 2 HH level gender changes that underpin collective ones in the value chain in Muzarabani Zimbabwe

- **1166** farmers, 664 women and 502 men are able to use GALS for livelihood improvement and gender equality..
- Out of the initial dysfunctional 583 Households (HHs) now 251 (37%) **women are fully in charge** of the HH budget versus 75 HH (11%) where men are in charge and 344 HHs (51%) have **joint decision making**.
- Of the 425 HHs reporting **domestic violence** now only 46 HHs still experience bad practices, a reduction of 90%.
- 86% of 934 people report to now make **joint decisions on use of assets**, 5% of women decide alone versus 9% of men still deciding.
- Men allow their wives to buy cattle and some women have their name on a cattle card. With regard to **property ownership**, 114 women own cattle after negotiating with their husbands and 157 HHs have joint registration on cattle stock cards.
- 507 HHs have entered into verbal wills.
- Some men including examples in polygamous HHs, testified towards a better **division of labour** and sharing of domestic chores including washing dishes, fetching water, collecting firewood which spouses and neighbors could vouch for. 630 HHs report an equal division of domestic, care and productive work opposed to 65 HHs that share productive work only.
- 248 out of the 288 men contemplating polygamy now abandoned this plan. GALS also brought harmony in 127 HHs (87%) while 19 HHs remain in disharmony.
- Some of the most resisting men testified significant changes with regard to alcohol use.

The 2013-2014 GIZ grant produced a set of materials based on the experiences of FACHIG and the Muzarabani communities to serve as resource for other organizations, facilitators or designers and implementers of rural and agricultural value chain development (VCD) projects supported by GIZ and BMZ to address gender inequality and social exclusion as prerequisites for pro-poor VCD.

GENDER CHANGES

GALS links gender inequality and poverty at an individual and household level and addresses issues that resonate with the farmers' visions on the livestock value chains. It provides a platform for community dialogue and finding solutions on issues at the core of daily struggles i.e. women overburdened by household work, gender based violence, polygamy, poverty, alcohol abuse, skewed ownership and control of assets. There is a shift in mindset and a continuous process of redefining work in terms of economic targets rather than through traditional gender roles. During the introduction of the GALS methodology a gender sensitive economic as well as social justice case for improving gender relations needs to be clearly made, both by participants and community organisations themselves.

COLLECTIVE ACTION FARMERS

By addressing gender inequalities and developing visions for socio-economic development starting from the household level, the farmers address the root causes of their farmer groups falling apart. It enables them to use their own structure to rehabilitate cattle sales pen, influence other stakeholders and organise themselves as the main driver for shifting the male-dominated ad-hoc trading of cattle into an auction system accessible to women and men.

OTHER ACTORS AND NATIONAL DEBATE

Challenges setting up the auction system are managed through inclusive and action orientated multi-stakeholder win-win meetings, using visual GALS tools. Buyers now recognise that the alternative cattle trading system proposed by farmers, reduces their transaction costs, provides them with a more reliable supply of better quality animals, reduces their risks and gives them more security to repay their loans. Farmers encouraged the Muzarabani Rural District Council (MRDC) to formulate and issue the first bylaw in Zimbabwe of its kind in May 2014 to claim a uniformity of levy. FACHIG as an organisation changed its traditional top-down food security approach targeting women, to a community-led and gender sensitive value chain development approach.

LESSONS AND CHALLENGES

- Reorganisation of labour within the household with men's involvement properly harnessed is more effective than labour saving technologies (only).
- It doesn't take generations in order to change cultural viewpoints and behaviour. Through GALS change is possible on short term.
- Thanks to having household and group visions, more appreciation and understanding is reached towards the importance of (cattle) grading marketing; disease or pesticide management; value addition (i.e. pen fattening; the so called 5th quarter); improved breeds quality and quantity of products and certification.
- Dialogue between and amongst the different value chain actors is crucial to understand and address each other's issues, the market forces and channels to obtain the optimal win-win. In some instances issues need to be sorted at district or national level (setting up a National Industry Body, Zimbabwe) first. To push companies, local government (i.e. towards an auction where farmers are co-owners bringing change to another level. The tools are also used by cooperatives and other value chain actors and by organisations enabling them to change gender and power relations that constrain them from achieving their visions. GALS has similar features of other participatory approaches. Different are its principles of changing power relations, building on personal self-interest of vulnerable people to become change agents, and focus on transforming gender relations. It puts rural development professionals out of their comfort zone. GALS can therefore not be learned from manuals, videos or guides alone, it requires partnerships with experienced organisations and individual experts
- Once marginalised stakeholders that are part of VCD, develop and implement their own change process, they obtain a much stronger position in the chain.

RESOURCES

LIST OF RESOURCE MATERIALS

Farnworth, C.R. and Akamandisa, V. (2011) Report on Gender Action Learning System (GALS) Approach to Value Chain Development in Bukonzo Joint in Uganda.

Mayoux, L. (2013) Gender mainstreaming in value chain development: Experience with Gender Action Learning System in Uganda.

BASED ON THE INNOVATION PILOT

Case study FACHIG Zimbabwe, (2014) Maggie Makanza/FACHIG/WEMAN.

Documentary, Peerfilm (2014): <http://www.oxfamnovib.nl/weman>

Trailer, <http://youtu.be/7EAlcnTNvwQ> ; **Business Sense**, <http://youtu.be/iZbVWc6quxo>; **Personal Perspective**, <http://youtu.be/XaqG4-bzpzW>; **Full**, http://youtu.be/Wnk_vCtyB1k
Gender and value chain practical guide, (2014) Thies Reemer and Maggie Makanza, Oxfam Novib based on a FACHIG Zimbabwe pilot.

GALS MANUALS

Rocky Road to Diamond Dreams, 2014 (revision of *Steering Life's Rocky Road*).
Tree of Diamond Dreams: visioning and committing to Gender Justice, 2009.
Steering Life's Rocky Road: Gender Action Learning for individuals and communities, 2009.

LIST OF RESOURCE PEOPLE

Consultant Maggie Makanza, Zimbabwe based gender expert with experience with participatory approaches; farmer organisations and rural development; Gender Action Learning System (GALS) and: particular expertise in organizational development. To be contacted via maggiemakanza@yahoo.com.
FACHIG, Farmers Association of Community self-Help Investment Groups, Zimbabwe, <http://fachig.net/>.
WEMAN team The Hague to be contacted via weman@oxfamnovib.nl.

FOR MORE INFORMATION ON WEMAN AND GALS

www.oxfamnovib.nl/weman

www.wemanresources.info, a website produced for Oxfam Novib that contains complementary resources on other adaptations of GALS and gender mainstreaming in micro-finance, value chain development and policy.

For more information on GALS in other processes see Hivos GALS@Scale project, TWIN-UK Great Lakes project at www.galsatscale.net.

OVERVIEW FOR OTHER RELEVANT YOUTUBE LINKS:

https://www.youtube.com/view_play_list?p=EFAE48597B4E4C2C (Africa)

<https://www.youtube.com/watch?v=UyF0PGuvbGg> (Cambodia)

ACKNOWLEDGEMENTS

The preparation of this factsheet is supported by GIZ.
It builds on manuals, materials and experience of champions and staff of different processes with particular attention to the innovation pilot with FACHIG and its community members of the Muzarabani district in Zimbabwe and Oxfam Novib WEMAN.



A world where women and men are able to realise their full potential as economic, social and political actors, free from all gender discrimination, for empowerment of themselves, their families, their communities and global humankind.