

GENDER MAINSTREAMING GUIDELINES

Introduction to gender in the Alliance



Gender in trade facilitation

Trade reform is rarely gender neutral, meaning it has differential effects on men and women. Often women are disproportionately disadvantaged by trade reforms due to their unequal access to productive resources and the burden of being primarily responsible for household and other unpaid work.¹ Furthermore, when women are concentrated in certain industries, trade can substantially impact their employment opportunities. The Alliance intends for its projects to generate inclusive poverty reduction, and therefore seeks to conduct projects

with gender sensitivity to mitigate any negative effects on women or men. The gender mainstreaming guidelines that follow outline how to build gender-sensitive Alliance projects. These guidelines can be adapted by project leads and the gender focal point to serve other project development processes.

Gender vision of the Alliance

A world where women and men benefit equally from trade facilitation reforms; where simple, fast, and cost-effective

trade empowers female entrepreneurs, traders, and employees, and helps them contribute to their communities (Sustainable Development Goal 5).

Gender mission of the Alliance

To ensure gender sensitivity in our projects. This means avoiding gender-blind actions, being conscious of the gendered effects of our work, and employing measures so that our projects equally benefit both male and female beneficiaries.

Overview of gender in the project process²



1. <https://blogs.worldbank.org/endovertyinsouthasia/greater-regional-trade-south-asia-can-empower-women>

2. The TTLC Alliance methodology cited below measures the total cost of transport and logistics (TTLC) involved in cross-border trade. It is the only methodology for measuring supply chain performance that combines direct costs of trade with all indirect costs (e.g., inventory, storage, theft, demurrage, etc.) that traders have to bear due to delays and unpredictability at borders.

GENDER MAINSTREAMING GUIDELINES

COUNTRY BRIEF PHASE (PRE-SCOPING)



GENDER LENS 1: What is the situation for women in the country?

How to incorporate:

Desk research using national databases and the sources listed in Annex 1. Any items unable to be completed through desk research should be noted and completed in scoping phase via qualitative methods.

Guiding questions:

- Quantitative: What are the differences between men and women in measures of human development in the country (such as literacy levels, including digital and financial)? (See Annex

1: USAID education score, World Bank education, WEF Gender Gap Report, Mastercard Index of Women Entrepreneurs Component A)

- Quantitative/Qualitative: What industries have high exports/imports and what is the level of employment of women in those industries? (See ITC Trademap, World Bank Gender Data Portal)
- Quantitative/Qualitative: What is the local time use by gender? (Understanding division of responsibilities at home and work, and

gendered social attitudes and norms. See USAID Decision Making Score)

- Quantitative: How are women represented at different levels of government in the country? Is there a ministry for women or gender equality? Does the government have a gender equality or women's economic empowerment plan? (What % of seats are held by women in national parliament, and what % of women hold ministerial positions? See World Bank Public Life and Decision Making, WEF Gender Gap Report)

Creating a country brief

Tasks:

- Summarise research that describes the gender situation and initiatives in the country. Specifically, include gender gaps in employment, access to resources, literacy levels, representation in government, etc.
- Include any preliminary information on women's associations or government initiatives that may be relevant for stakeholder mapping conducted in the scoping phase.



GENDER LENS 2: Which stakeholders represent women in the co-creation process? Have we actively engaged them? Are all stakeholder consultations gender sensitive?

How to incorporate:

- Consider the profile of women to include (socioeconomic, education, etc.) and the following groups that may represent women: Women's business associations, government ministries for gender, local chambers of commerce, academics at local universities, female traders, women-managed or women-owned businesses³
- Consider partners that your colleagues can help you leverage to consult with women-owned businesses in the country: WEConnect, OWIT, World Bank, ITC, and private-sector partners' supply chains or partnerships in project countries
- Leverage local consultants who understand the local context and have connections to relevant women's groups
- Consider whether the same engagement process will work for all stakeholders; if not, develop outreach strategies⁴ that specifically target women to ensure their participation in consultations
- Capture gender-disaggregated data on public-private dialogues, in-kind and other project trackers

See Annex 2 for further guidance on conducting gender-sensitive consultations

GENDER LENS 3: What is the situation for women in the industry of relevance?

How to incorporate:

- Desk research using national databases and the sources listed in Annex 1. Qualitative methods such as focus groups, key informant interviews, and consultations with women stakeholders leveraging local consultants – see Annex 2 for further guidance on conducting gender-sensitive consultations.
 - Qualitative: How do women conduct business, network, and receive information in industries of relevance?
 - Quantitative/Qualitative: What's the proportion of women in different levels of management across the different stakeholders (including associations, community groups, government agencies relevant to the project)?
 - Quantitative/Qualitative: How are women (having a different consumer basket than men) affected by expected price changes of goods triggered by trade reforms?
- Guiding questions:**
- Quantitative/Qualitative: What's the share of SMEs and women-owned businesses in trading industries/industries of relevance for the project? (What firm sizes are in these industries? Does firm size vary by gender of owner? What are the employee gender ratios, and do they vary by size? Where do women employees sit in the organisational structure/where do women-owned businesses sit in the value chain?)
 - Qualitative: What trade facilitation problems are faced by women vs. men in the industry of relevance (gender-specific challenges)? What trade facilitation problems affect both genders, but disproportionately affect women? Are there differences between men and women's utilisation of formal versus informal trading routes?

Creating a concept note

Tasks:

- Analyses from the findings of Gender Lenses 1-3 are used to outline the situation of gender in the relevant industries and the gender effects of the proposed project, answering the questions: What is the impact of the issue we are trying to tackle on women and on men? Will they benefit equally from the project?
- Stakeholder mapping includes women and groups representing gender interests; the concept note describes the efforts made to include women's business associations and women-owned businesses
- Establish the OECD DAC gender marker of the project (See Annex 3)

3. Operational definition of women-owned business used by WEConnect and to be used by the Alliance: 51% of the company shares are held by one or more women, the company is lead/managed by a female principal executive officer, and key business decisions regarding a company's finances, operations, personnel and strategy are made by women. (WEConnect)

4. For guidance on gender sensitive outreach, see the Government of Canada communication strategies

GENDER LENS 4: What gender considerations need to be built into the project?

Guiding questions:

- What capacity or resources does the Alliance need to implement the project in a gender-sensitive way (consider commitment, gender expertise, budget, technology to facilitate remote trainings or disseminate information, scholarships for women or low-income participants to join in the project)?
- Can training on gender sensitivity be incorporated into the project (especially if the project involves training)? (Consider the WCO's training on Advancing Gender Equality in Customs that is freely available)
- How can implementing actions better accommodate women's and men's cultural roles and responsibilities? (See Annex 2 for further guidance)
- Continue to capture gender-disaggregated data on public-private dialogues, in-kind and other project trackers

GENDER LENS 5: How can we plan to monitor and evaluate the project's gender effects?

How to incorporate:

- Define the project's gender impact for the project proposal (desired impact, potential negative or unintended impact to be mitigated)
- Develop gender indicators for the project logframe (see Annex 4 for global and suggested indicators)
- Disaggregate other logframe indicators by gender, where appropriate

Creating a project proposal

Tasks:

- Confirm the OECD DAC gender marker of the project (see Annex 3) and confirm the gender effects of the project originally set out in the concept note
- Finalise any gender components of the project; in particular, mitigating measures to prevent unequal outcomes for men and women
- Detail how policies or project designs were adjusted due to incorporating a gender lens, if possible
- Detail the resources required to tackle gender components of the project (budget, staff expertise, etc.), if necessary
- Determine whether TTLC or enterprise survey will be used to collect baseline, and whether it is suitable for the project to include gender questions in the surveys (see Annex 5 for suggested questions)

PROJECT IMPLEMENTATION PHASE

Tasks:

- Gender perspective continues to be implemented in ongoing public-private dialogue, monitoring & evaluation (M&E), and other project activities, in line with guidance above
 - Continue to monitor for new challenges or unintended consequences on gender that may arise, and allocate resources to tackle them if needed
 - Continue to capture gender disaggregated data on public-private dialogues, in-kind and other project trackers
- See Annex 2 for further guidance on conducting gender-sensitive consultations

PROJECT COMPLETION PHASE

Tasks:

- Gender-related results (both expected and unintended) are captured in the relevant project documents
- End-line data using the TTLC or enterprise survey is collected in a gender sensitive way (see Annex 5)
- Lessons learned from implementing a gender-sensitive project are captured in the project completion report.

ANNEX



ANNEX 1: Sources for desk-based gender analysis

The following sources include national data that can inform the gender analysis in pre-scoping and scoping:

[USAID: Women's Economic Empowerment and Equality \(WE3 Dashboard\)](#)

[World Economic Forum: Global Gender Gap Report](#)

[World Bank: Gender Data Portal](#)

[OECD: Gender Equality](#)

[APEC Women and the Economy Dashboard](#)

[Women, Business and the Law Report \(World Bank\)](#)

[Mastercard Index of Women Entrepreneurs 2018 \(see page 19, 21-23, etc.\)](#)

[ITC NTMs Survey \(gender disaggregated data\)](#)

ANNEX 2: Guidance on gender sensitivity in consultations

The following recommendations will help to plan, organise, and lead consultations in a way that facilitates gender sensitivity. These recommendations are general; decisions to include them should always be driven by research and **considered in the context of the country's social attitudes and norms**. If necessary, it may be useful to procure a local facilitator to inform understanding of local norms and legal frameworks.

- Inclusivity: Ensure that all relevant stakeholder groups representing women have been consulted.
- Focus on representation: It is ideal to include a minimum number of women in all discussions. A minimum of two women is recommended to establish a level of comfort, but more is better so that diverse female perspectives are considered.
- AND focus on quality:
 - When collecting data in mixed gender situations, ask questions separately and specifically to men and women to gather gender differences (or to facilitate this, it can make sense to have separate consultations for men and women).
 - It can be useful to ask men what challenges they observe women face in their line of business to bring in an alternative perspective and raise awareness among men on gender differences.
 - When scheduling consultations with women representatives, it can make sense to schedule meetings in a single-sex environment to enable women to speak more freely, and especially if gender-based separation is the cultural norm. Depending on the topic, this includes the use of a female moderator/leader.
- Identify barriers to participation and mitigate them: Consider how socioeconomic status and family responsibilities affect access to consultations. Plan meetings to accommodate women's schedules and choose locations that are accessible and safe for women.
- Do no harm: Consider whether the gender-sensitive actions (e.g., gender segregation) will reinforce cultural/social norms that disadvantage women.

ANNEX 3: OECD-DAC gender marker explained

OECD-DAC gender marker helps to track gender equality-focused aid by marking projects as 0, 1 or 2:

See page 10-11 of the [Handbook on the OECD-DAC Gender Equality Policy Marker](#) for more details.

NOT TARGETED (SCORE 0)

The project/programme has been screened against the marker but has not been found to target gender equality.

SIGNIFICANT (SCORE 1)

Gender equality is an important and deliberate objective, but not the principal reason for undertaking the project/programme. The gender objective is explicit in project documents.

PRINCIPAL (SCORE 2)

Gender equality is the main objective of the project/programme and is fundamental in its design and expected results. The project/programme would not have been undertaken without this gender equality objective.

ANNEX 4: Gender indicators for monitoring and evaluation

4A: Alliance Results Framework Gender Indicators

The following are a list of gender indicators from the 2020 Alliance Results Framework. These apply to all Alliance projects:

Output Indicators:

1. Global and Local: Percentage of participants from the public and private sector in a public-private dialogue on trade facilitation is disaggregated by gender of respondent
2. Local: Percentage of stakeholders who are satisfied with the cooperation level during project design is disaggregated by gender
3. Local: Percentage of stakeholders satisfied with the co-implementation process is disaggregated by gender of respondent
4. Global: Number of disseminated knowledge products produced by the Alliance; disaggregated by topics related to gender
5. Local: Percentage of projects approved that follow the Alliance gender guidelines; disaggregated as possible based on projects that meet OECD DAC gender marker 1 or 2

Immediate Outcomes Indicators:

6. Global and Local: Percentage of stakeholders that agree their participation in an Alliance event led to a better understanding of the benefits of the Trade Facilitation Agreement is disaggregated by gender of respondent
7. Local: Percentage of project stakeholders that agree that the project has delivered a better trade facilitation environment is disaggregated by gender of respondent

Intermediate Outcomes Indicators:

8. Global and Local: Percentage of stakeholders that agree that the collaboration among public and private sectors on trade facilitation reform intensified as a result of the engagement of the Alliance is disaggregated by gender of respondent
9. Local: Percentage of stakeholders confirming that Alliance projects helped make trade processes and requirements more transparent is disaggregated by gender of respondent

Development Impact:

10. Global and Local: Trade facilitation reforms contribute to improved trade performance and inclusive economic growth in countries where the Alliance works, including where possible, projects that have a gender specific focus or activity

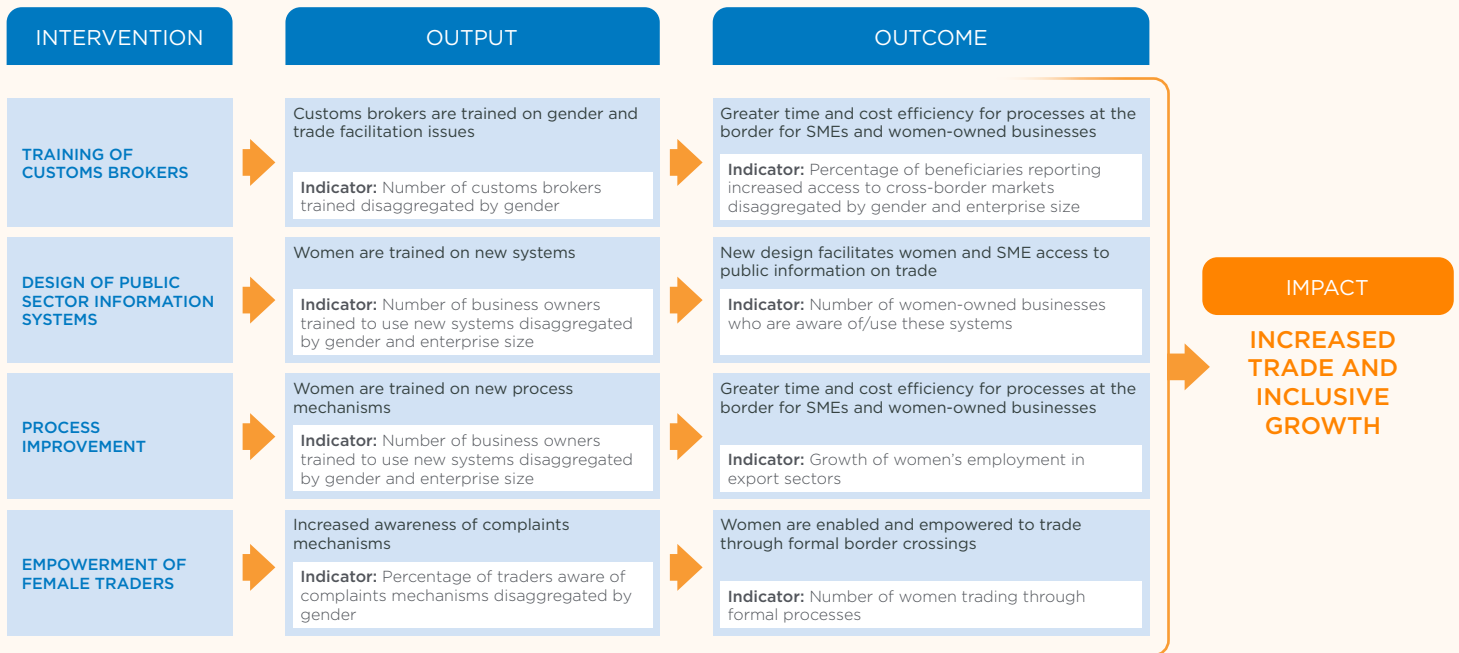
Additionally, best practices reflect that:

- Where the unit of measure is a person or business owned by a single person, the indicators and targets should be disaggregated by gender
- In addition to disaggregating by gender, best practices reflect that data should also be disaggregated by factors such as geographic location, poverty levels, education, family status, ethnicity, and age, where possible.

4B: Alliance Monitoring & Evaluation Suggested Project-specific Indicators

The following are examples of types of gender indicators that could be included in the project logframe, depending on the type of project intervention. In line with Gender Lens 4, projects should develop gender

indicators to measure the gender components of the projects. For further information on how to include these in project results frameworks, consult with your M&E lead.



ANNEX 5: Gender in the Total Transport and Logistics Cost (TTLC) Methodology

The following are examples of gender questions that can be included in TTLC surveys or other project data collection tools. Asking these questions helps to fill a data gap on gender and leads to improved understanding of the gender situation and better decision making. This is not an exhaustive list and project leads are encouraged to assess fit on a case-by-case basis.

- What is your gender? (asked for the purpose of potential disaggregation by gender of respondent)
- What is the approximate percentage of women employed at your company (all levels)?

- What is the approximate percentage of women in management positions at your company?
- What is the gender of the owner(s) of your company?
- Does your company engage with both women and men (as customers, suppliers, etc.)?

In addition to the questions posed above, consider whether a purposive sampling approach (as opposed to a convenience sampling method) whereby the team seeks out women-owned businesses to be involved in the survey makes sense for the project.



	TYPE	ORGANISATION
1	Donor	US Agency for International Development (USAID)
2	Donor	Global Affairs Canada
3	Donor	German Federal Ministry for Economic Cooperation and Development (BMZ)
4	Donor	Australian Department of Foreign Affairs and Trade (DFAT)
5	Donor	Ministry of Foreign Affairs of Denmark (DANIDA)
6	Host Organisation	Centre for International Private Enterprise (CIPE)
7	Host Organisation	International Chamber of Commerce
8	Host Organisation	World Economic Forum
9	Implementing Partner	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
10	Public Sector	UK Department for International Development (DFID)
11	Public Sector	European Commission
12	Public Sector	Swedish International Development Agency (SIDA)
13	Private Sector	DHL
14	Private Sector	Fiat-Chrysler
15	Private Sector	Maersk
16	Private Sector	UPS
17	Private Sector	Walmart
18	Other	Asian Development Bank
19	Other	African Development Bank
20	Other	CUTS International
21	Other	Enhanced Integrated Framework
22	Other	Indian Council for Research on International Economic Relations (ICRIER)
23	Other	International Centre for Trade and Sustainable Development (ICTSD)
24	Other	Inter-American Development Bank
25	Other	International Trade Centre (ITC)
26	Other	Organisation for Economic Co-operation and Development (OECD)
27	Other	Organisation of Women in Trade (OWIT)
28	Other	TradeMark East Africa (TMEA)
29	Other	United Nations Conference on Trade and Development (UNCTAD)
20	Other	United Nations Economic Commission for Europe (UNECE)
31	Other	World Customs Organization (WCO)
32	Other	WEConnect
33	Other	Women Inside Trade
34	Other	World Bank Group
35	Other	World Trade Organization (WTO)