



FAIRTRADE
AFRICA



Study of Fairtrade Africa's
Status on Gender Equality
and Women Empowerment



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List of Acronyms

AGPO	Access to Government and Procurement Opportunities
CEDAW	Convention on the Elimination of all forms of Discrimination against Women
CPESDP	Coordinated Program of Economic and Social Development Policies
CSO	Civil Society Organization
DHS	Demographic Health Survey
EAC	East Africa Community agreement
EHPEA	Ethiopian Horticulture Producer Exporters Association
FDRE	Federal Democratic Republic of Ethiopia
FGD	Focus Group Discussion
FGM	Female Genital Mutilation
FTA	Fairtrade Africa
GBV	Gender-Based Violence
GDP	Gross Domestic Product
GEA	Gender Equality Act
GEWE	Gender Equality and Women Empowerment
HTP	Harmful Traditional Practices
JHS	Junior High School
KIIs	Key Informant Interviews
MDA	Ministries Departments and Agencies
MDHS	Malawi Demographic Health Survey
MoGSP	Ministry of Gender Children and Social Protection
MYPE	Mid-Year Population Estimates
SADC	Southern African Development Community
SDGs	Sustainable Development Goals
SPO	Small Producer Organizations
STDs	Sexually Transmitted Diseases
ToC	Theory of Change
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
USAID	United States Agency for International Development
USD	United States Dollar
VAWG	Violence Against Women and Girls
WASH	Water, Sanitation and Hygiene
WEEE (WE3)	Women's Entrepreneurship and Economic Empowerment
WEF	Women Enterprise Fund
WSOL	Women School of Leadership

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Executive Summary

This report sought to establish levels of knowledge and awareness within FTA and FTA's programs. Programs were assessed to determine the level of integration by applying a gender diagnostic continuum. They are also assessed by assessing the extent to which they were aligned to international regulations such as Fairtrade Standards, and Sustainable Development Goals. The study generated information on knowledge levels and impact of FTA gender and women empowerment programming to producers as well as gender status within FTA as an organization. It established gender gaps, needs, constraints and opportunities for FTA to strengthen gender programming and mainstreaming.

From the gaps, the study identified key recommendations across the micro, meso and macro levels. At the micro level, it is recommended that in FTA's future programming, it should foster more gender transformative approaches for sustainable change. The study has outlined specific pathways that gender transformative program design can take shape and these include strengthening women's individual agency, strengthening group collectives and transforming the enabling environment. At the meso level, which focussed on the institutions internally both FTA and producer organisations, the study recommended that FTA continue to influence adoption of standards that foster gender equality and women's empowerment by specifically advancing programs that: promote zero tolerance to sexual harassment and gender-based violence, adopt a minimum living wage for women and men, and recognize, reduce and redistribute women's disproportionate share of unpaid care work. Internally, FTA can further strengthen its policies and structure by drawing its own strategy to further guide and frame its program design and its internal structures to strengthen gender equality and women's empowerment. At the macro level, which focussed on the broader policy framework, (policies, Fairtrade standards and SDGs), the study recommends that FTA strengthens the enabling environment by convening strategic stakeholders and advocating for adoption of minimum living wage, recognition, reduction and redistribution of unpaid care work on women and girls, zero tolerance to sexual harassment and gender-based violence.

Applying gender transformative approach in its overall program design has been proposed because there is growing interest in applying gender transformative approaches to make meaningful progress towards gender equality and women's empowerment. Currently, FTA applies programs that are both gender sensitive and gender transformative, going forward, this study has established that FTA should make meaningful progress in gender equality should move beyond 'sensitive' adaptation and to maximise opportunities for increased equality and empowerment. Programming must take deliberate and measurable steps to respond to and transform unequal gender relations and power structures. Indeed, for gender related programs to be sustainable, it is important to apply gender transformative interventions.





1.0 INTRODUCTION

**Graduants from the second cohort of Women's School of Leadership programme in 2020, from Côte d'Ivoire ready to forge a new path for Women Cocoa Farmers*

Fairtrade Africa (FTA), a part of the Fairtrade system, is an independent non-profit umbrella organization representing all Fairtrade Africa certified producers in Africa and Middle East. Fairtrade Africa's approach to trade is anchored on a partnership between producers and traders on one hand and businesses and consumers on the other. Fairtrade Africa is driven by its vision of "A world in which producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future." Fairtrade Standards are designed to prevent gender inequality, increase female participation, and empower more women and girls to access the benefits of Fairtrade Africa. During the 2016–2020 period, specific initiatives have been implemented with a view of empowering women to develop leadership, business, negotiation, and finance skills as well as support producer organizations in conducting gender analysis of their organizations. The projects under review, enabled women to earn an income for themselves. They were well aligned to FTA SPO standard guidelines and FTA Hired Labour Standards. The projects were also aligned to gender related SDGs, in: ensuring women's full and effective participation and equal opportunities for leadership, recognizing and valuing unpaid care and domestic work, undertaking reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of productive resources, adopting and strengthening sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and ending all forms of discrimination against all women and girls everywhere.

Objectives of the study

The overall objective of the study was to generate information on knowledge levels and impact of FTA gender and women empowerment programming to producers as well as gender status within FTA as an organization, and to establish gender gaps, needs, constraints and opportunities for FTA to strengthen gender programming and mainstreaming. To achieve this, the study was anchored on the following objectives which were to:

- 1 Assess how gender issues are mainstreamed in FTA internal operations such as recruitment process, work environment, performance management, equality, diversification, organizational practices, and behaviour among others
- 2 Assess gender concern issues and their impact on Fairtrade Africa employees
Identify key barriers to achieving gender equality and women empowerment overall in Africa and identify some regional specific barriers
- 3 Generate evidence on areas where FTA is adding value and achieving gender equality as well as women empowerment objectives
- 4 Identify realistic policy dialogue opportunities
- 5 Identify gaps in FTA gender equality and women empowerment programming and propose clear tangible suggestions towards strengthening gender programming

The gender analysis had particular deliverables highlighted below:

Deliverable	Interpretation
Assess how gender issues are mainstreamed in FTA internal operations such as recruitment process, work environment, performance management, equality, diversification, organizational practices, and behavior among others	<p>Gender Analysis at Organization Level</p> <p>-Evidence of Gender Mainstreaming practices at FTA Organizational Level</p> <p>Description of Organizational Gender needs, resources, gaps and effects.</p>
Identify key barriers to achieving gender equality and women empowerment overall in Africa and identify some regional specific barriers	<p>Gender Analysis at Programming Level</p> <p>-Evidence of engendered micro, meso and macro level barriers to Gender Equality and Women Empowerment (GEWE) in Africa and regionally.</p> <p>-Description of entry points for value add and policy engagement opportunities for FTA</p>
Generate evidence on areas where FTA is adding value and achieving gender equality as well as women empowerment objectives	-Evidence of FTA's current GEWE programming gaps and opportunities across the various stages of the program lifecycle.
Identify realistic policy dialogue opportunities	-Practical guidelines on value, goal and linkages with Gender Strategy including the Theory of Change.
Identify gaps in FTA gender equality and women empowerment programming and propose clear tangible suggestions towards strengthening gender programming	
Provide recommendations to guide the establishment and workings of a gender desk at Fairtrade Africa	

Scope of the Gender Analysis

FTA has a diverse project portfolio spread across multiple African countries. The study focussed on selected countries and products in West, East and Southern Africa. The findings will be used to inform other country projects thereafter. FTA selected these sites and products for the analysis, namely: Ethiopia: Coffee and Flowers; Kenya: Flowers, Coffee (Kenya Climate Academy); Uganda: Coffee (Uganda GREAN project); Ghana- Banana; South Africa- Wine grapes, Herbs & Spices

Gender Analysis Approach

The objective of the gender analysis was to examine gender knowledge, awareness, practices and integration in FTA's strategies and programs. To achieve this, the analysis was informed by specific analytical tools, frameworks and standards. They included: Gender Equality and Women Empowerment Framework and Gender Continuum Tool, Intersectionality, Fairtrade Africa Standards and Sustainable Development Goals. The frameworks and standards will inform the data collection tools.

- *Gender Equality and Women Empowerment: focused on examining the interrelationships of the following domains: i) Laws, Policies, Regulations and Institutional Practices; ii) Gender Roles; Responsibilities and Time Use; iii) Cultural Norms and Beliefs iv) Patterns of Power and Decision-making v) Access to and control over assets and resources. The tool has been applied to generate evidence on descriptive gender statistics and qualitative data of selected FTA countries and products. The tool will guide the analysis of **gender dynamics in each of the domains and how this affects FTAs gender integration goals at organisational and programming level and possible opportunities.***
- *Gender Equality Continuum Assessment: focused on analysis of gender integration knowledge/awareness and practices at FTA organizational and programming level. Specifically, it examined extent to which gender is mainstreamed, establishing where FTA's programs and strategy lie, and identifying the key steps needed for a gender transformative approach. The review of program documents, gender strategy, quarterly and annual reports, work plans, monitoring and evaluation frameworks was analysed against this tool including the survey and interview consultations.*

Some of the specific issues that were analysed include: Organizational beliefs and practices; Role of women/men- how the interventions with producers address gender inequality; Relevance for contribution to overarching FTA strategic objectives; Contribution to reduction of gender inequalities.

STEP 1:

Gender Mainstreaming within FTA

Internally the study assessed the structural capacity of FTA (internal policies/processes) to support gender intentional/transformational approaches. This meant assessing the gender knowledge/competence within FTA (staff), analysing FTA's leadership capacity. A. Focus was on assessing the existing internal policies and processes, as well as the suitability of the organizational structure to support the gender vision. The study reviewed the elements of the organizational culture in terms of how gender is appropriated and institutionalized (this included behaviour, attitude, practice, recruitment, work environment, accessibility, equality, diversification, affirmative action, and performance management)

STEP 2:

FTA gender interventions among producers

The study reviewed existing strategic documents which include strategic plans, institutional assessments, monitoring reports, and evaluations as well as institutional and programmatic policies. In addition, the study reviewed program design documents, previous evaluation reports, baseline reports, available policies, monitoring and evaluation reports, as well as suggested secondary data materials related to this program and as was suggested by the staff. The study designed questions that can be applied in Monkey Survey and these were administered organization wide to assess the gender knowledge capacity of responsible staff and senior management skills in gender mainstreaming (See annexes). The study developed a criterion to grade the interventions on whether program was gender unequal, gender sensitive, gender specific or gender transformative. The criterion was limited to programs/projects that have gender interventions. The study also applied Key Informant Interviews (KIIs) with persons strategically placed to possess vital perspectives in each context. They included responsible staff and senior management at Fairtrade Africa. (See Annex II and Annex III for the tools)

Fairtrade Standards: we applied the relevant Fairtrade Standards to gauge the extent to which FTA's strategy and programs meet social and environmental standards. To this end, we assessed FTA and producers' gender practices and compare against generic standards (Small Producer Organizations (SPOs) and Hired labour standards), product specific standards, and Sustainable Development Goals (SDGs).

Sustainable Development Goals: SDGs provide a framework from which countries develop and monitor critical gender indicators. Fairtrade Africa recognizes and works to contribute to the SDGs broadly and more specifically to Goal number five on Gender Equality. Below are the sub goals:

- 5.1 *End discrimination against women and girls*
- 5.2 *End all violence against and exploitation of women and girls*
- 5.3 *Eliminate forced marriages and genital mutilation*
- 5.4 *Value unpaid care and promote shared domestic responsibilities*
- 5.5 *Ensure full participation in leadership and decision-making*
- 5.6 *Universal access to reproductive health and rights*
- 5.7 *Equal rights to economic resources, property ownership and financial services*
- 5.8 *Promote empowerment of women through technology*
- 5.9 *Adopt and strengthen policies and enforceable legislation for gender equality*

In summary, applying customized tools and frameworks in the study generated information on knowledge levels and the effect of FTA's GEWE programming. It highlighted gender opportunities, gaps, needs, and constraints to inform an integrated and transformative approach to gender programming

2.0 METHODOLOGY

Mrs RANDIMBIARISON Elysienne a member of Association Theodore Vanille, Madagascar, maintaining vanilla vines

This section presents the approach and methodology that was adopted in undertaking the study. It highlights the research design, target population, sample and sampling procedures, instrumentation, data collection and analysis procedures.

Research design

A multi-country, sector specific case study design involving a desk review and an empirical study was adopted. Specific sectors were drawn from Cote D'Ivoire (Cocoa); Ethiopia (flower and coffee); South Africa (wine, grapes, herbs, and spices); Kenya (coffee and flowers) and Ghana (bananas). The case study approach allowed in-depth, multi-faceted exploration of complex issues in real life settings to explain, describe or explore phenomena in natural settings. Selection of the case study design was informed by the scope of the consultancy which was delimited to FTA's country-level programs with gender interventions. This necessitated a deep dive to collate and distil evidence with a view of ascertaining the impact of FTA's gender equality and women empowerment programming. It also helped to identify existing gaps, needs, constraints and opportunities. Exploring gender issues by looking at the respective contexts facilitated understanding of how various complex dynamics impact women's empowerment ensuring that the options recommended are evidence-based, feasible and sensitive to study locale. The strength of case studies in generating additional insights into "what gaps exist" was central to this study as it sought to identify programming gaps and recommend promising models for women empowerment. A combination of primary and secondary methods provided a unique opportunity for integrated data analysis and interpretations with the view to confirm, corroborate and cross-validate within a single case study.

Targeted population

The study targeted FTA staff in the five countries of focus. The countries are, Kenya, Ethiopia, Cote D'Ivoire, South Africa and Ghana. The study interrogated responsible staff and senior management at Fairtrade Africa representatives of workers and producers. In addition, the study targeted women participants and men participants of various initiatives which have been implemented by FTA aimed at promoting gender equality.

Study sample:

Purposive sampling procedure guided by FTA focal point was used in selection of participants for both the survey and key informant interviews. All the FTA Gender contact persons and key responsible staff and senior management were engaged in an online survey. The survey questionnaire was scripted on the survey monkey and administered in English and French to mirror official languages in the countries of focus. FGDs were administered online in a workshop format via zoom to sampled producer organisations. Selection of participants for the KIIs and Capacity assessments was purposively done to balance the various sectors/focus areas of interest. Participants sampled from the East and West and South African regions are presented in table 3.1 and 3.2 respectively:

Table 1: Respondents from the East African region

Product & Country	Intervention to focus on	Colleague to participate in KII	No of FGDs
Flowers- Ethiopia	D4A WSOL phase 1	Kidist	1
Flowers- Kenya	Capacity building gender committees, workers' gender awareness	Jakait	1
Coffee- Kenya Climate Academy	Growing Women in Coffee	Bernard Njoroge	2
Coffee- Uganda GREAN project	GREAN project- gender	Tony Kibirige	N/A

Table 2: Respondents from the West African region, the South African region and the Secretariat.

Region	KII Name	Country & Product	PAX	No. of FGDs
West Africa (WAN)	Anne Marie Yao, Divine Fulutuni, Noelle Yapi Nicholas Ofori	CDI- Cocoa	3	2
		Ghana- Banana	1	1
Southern Africa (SAN)	Sandra Ndlovu, Chirstone Hornsby	South Africa- Wine grapes, Herbs & Spices	2	1
Secretariat	Lilian Maina	Kenya	1	

Validity and reliability of tools

In assessing reliability of tools, a pilot study was undertaken. Three members of staff were selected for piloting of the survey tool. In computing reliability of the questionnaire, internal consistency was measured. Usually, reliability is computed on one scale; meaning the group of items that are measuring the same concept are computed together. In this study, reliability was run by sub-scale since the questionnaire assesses different concepts on gender mainstreaming. The reliability coefficient of the instruments was computed on SPSS using the coefficient alpha as proposed by Cronbach's in Fraenkel and Wallen (2000). The coefficient alpha generated measures of internal consistency ranging from 0 to 1.0 and the acceptable threshold is 0.7 and above.



3.0

DATA ANALYSIS

Mabel Safoaa Asante displays her soap products which were produced from cocoa pods waste materials. The soap making skill has earned her an extra income.

The Likert scale responses were recorded into dichotomous variables for generation of a gender responsiveness index. Principal component analysis was used to compute an index on gender responsiveness based on domains such as leadership, structure, and external engagement. Each intervention was then placed into 4 categories (does not meet requirements, partially meets requirements, meets requirements, and exceeds requirements) based on the index on gender responsiveness. NVIVO software was used in coding of qualitative data. Qualitative analysis was drawn from the principles of grounded theory and ethnography. This enabled the research team to include elements of 'building from the ground up' to support the development of a number of themes for the analysis, which was guided by the emerging results themselves as well as objectives of the study. Qualitative data was reported in verbatim quotations and narrations as appropriate.

Lens of Analysis

The approach took a transformative lens because meaningful gender equality initiatives should address structural and systemic inequalities. It was important to analyse the underlying power relations that sustain gender inequality. The methods selected for the analysis were used to unpack the gender and cultural norms, power relations that underpin the institutional/policy frameworks FTA operates in.

Ethical safeguards

The survey questionnaires were anonymized to protect identity of respondents. Full disclosure about the study and confidentiality measures was provided at the beginning to allow respondents make informed decisions on whether to participate or withdraw from the study. Owing to the advent of Covid 19 pandemic, the consultants used virtual data collection methods. This entailed use of an online survey as well as setting up interviews on zoom/Skype or through other platforms based on respondents' preference. A flexible schedule was maintained to ensure undue pressure was not placed on respondents.

Primary data collection methods and tools

Online Survey	KII	Analysis of program and strategy documents
<p>Responsible staff and senior management.</p> <p>Gender Contacts.</p>	<p>Responsible staff and senior management</p>	<p>All projects and strategy documents.</p>
<ul style="list-style-type: none"> • To gather data and document on the state of gender integration in FTA • To analyse and document existing gaps on gender integration efforts, and to assess gender priorities moving forward. • To capture and document prevailing opinions and perceptions regarding gender inequality, • Identify document the actors, policies, programs, or conditions are facilitating this change? • Identify and document the combination of interventions (systems change) that appear to be more successful 	<ul style="list-style-type: none"> • To capture and document opinions and perceptions regarding gender dimensions and the benefits. • Drill down and document on the institutional understanding of gender. • To understand and document how gender is applied in program initiatives • To understand and document the prevailing perceptions across the different groups. 	<ul style="list-style-type: none"> • Assess gender integration in existing strategy and program documents. • Develop and document a criterion to assess the gender interventions that FTA presently has in place. • Make recommendations on gender transformative interventions and how to graduate programs/strategies from their present status to gender transformative approaches.

4.0

LITERATURE REVIEW

Addis Petros at Sher Ethiopia where she worked as a harvester until 2019. Today, Addis works as an accountant with the local municipality in her hometown and runs a successful poultry business.

The purpose of this literature review is to provide details on the gender analysis approach with specific attention to: generating a detailed literature review on the study background, detailing the study methodology i.e., design, sampling, data collection methods, tools, work plans, ethics and risk assessment processes in consideration of COVID – 19. The literature review is focused on an analysis of FTA's strategic focus areas, programs, and gender integration practices in light of selected standards¹. For example: national and international regulations such as Fairtrade Africa Standards, Sustainable Development Goals as well as Gender Equality and Gender mainstreaming principles and approaches. Additionally, it reveals findings of the micro (smallholder), meso (institutional) and macro (policy, laws) environments within which FTA operates and how together with other institutional arrangements they enable or inhibit gender equality aspirations. Specifically, these environments and institutions include: Laws, policies, norms, behaviour, marketplace norms, trade standards, cultural norms and beliefs, power, patterns of decision making, gender roles and labour distribution, access, use, control, and benefit from resources.

Gender Equality and Women's Empowerment in FTA

This section highlights a review of the approaches to gender analyses at the FTA organizational and programming level to unpack the existing gender strategies, integration, and mainstreaming approaches. It is followed by a desk review of the specific country profiles that have been selected for the study. The country profile review is a deep dive into the gender dynamics in the specific countries and it gives a nuanced understanding of the gender context that FTA programs are embedded in. The overall project assessments shall take the specific context in consideration when making recommendations.

Fairtrade International Gender Strategy 2016-2020

FTA has made efforts to embed engendered practices into its approaches and programs, as guided by the current Fairtrade International Gender Strategy 2016-2020. FTA's gendered interventions can be classified as being at the level of enhancing agency and structure². For example, the organizations' approaches are geared towards creating environments and practices that enable women and men to build and enact their agency through programs like the Women's School of Leadership (WSOL in CDI and Ethiopia). Additionally, FTA addresses structural factors that hinder gender equality by having interventions at

policy, legal, market, household, and product specific value chains.

The Fairtrade International Gender strategy 2016-2020 is premised on a transformative gender approach where gender equality and women empowerment are promoted by enhancing women and girl's agency and tackling unequal power relations. Fairtrade Africa complies with the strategy and plays a critical role in enhancing gender equality practices in the agricultural sector that is often dominated by norms and practices which continue to subordinate and perpetuate invisibility of women's and young people's experiences, rights and participation. Specific focus is on women producers and workers. Notably despite the robust global and domesticated gender instruments, policies and legislations, gender inequalities are still prevalent in the agriculture sector. This means that regulation is just part of the solution, continually examining and addressing context specific practices and intersecting constraints that promote these inequalities is of utmost importance. Changing political, social cultural, economic, environments intersect with prevailing gendered norms to intensify gender inequalities for differently located women and men in the sector. The organization recognized the challenge of generating evidence on the impact of its gender interventions and whether they enable, inhibit, or sustain gender inequalities.³

¹ Literature will be reviewed throughout the gender analysis not only at the inception report.

²KIT, Agri-ProFocus and IIRR. 2012. Challenging chains to change: Gender equity in agricultural value chain development. KIT Publishers, Royal Tropical Institute, Amsterdam.

³Fairtrade Africa International Gender Strategy 2016- 2020: Transforming Equal Opportunity, access and benefits for all.

Fairtrade International Gender Strategy Objectives 2016 - 2020

Capacity Strengthening	Growth and Sustainability
<p>Enhance awareness on GEWE at global, national and producer organizations e.g gender induction tools, gender trainings</p> <p>Engender inclusive gender policies and practices driven by producer networks e.g Organizational gender audits, develop and adapt gender modules and tools.</p> <p>Engender advocacy strategies for internal and external stakeholders e.g gender strategy, internal gender action and learning group, annual fair trade gender forum</p>	<p>Generate market and business engagement opportunities that promote GEWE e.g market analysis, gender innovation funds, campaigns connecting producers and markets</p> <p>Enhance association and networks that drive evidence based policy dialogue e.g best practices and partnership, mapping studies on initiatives and opportunities.</p> <p>Engender Fairtrade monitoring, evaluation and learning policies and practices e.g gender assessment for all regions and select value chains, gender monitoring framework, disseminate information, gender guidelines, engender external and internal communication processes.</p>

Fairtrade International Theory of Change (TOC) is pegged on supporting gender equality and women empowerment and is based on ideals of justice, equity, and sustainability. The TOC also prioritizes six interventions which if implemented, guides the Fairtrade Africa's vision (see footnote)⁴. The organization conceptualizes gender equality as "concept that all human beings, men and women and boys and girls, are free to develop their personal abilities and make choices without the limitations set by stereotypes, rigid gender roles, or prejudices". Additionally, empowerment is conceptualized as a "process of enhancing the capacity of individuals or groups to make choices and to transform choices into desired actions and outcomes"⁵. The Gender strategy identifies a holistic approach to GEWE where four key areas of change have been identified, namely: formal, informal, individual, and systemic⁶. The approaches address issues on of self-agency and awareness to gendered barriers, power, and pervasive norms; transformative markets and policies for policies of small producers' and hired labour organizations; address pervasive cultural norms to enhance women's contribution to agriculture and trade. The strategy's key objectives are a blend of measure to enhance individual and systemic approaches to GEWE. Highlighted below are the objectives and the practical outputs

Gender analytical tools described previously will be applied in examining the Gender Strategy. Key analytical focus areas will include examining the different ways FTA has adapted the strategy, contextual factors the influence gender equality in the various product contexts, analysis to assess the integration of gender in key tools, procedures,

organizational culture and identify the awareness and needs of staff. Gender competence of local partners and the SPOs. Analysis of resources for gender work, engender existing budgets and monitoring system, intended and unintended results.

Fairtrade Africa approaches to GEWE-FTA supports interventions that promote GEWE and these can be summarized as follows:

Setting non-discriminative standards and compliance mechanisms that empower small producer farmers and workers. Challenging historic gender-based patterns for example transfer of coffee bushes ownership to women and land rights. Dismantling stereotypes of women's work. Developing interventions to dismantle inequality.

Gender Analysis at the Organization Level

The analysis interrogated different dynamics of gender mainstreaming at FTA to identify: Quantity/quality of staff that are technically competent in gender, procedures in place to integrate gender in various organizational processes, the policies in place to support gender equality and women's empowerment. Staff participated in online survey and responded to these issues.

The next section of this report provides an overall analysis of the profiles of the respective countries in the study. It focuses on the macro level barriers at policy level and the specific domains that shape gender equality and women's empowerment, particularly: access and control of resources, social constraints to women and girls, roles, responsibilities and time use. The report then delves into country and value chain specifics to understand the respective contexts.

⁴The interventions include: Standards and certification for supply chain businesses; standards and certification for Small producer and hired labour organizations; providing support to small producers and workers in their organizations'; building and sustaining Fairtrade Africa markets jointly with producer & worker organizations, business and citizen – consumers; developing networks and alliances and advocacy and campaigning. Source: [https://files.fairtrade.net/publications/2016_Fairtrade Africa Theory Of Change.pdf](https://files.fairtrade.net/publications/2016_Fairtrade%20Africa%20Theory%20Of%20Change.pdf)

⁵Journeys to Change. Fairtrade Theory of Change. https://files.fairtrade.net/publications/2016_FairtradeTheoryOfChange.pdf

⁶Female and male small producers, workers and consumers.



Country Profiles

Policy and institutions

The countries (Kenya, Ethiopia, Côte D'Ivoire, Ghana and Malawi) under review are all members to specific agreements and normative frameworks which protect and promote gender equality and women's empowerment. These include the Convention on Elimination of All Forms of Discrimination against Women (CEDAW)⁷, the principles of 1995 Beijing Platform for Action (BPA) and the political declaration and outcome document post Beijing +5, in 2000.⁸ Beyond these, the respective countries also have national policies in place to promote equal participation of women in the political, social and economic spheres of life. Progressive efforts have been made towards gender equality, yet literature shows that structural challenges for women's empowerment persist. These limitations constrain women's empowerment and their access to key services.⁹ A common occurrence across these countries is that gender progressive policy and laws are not well translated into planning and implementation programs. A few women hold leadership positions, but women predominantly remain marginalized in key decision-making spaces. Efforts to address gender inequity and protect women's rights are ongoing and more can be done. Employers can support these efforts by upholding women's rights at work, practicing non-discrimination in hiring and compensation, and promoting women's empowerment.¹⁰ This situation of women's empowerment and gender equality is also reflected in the local context that FTA works in. The subsequent section of this paper unpacks the domains that perpetuate gender inequality and women's disempowerment.

Access and control of resources

Kenya is largely patriarchal, and literature shows that men have more access to and control of productive resources. Control over and access to resources is affected by culture, literacy, and location. Men tend to advise women on which economic activities to engage in, and men make most of the decisions on the use of intrahousehold assets and incomes. Women's limited access to and control over productive assets increases their financial dependence on men, which may hinder their access to education, health services, and finance. Access and control are limited, for example, by barriers in inheritance and land ownership.¹¹ In Ghana, some gains in terms of improved access to and control over resources, is evident as 63 percent of currently married women earning money made autonomous decisions about how to spend their income compared to 58 percent in 2008. One-third make the decision jointly with their husbands, and only 5 percent have husbands who mainly make decisions. However, despite these gains women largely continue to be marginalized. House ownership is still low, e.g. 81 percent of women aged 15- 49 years do not own a house and 78 percent do not own land.

Gender norms in Cote D'Ivoire, discriminate against women's land ownership, they have to negotiate for land from their paternal families or husbands in order to grow food¹². Little access to productive assets like credit information, opportunities in rural and urban areas compound women' marginalised positions¹³. Women are also underrepresented in decision making bodies for example government or national assemblies. In South Africa, like most African countries, most women's access to land is through men; their fathers, husbands, sons or male relatives.¹⁴ In most African cultures property rights of men is owned and transferred through kinship groups, thereby limiting the ability of women to claim, own or

⁷UNWOMEN, 2014., Preliminary Gender Profile

⁸Ibid

⁹SDG Fund "Joint Programme on Gender Equality and Women Empowerment - Rural Women Economic Empowerment Component

¹⁰BSR. 2014. Working Women and Health in East Africa's Agricultural Sector

¹¹Hyun, Mia – Senior Gender Expert; Okolo, Wendy – Senior Gender Expert; Munene, Aurelia – Gender Expert. USAID/Kenya Gender Analysis Report. Prepared by Banyan Global. 2020

¹²<https://www.wikigender.org/wiki/africa-for-womens-rights-cote-divoire/>

¹³<https://www.worldbank.org/en/country/cotedivoire/publication/are-women-the-key-to-unlocking-economic-emergence-in-cote-divoire>

¹⁴Akinola, A.O., (2018)., Women, Culture and Africa's Land Reform Agenda, Front. Psychol., 23

inherit land.¹⁵ Despite women's high level of involvement in agriculture, data from a national survey indicated that most agricultural parcels (85%) are owned exclusively by the individual male, (9.8%) by the individual female, and only (3.5%) jointly.¹⁶ Cultures and traditional norms tend to be more preserved among the closely knitted rural community than the cosmopolitan urban population.¹⁷ In rural areas, women have less access to productive resources such as skills. Evidence demonstrates that women dominate lower earning categories compared to men as they occupy 61% percent of informal employment.¹⁸ South Africa has been substantially progressive in promoting access to credit for women in the country, compared to other Sub-Saharan African and other comparative economies. Increasing women's access and control of resources facilitates sustainable development.¹⁹ Despite the progress made in South Africa women remain marginalised in decision making spaces and occupy lower-level jobs in farms. Similarly, in Ethiopia, women own property and assets at a lower rate than men. While formal data is scarce, there is some evidence that Ethiopian women's access to credit and their savings are low. There is a lack of sex-disaggregated data to shed light on questions of gender equity.

Social constraints to women and girls

In Kenya, women's limited participation in the social, economic and political processes is majorly a factor of the historical patriarchal nature of the society. Women are faced with both systemic and cultural challenges in their bid to contribute to the County or National development agenda. Discriminatory social norms and gender stereotypes continue to manifest in both formal and informal institutions thereby hindering progress towards gender equality. A case in point is in the unequal participation and representation of women in political process, which has been informed by gender biased customs and stereotypes.²⁰ Women's enjoyment of economic rights is also limited by the unequal distribution of resources, and limited access to factors of production, such as land and financial capital. Women's empowerment is hindered by polygamy, early marriage, and harmful cultural and traditional practices such as female genital cutting. Traditional practices governing inheritance, acquisition of land and benefits accruing to land produce continue to favour men. Women's ability to access the justice system is limited by legal costs, traditional justice systems, illiteracy, and ignorance of rights.²¹ In Ethiopia, women experience lower socioeconomic status in general and are marginalized from making decisions at all levels. Regardless of women's immense contribution, they often lack access to and control of productive assets particularly land. They are underserved with agricultural extension services, credit, labour, oxen, and farm implements. Their representation in the permanent employment of both regional and federal civil services is also lower than men.

In South Africa, according to literature,²² women are more likely to do the work of rearing and caring for children, caring for other household members, cooking, cleaning, and fetching water and fuel. These types of activities are 'reproductive' work. Women are more constrained than men by reproductive roles. While women spend most time engaged in reproductive labour, men are more likely engaged on productive labour. In Cote D'Ivoire, functioning society is based on traditional gender roles. Women are treated unfairly than men in most aspects of life, and in many cases, men use violence to control the women in the household. Gender inequality is even more glaring when it comes to education within the country. Whilst up to 53% of males have had an education and are literate, only 33% percent of females have had that same opportunity. This is the result of retrogressive point of view that persists within Cote D'Ivoire's society that places more value on boys than girls. Parents are more likely to educate their sons instead of their daughters. Lack of education causes an increase in adolescent pregnancies and the spread of Sexually Transmitted Diseases (STDs) such as HIV-AIDS. More worrisome is that female genital mutilation (FGM) is still a practiced tradition. The practice consists of the removal of the female external genitalia and is usually practiced for cultural reasons closely related to gender inequality. FGM has been historically performed to suppress women's enjoyment and freedom. It is a major issue, and it is, in fact, a violation of human rights. Cote d'Ivoire has one of the highest prevalence rates of FGM in West Africa.

In Ghana, despite supportive legal and policy frameworks, gender inequalities persist due to economic and social problems where gender norms and expectations have wide-reaching implications for community and public life across sectors and populations. Restrictive social norms and stereotypes make women more vulnerable to discrimination and sexual violence. Cultural norms in Ghana make it acceptable for men, but not women, to have multiple partners: 14 %of men reported having multiple sexual partners in the past 12 months compared to 1 percent of women.²³

¹⁵Garvelink, W. (2012). Land Tenure, Property Rights, and Rural Economic Development in Africa. Washington, DC: Center for Strategic and International Studies.

¹⁶Deere, C. D., Oduro, A., Swaminathan, H., and Doss, C. R. (2012). "Property rights and the gender distribution of wealth in Ecuador, Ghana, and India," in Proceedings of the Gender Asset Gap Project Working Paper Series No. 13, Centre of Public Policy (Bangalore: Indian Institute of Management Bangalore).

¹⁷Ibid

¹⁸Republic of South Africa. 2015. The Status of Women in South Africa

¹⁹Ibid

²⁰Social Institutions and Gender Index, (2012). at <http://genderindex.org/country/kenya>

²¹Hyun, Mia – Senior Gender Expert; Okolo, Wendy – Senior Gender Expert; Munene, Aurelia – Gender Expert. USAID/Kenya Gender Analysis Report. Prepared by Banyan Global. 2020

²²Department of Women Affairs. (2019). Statistics South Africa

²³Ghana Statistical Service (GSS). (2015). Ghana Health Service (GHS)

Roles, responsibility and Time use

Women in Kenya are actively engaged in the labour market where 77 % account for labour force participation²⁴. Majority are in the informal sector which is often characterized by unfair and discriminatory working conditions. Women perform most of the reproductive roles like childcare and other household chores while men's gender role assignment is predominantly provisioning. In the labour market, 50 % of men and 30 % of women are waged employees. Kenyan women work longer hours for example women work approximately 15-17 hours while men work 6-7 hours²⁵.

Similarly, Ethiopian women spend a significant amount of time on unpaid care work. Patterns of paid and unpaid work in households and communities plays out distinctly for poor families, who often represent a high proportion of this work, with the greatest share of responsibility falling on women. Women's disproportionate share of unpaid care work is also because women tend to have less agency to decide whether to participate in productive activities or not, how roles and responsibilities are shared, or what community or household investments are made in supporting services, equipment, or infrastructure. The effect of women's disproportionate share of unpaid care work is that they are left time poor with little time to get involved in productive work.

In South Africa, gender roles are shaped by ideological, ethno-religious, economic, and socio-cultural factors, which are major determinants of the distribution of responsibilities and resources between men and women.²⁶ Like most contexts in Africa, men are responsible primarily for productive work while women are responsible for both productive and reproductive work.²⁷ Women spend three times as much time in cleaning, cooking, and caring for household members compared to their counter parts. In Cote D'Ivoire reports high level of discrimination against women. One manifestation of this is that women are often discriminated against in the labour market.²⁸ Women are paid half of what men are paid and are burdened by both productive and reproductive roles. They spend three hours more than men on domestic labour.²⁹ Gender pay gap indicates that women are paid 30 % less than men on average for formal employment. Ghanaian women spend more than two times as much time on domestic work than men. In Ghana rural women, are forced to spend time undertaking reproductive roles. In agriculture, women are involved in non-commercial crop production, often providing labour, unpaid labour in family farms. A recent Gender Analysis by USAID April 2020 reveals that gender norms still place household responsibilities on women on top of them pursuing their careers. Women are concentrated in the low skill sector due to pervasive gender norms and they end up earning less income. Almost 52% of the total adult female population (70 % in rural areas) is engaged in agriculture.

Cultural norms and beliefs

Cultural norms and attitudes influence women's empowerment because both can advance and constrain gender equality and women's empowerment. In Kenya, gender unequal norms on women's land title ownership and participation in political spaces has affected access to credit and leadership positions. As well, the gendered norms on the distribution of domestic work and unpaid caregiving to women constrain women's mobility and limit their ability to participate and advance in high-level value chains. Women often have limited voices in household decision-making since men are the main decision makers.³⁰

In Ethiopia, customary laws often exist in parallel and sometimes contradict the nation's civil laws. Limited government oversight and commitments to protect certain customary laws, combined with women's limited knowledge and access to knowledge of laws, has ensured that customary laws remain.³¹ Like most contexts in Africa, the roles and responsibilities of women is disproportionately skewed to unpaid care work. From a young age, girls are socialized to start caring for younger siblings, help in food preparation, and spend long hours fetching water and firewood. As she grows older, she is valued for the role she will play in establishing kinship bonds through marriage to another family, thereby strengthening the community status of her family. She is taught to be subservient, and deviant behaviour is socially sanctioned. Girls at a young age are introduced to a heavy workload imposed, early marriage without choice, and a subservient role to both husband and mother-in-law, girls and women are left with few opportunities to make and act on their own decisions.³² Cultural norms are reproduced through these gendered kinship ties. While many harmful traditional practices have been outlawed, Ethiopian women continue to suffer from some of them. Similarly, in Ghana, norms and beliefs that disadvantage women are persistent in Ghana. For example, intimate partner violence is prevalent is commonly normalized. Sexual exploitation and harassment are common particularly in access to opportunities like employment and services. In as much as the norms are changing weak legal systems hinder access to justice for survivors of violence.

²⁴bid

²⁵bid

²⁶FAO. (2011). The State of Food and Agriculture 2010–2011. Women in Agriculture: Closing the Gender Gap for Development. Rome: Food and Agriculture Organization of the United Nations.

²⁷bid

²⁸<https://www.worldbank.org/en/country/cotedivoire/publication/are-women-the-key-to-unlocking-economic-emergence-in-cote-divoire>

²⁹<https://www.worldbank.org/en/country/cotedivoire/publication/are-women-the-key-to-unlocking-economic-emergence-in-cote-divoire>

³⁰Hyun, Mia – Senior Gender Expert; Okolo, Wendy – Senior Gender Expert; Munene, Aurelia – Gender Expert. USAID/Kenya Gender Analysis Report. Prepared by Banyan Global. 2020.

³¹BSR. 2014. Working Women and Health in East Africa's Agricultural Sector.

³²Pathfinder 2007. Women's Empowerment in Ethiopia

ETHIOPIA



Country Context

The republic of Ethiopia has a total land area of 1,104,300sq km and population of 108,113,150 (July 2020 estimate). The last official population census was carried out in 2007 and the population then was recorded as 73.7 million. (World Population Review, 'Ethiopia Population 2020'). Women make up 43,128,000 (49.74 percent) of the Ethiopian population in 2014, among the estimated population of 86,707,000. Ethiopian households consist of an average of 4.8 persons. Women head about 25 percent all Ethiopian households in 2011.32 27 percent of women aged 15-49 have never been married, while 58 percent are married, 4 percent are living with a man, and 11 percent are divorced, separated, or widowed. A very small proportion of women aged 45-49 (1 percent) have never been married.³³

Coffee value chain

Agriculture is the mainstay livelihood option for women. Despite its centrality to women's empowerment, women are often disadvantaged, and their contribution is less valued. Women, for instance, contribute as much as 43 percent to the agricultural labour force (Doss, 2014) yet most of the agricultural information is provided to male farmers. Women face significant challenges in acquiring the necessary resources to increase farm productivity.³⁴ In the coffee value chain, the main value chain actors are input suppliers, coffee producing farmers, collectors, suppliers, cooperatives/unions, exporters, domestic wholesalers and retailers and local consumers. Men and women involved in coffee value chain either are either major actors or as daily labourer. Men's involvement is mainly as a major actor in each segment of the value chain while women on the other hand concentrated in production by producing on their own field which was obtained as marriage gift by husband or family coffee farm. This means that while women have access to resources, they have no control over it since they only have access through male kinship ties. As a daily labourer in

coffee business, women were mainly engaged in processing coffee in cooperatives and coffee milling houses, the low value capture of value chains.³⁵

Flower Value Chain in Ethiopia

Ethiopia currently has a total about 130 farms, with a total production area of 1,426 hectares, which created 183,000 jobs³⁶. Approximately 70 percent of the workers on the flower farms are female. In 2015/16 the horticulture sector, flowers, and vegetables (export value of USD 275 million) was the fifth largest foreign revenue generator. Main export destinations for cut flowers from Ethiopia are the Netherlands as around 90 percent of rose exports go to Holland. The working conditions for women in floriculture are precarious as there are no safety nets, in the event of shocks, they are the most vulnerable since their work contracts are temporary and much of this work pays little, since women workers are clustered at the lower ends of value chains. Work conditions are often poor, with extremely long hours added on to the usual female responsibility for unpaid care work, and sexual harassment at the workplace³⁷. Low wages are prevalent, and most workers find it hard to meet basic needs. Ethiopia has long defined a minimum wage for public sector workers, but the country does not have a national minimum wage for the private sector³⁸. Public sector employees, the largest group of wage earners, earned a monthly minimum wage of 420 birr (\$21); employees in the banking and insurance sector had a minimum monthly wage of 336 birr (\$18).³⁹ Plans are underway for the government to harmonize a national minimum wage. The lack of a standard minimum wage increases the precarity of wage workers who are mostly women. Work can be hazardous, involving heavy use of pesticides in enclosed spaces.⁴⁰ External shocks such as the global economic crisis, and most recently COVID-19 have increased pressure for costs to be passed on to workers, who have little to no access to social protection systems. Women's' precarity in the floricultural sector of Ethiopia is compounded by the reality that Ethiopia lacks a robust social protection system, labour rights campaigners⁴¹.

³³World Population Review, (2020). 'Ethiopia Population 2020

³⁴Annet A. Mulema, Wellington Jogo, Elias Damte, Kindu Mekonnen & Peter Thorne (2019): Women farmers' participation in the agricultural research process: implications for agricultural sustainability in Ethiopia, International Journal of Agricultural Sustainability

³⁵The Blooming Horticulture Industry of Ethiopia. <https://ethiopianembassy.be/the-blooming-horticulture-industry-of-ethiopia/>

³⁷Markos.G. (2020). Ethiopia's race to the bottom for cheap and low-cost production is harming its factory workers, Thomson Reuters 11 November. Available

³⁸Markos.G. (2020). Ethiopia's race to the bottom for cheap and low-cost production is harming its factory workers, Thomson Reuters 11 November. Available at: <https://tmsnrt.rs/39b0y0q>

³⁹Minimumwage.org. Ethiopia Minimum Wage, Labor Law, and Employment Data Sheet Ethiopia Minimum Wage Rate 2021. Accessed 25/01/2021. Available at: <https://www.minimum-wage.org/international/ethiopia>

⁴⁰Brahic et al. Organizing women workers in the agribusiness sector: Case studies from East Africa

⁴¹Thompson Reuters Foundation. 2020. Feature-No bed of roses: East Africa's female flower workers lose jobs as coronavirus hits exports

SOUTH AFRICA



Country Context

The estimated population of South Africa stands at 58,78 million, according to the recently released (Mid-year population estimates).⁴² The MYPE report provides population estimates at national and provincial levels, disaggregated by age and sex. According to the mid-year estimates of 2019, the youth (aged 18–34) constitute almost a third of the population (17,84 million) in South Africa, with 9,04 million males and 8,80 million females. South Africa is the most advanced economy (in terms of technological, financial, and physical infrastructure) and the most sophisticated private sector on the continent.⁴³ It is also the most industrialized and diversified economy in Africa and one of the four upper middle-income economy. Its foreign exchange reserves are one of the largest and has the largest pension fund in Africa. The year-on-year quarterly increase in GDP fell from 3.0 per cent in 2010 to 0.8 per cent in 2018.⁴⁴

South Africa Wine Value Chain

South Africa produces around 3.4 percent of the world's wine and has seen an enormous growth in the last decade, with exports of wine more than doubling between 2005 and 2015. The quality of wine deriving from South Africa has significantly improved, reinforcing the local economy, and providing hundreds of thousands of jobs.⁴⁵ The wine industry has also generated a major stream of revenues for the country. In 2018, South Africa exported 420 million litres of wine which were equivalent to €663m of revenue. South Africa's wine industry also contributes to the country's Gross Domestic Product (GDP), covering 9 percent of total GDP for the whole country – this includes the wine products, but also wine tourism and secondary activities related to the sector.⁴⁶ South African wine sector is suffering from fragmented trade unions, weak position of seasonal workers, companies' unwillingness to commit to decent work and small share of environmentally sustainable production. Common practice is to exploit labour from undocumented workers from Zimbabwe and Lesotho, who receive R60 per day (half the normal daily wage rate of R120) as they do not complain, significantly violating minimum wage⁴⁷. This has also caused a lot of fighting and xenophobia, like tendencies among locals who are against employment of migrant workers. There is gross violation of occupational health and safety issues: exposure of farm workers to pesticides (drinking from containers that had chemicals, lack of protective clothing) and lack of training on handling chemicals. Alcohol abuse and alcoholism are common due to "dop system" adopted during the apartheid era, where alcohol was used as a form of payment to farm workers.⁴⁸

⁴² Mid-Year Population Estimates. (2020). Statistics South Africa. 23 July 2018. Archived from the original (PDF) retrieved 7 March 2020.

⁴³ Commission for Gender Equality. (2017). 20 Year Review Report. Johannesburg

⁴⁴ Ibid

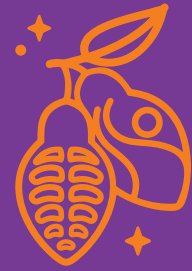
⁴⁵ Environmental Hotspots in the South African Wine Industry. 2018

⁴⁶ Ibid

⁴⁷ FTA Project Summary. 2018

⁴⁸ FTA Project Summary. 2018

COTE D'IVOIRE



Country Context

Cote D'Ivoire is in West Africa on the Guinea Bay. By 2020, the population of Cote D'Ivoire is 26,378,274.⁴⁹ The fertility rate in Cote D'Ivoire is relatively high at 4.68 children per woman and is the largest contributing factor to population growth. This has also kept the population very young with the median age being 18.9 years. Cote D'Ivoire has a life expectancy of 41 years for men and 47 years for women, with a high infant mortality rate of 118 per 1,000 live births.⁵⁰ The economy of Cote D'Ivoire has been on the upward trend with annual growth averaging 8 percent, one of the highest in Africa. Even though the country is doing well financially overall, there is extreme wealth inequality and over half of the coast remains in poverty.

Cocoa Value Chain

Africa produces more than two thirds of world's supply of cocoa and mainly exports unprocessed cocoa⁵¹. Africa Development Bank study 2015 highlighted the following about the sector⁵²: Cocoa is a major foreign income earner for Cote D'Ivoire and supports 3.6 million people. Women play a critical role in cocoa farming in the country. Women own 25 percent of the country's cocoa plantations and contribute to 68 percent of the work force. Their plantations are small than those owned by men hence they have lower earning. And even when women earn income, they are not able to always control its use because the dominant norms on intra-household financial management favour men. Like most export crop agriculture, women's labour is often concentrated in the production node of the value chain and primary processing.

Owing to lack of ownership or access to productive assets like land, cocoa plantations, means of transport, skills in trade and financial resources, women cocoa producers are left out of multiple benefits. Women also form part of the hired labour in cocoa farming to complement producers' family labour during peak times like harvesting and sowing.⁵³ Women and men who work informally are often invisible, face violations and have limited access to redress mechanisms. As such, it is important to examine how different women and men are located along cocoa value chain and the gendered inequalities they face, their coping strategies and how these enable or disable GEWE.

Women cocoa farmers in Cote D'Ivoire face many barriers when trying to become leaders in their local communities. These include traditional, social, and cultural norms around the roles of women in communities, limited access to agricultural inputs, information, credit and extension services. Most notably, female producers are less likely to own land due to traditional ownership structures where land is inherited by the men. In this case, these women are less likely to be SPO members with the number ranging from 5% to 26%.⁵⁴ Disparities in decision making within the household and in cooperatives means that women's ideas, voice, and contribution are marginalized. Institutional arrangements in organizations like cooperatives often mirror gender norms and scripts that are embedded in the social cultural context. For example: cooperative membership is dependent on land ownership yet in many African contexts land ownership is often inherited and passed on to the male kin. Dismantling these marginalizing institutional norms and replacing them with more inclusive norms goes a long way in enhancing women's roles and voice in these organizations. While there are opportunities to own land by purchasing, access to financing, collateral and pervasive intra and inter household norms against land ownership hinder women from owning land. It is important to highlight that,

⁴⁹Worldometers.info

⁵⁰UN Population prospects, (2019). United Nations population estimates and projections.

⁵¹Africa Development Bank, 2015. Economic Empowerment of African Women through Equitable Participation in Agricultural Value Chains

⁵²Ibid

⁵³Fairtrade Africa Explanatory document for the Fairtrade Africa standard for small producer organizations. https://files.Fairtrade Africa.net/standards/2012-10-01_EN_SPO_Expln_Doc_2_.pdf

⁵⁴Fairtrade Africa's Women School of Leadership. Cote D'Ivoire. 2018.

men in these contexts are also drawing from dominant normative frameworks of on what it means to be a man. Therefore, it is important to examine how different masculinities are played out in cocoa farming contexts, how men enact, resist these norms, how these norms are changing, what is driving these changes and the effects for GEWE.

There are different initiatives towards enhancing GEWE in cocoa farming. For example: initiatives like Fairtrade Africa Women Schools of Leadership which are meant to strengthen SPOs leadership and activities towards GEWE. Enhancing women leadership at all levels is a widely applied approach to GEWE particularly in the Cocoa sector in Cote D'Ivoire.⁵⁵ Studies evaluating this approach indicate that a combination of initiatives that enhance agency, are attentive to gender relations and address structural barriers are likely to be effective. Emphasis needs to move towards examining changes in gender relations at the household level⁵⁶. For example: emerging inequalities and if women can control income, participate in decision making and labour redistribution practices.

Other initiatives include upskilling women to take up activities in processing cocoa, women inclusive cooperatives, women led value chains, women only branded cocoa and cocoa products⁵⁷. It is important in the study to examine how these initiatives are advancing GEWE, what are the intended and unintended results and what needs to be enhanced.

Challenges in the cocoa sector continue to compound farmers and potentially exacerbate inequalities for women. A recent Deutsche Welle Documentary (September 2020) highlighted violations that continue to exist in the cocoa sector despite legislation. Children, young people particularly boys continue to provide free labour in illegal cocoa plantations, majority come from Burkina Faso.⁵⁸ The working conditions are dire because children and young workers are unpaid for many years, are exposed to harmful pesticides, trafficked, and have no access to education. The invisibility of their condition is exacerbated by a weak traceability mechanism among the cocoa value chain actors⁵⁹. Intersecting structural factors of poverty, gender, generational norms, and weak domestic, regional, and global enforcement environments promotes conducive environments for violations to persist.

Environmental degradation resulting from widespread deforestation associated with replacing the forest with cocoa farms, places disproportionate work on women, who owing to socially assigned gender roles which often rely on the environment. For example, fetching water, cooking, farming among other roles.⁶⁰ Additionally, there is growing focus on engaging women in management of natural resources, however weak gender mainstreaming into natural forest policies and weak legal frameworks to enhance access to productive assets to women.⁶¹

At the heart of the cocoa global production industry are cocoa farmers who often receive low profit that may not always cover their production costs. Fairtrade Africa interventions are critical in ensuring farmers receive premium prices while adhering to social and environment standards and practices. To encourage more farmers to adopt and remain compliant to standards, requires continued multi-actor and SPO support through skill and organization development, affordable and innovative financing, risk management and supportive policy environments that ensure the processes does not drive-up costs for the farmers hence affecting their profit margins. The foregoing discussion is critical for GEWE because unfair trading environments exacerbates inequalities and marginalization of women in cocoa farming. Low prices and narrow profit margins may diminish women's bargaining power in relation to controlling income derived from cocoa production and opens room for adverse or negative coping strategies as farmers try to survive in harsh markets. Thus, it is important that trade barriers are continually identified and addressed to ensure the cocoa sector remains a thriving means of livelihoods for all farmers.

⁵⁵Care International, 2015. Emerging best practices of women's leadership within cocoa farming in Ghana and Côte d'Ivoire

⁵⁶Care International, 2015. Emerging best practices of women's leadership within cocoa farming in Ghana and Côte d'Ivoire

⁵⁷Africa Development Bank, 2015. Economic Empowerment of African Women through Equitable Participation in Agricultural Value Chains

⁵⁸Deutsche Welle Documentary September 2020 <https://youtu.be/pRwMoGPTEEM>

⁵⁹Etelle Higonnet, Marisa Bellantonio, and Glenn Hurowitz Chocolate's Dark Secrets: How the Cocoa Industry Destroys National Marks.

⁶⁰Hyun, Mia – Senior Gender Expert; Okolo, Wendy – Senior Gender Expert; Munene, Aurelia – Gender Expert. USAID/Kenya Gender Analysis Report. Prepared by Banyan Global. 2020.

⁶¹Fern Organization <https://www.fern.org/publications-insight/forest-loss-affects-women-and-children-disproportionally-1966/>



GHANA

Country Context

Ghana is a middle-income country, situated in West Africa on the Gulf of Guinea, bordered by Côte d'Ivoire, Togo, and Burkina Faso. The current population of Ghana is 31,357,228 as of Friday, December 11, 2020, based on Worldometer elaboration of the latest United Nations data of which 49.32 percent are women. Ghana gained independence from Britain in 1957, the first sub-Saharan country to achieve freedom from colonial rule. The Ghanaian economy is largely based on agricultural and mining commodities, with truncated or underperforming value-chains that affect opportunities for employment and income generation. Ghana's development plans and flagship initiatives for economic growth focus on increasing employment and social inclusion through economic transformation and value addition in agriculture and industry.⁶² The 2018–2021 Medium-Term National Development Policy Framework builds on the core priorities of the 2017–2024 Coordinated Program of Economic and Social Development Policies (CPESDP), which seek to improve conditions for employment and economic growth through five pillars. They are revitalizing the economy, transforming agriculture and industry, strengthening social protection and inclusion, revamping economic and social infrastructure, and reforming public-service delivery institutions. These priorities are underpinned by Ghana Beyond Aid, which changes mindsets away from dependency and towards self-reliant growth to create opportunities for all Ghanaians.⁶³

Gender and Banana Sector in Ghana

Ghana's banana export industry has been in existence for a couple of years with the United Kingdom and France as main export destinations.⁶⁴ Like most agricultural sectors in Africa, women participation in the banana sector is significant. However, like other sectors, women occupy the lower level unpaid or lowly paid part of the value chain⁶⁵. Workplace barriers like wide irrigation plantations are unsafe for women and act as a deterrent for them to engage in farming.

Banana farming in Ghana has been faced with practices that have exacerbated gender inequalities particularly workers working in banana plantations. They face, loss of employment due to pregnancy, denial of health care and especially maternity care and exposure to harmful pesticide⁶⁶. This has led to initiatives that enhance the capacity of trade unions in producer countries like Ghana to demand for better working conditions, increase awareness of workers to international and national labor rights, how to seek redress and the need to lay down strategies that address the gender inequalities mentioned above. Some of these Unions include: General Agricultural Workers' Union which is the biggest trade union organizing farmers and workers in Ghana⁶⁷.

Fairtrade Africa works with trade unions, employers, and workers to collectively plan and design financially viable, safer, gender responsive practices and relations⁶⁸. Fairtrade Africa has certified banana plantations in Ghana like Volta River Estate. Fairtrade Africa has been working in Ghana to ensure banana workers receive decent living wages, an outcome of employers and trade unions negotiations. A multi-stakeholder engagement process with FTA and other players in the sector was instrumental in centralizing gender inclusive wage discussions. Other important initiatives in the sector include Banana Occupational Health and Safety Initiative and the FAO's 'Health and Safety Manual for the banana industry – Ghana',⁶⁹ These guidelines are critical in enhancing workers knowledge on their rights as well as guiding employers and FTA is supporting its adoption.

⁶²USAID/GHANA. (2010). USAID/GHANA Gender Analysis Report April, 2020.

⁶³UNICEF. (2019). Ghana Multiple Cluster Indicator Survey 2017/18. Snapshots of Key Findings. January 2019

⁶⁴Banana Link, General Agricultural Workers' Union of Ghana (GAWU) | Banana Link

⁶⁵Fair Trade Working together to achieve decent wages, gender equity, and health and safety - (Fairtrade Africa.net)

⁶⁶Banana Link, Women in The Banana Trade | Banana Link

⁶⁷ibid

⁶⁸Fair Trade Working together to achieve decent wages, gender equity, and health and safety - (Fairtrade Africa.net)

⁶⁹Banana Link, Microsoft Word - ENG_Guidelines on healthy and safe employment of women in the Ghanaian banana industry.docx (bananalink.org.uk)

KENYA



Country Profile

Kenya's population was enumerated at 47.6 million in 2019 with an inter-censal population growth rate of 2.3 percent. This was an increase of about nine million over the 38.6 million enumerated in 2009. From independence in 1963 up to 2019, the country's population increased five (5) fold as shown in Figure 1.1. The population is dominated by young people with those below age 15 making up for 39 percent of the population. Compared to 2009, the proportion of this population decreased from 43 to 39 percent. From the 2019 census, Kenya's labour force (15 – 64 years) accounts for 57 percent and youth constitute 29 percent of the total population. The elderly (age 60 and above) is 6 percent of the total population. Kenya's Gross Domestic Product (GDP) is estimated to have expanded by 5.4 per cent in 2019 compared to a growth of 6.3 per cent in 2018. The growth was spread across all sectors of the economy but was more pronounced in service-oriented sectors. Agriculture, Forestry and Fishing sector accounted for a sizeable proportion of the slowdown, from 6.0 per cent growth in 2018 to 3.6 per cent in 2019. The manufacturing sector grew by 3.2 per cent in 2019 compared to 4.3 per cent growth in 2018. Despite most sectors recording decelerated growths, the economy was supported by accelerated growths in Financial and Insurance (6.6 per cent) and Real Estate activities. (5.3 percent).

Gender and Coffee in Kenya

Coffee farming is an important livelihood earner in Kenya. Kenya mainly grows Arabica coffee although 11 others have been introduced. The sector employs over 250,000 people. Coffee is "grown in large scale plantations (42,000 ha from 2001-2005) as well as by small scale holders (128,000 ha from 2001-2005)" Small holder farmers who are organized mostly in cooperatives collectively receive, dry, weigh and pack coffee for the millers. They often earn lower prices for their coffee in relation to how much they spend on production. Women play multiple roles in the coffee sector as farmers, female household members in male-headed family farms, and hired female farm workers. It comes as no surprise that they provide 70 percent of coffee farming labour.

Gender and generational norms are prevalent in the sector and they function to disadvantage women and youth in the sector. Coffee is still considered a 'man's crop' in Kenya, or more particularly, an 'old man's crop'. This has led to low interest of coffee farming by young people and is further compounded by volatile prices in the sector. Like other export crop sectors, gender norms permeate cooperatives and lock out women from full participation. This is even though women dominate the production node of the coffee sector. They have limited access to productive resources like land, financing, skills, inputs, and decision making. Households headed by women are on average smaller but contain a higher number of dependents.

Recent evidence on gender dynamics in the coffee sectors reveal the following: women participation in associations is hampered by norms that lead to reproductive labour burdens for women. Female headed households are burdened by productive and reproductive labour limiting their full participation. Women are less likely to attend extension training or be visited due to time constraints. Initiatives like joint land ownership and joint land titles are seen to promote gender equality and women's empowerment for women in male-headed households and this by extension, improves women's bargaining position. Women groups are important entry point spaces for improving women participation and economic empowerment. Standards and certification promote gender equality and women's empowerment by ensuring equitable labour conditions, compliance mechanism and right awareness.

FTA supports the Women in Coffee initiative that fosters ownership of coffee bushes by women through encouraging men to transfer ownership of some coffee bushes to women. This has helped women to produce their own coffee brand. The project has also supported energy saving practices that not only protect the environment but also reduce the disproportionate share of reproductive labour. For example, by not fetching firewood women save time to engage in other livelihood opportunities. Other interventions that have taken place in the coffee sector in Kenya is adoption of the Gender Action Learning Systems (GALS), which enhances intra household joint cooperation between men and women and other household members in the coffee farms. The aim is to promote gender equality and women's empowerment in the coffee value chain by promoting joint decision making, sharing of coffee benefits and joint planning. This approach has been implemented in Kenya by Hivos and ECOM Limited.

The next section is a deep dive into the findings on the respective objectives of the study.

⁷⁰Ministry of Devolution and Planning, (2019). National education sector plan Volume One: Basic Education Programme Rationale and Approach 2013 - 2018.

⁷¹Kenya National Bureau of Statistics (KNBS), (2020). Economic survey 2020. <http://www.knbs.or.ke>.

⁷²Karlo History | Coffee Research Institute (kalro.org)

⁷³ibid

⁷⁴ICO Report, 2018. Gender Equality in the Coffee Sector An insight report from the International Coffee Organization (ICO)

⁷⁵Findings from a 2019 Gender Analysis on Coffee Value Chains commissioned by SDC and Nestle Kenya. Report is not available for circulation.

⁷⁶ibid

⁷⁷Women, youth critical to future of coffee farming - Business Daily (businessdailyafrica.com)

⁷⁸ICO Report, 2018. Gender Equality in the Coffee Sector An insight report from the International Coffee Organization.

⁷⁹ICO Report, 2018. Gender Equality in the Coffee Sector An insight report from the International Coffee Organization. (ICO)

⁸⁰Meemken, Eva- Marie and Matin Qaim. 2018. Can Private food Standards promote gender equality in the small farm sector. Journal of Rural Studies.

⁸¹FTA Women doing it for themselves: the first coffee grown by women in Kenya | Fairtrade Africa Foundation

⁸²HIVOS Women are the future of coffee | (hivos.org)

5.0

RESEARCH FINDINGS AND RECOMMENDATIONS BY OBJECTIVE

Ms Evelyn Nyawira, a young coffee farmer in Mutira Cooperative Society, Kenya, tending to her coffee farm.

Research Objective One and Two:

This section comprised an analysis that interrogated different dynamics of gender mainstreaming at FTA. Under the research objective one the analysis was to assess how gender issues are mainstreamed in FTA internal operations such as recruitment process, work environment, performance management, equality, diversification, organizational practices, and behaviour among others. Under the research objective two the analysis assessed gender concern issues and their impact on Fairtrade Africa employees.

The following results were obtained and are discussed in this section:

- *Results on the state of gender integration in FTA*
- *Results on existing gaps on gender integration efforts, and potential gender priorities moving forward.*
- *Results on opinions and perceptions regarding gender inequality at FTA.*

The recommendations from the findings have been categorised into three broad levels (micro, meso and macro). For the purpose of this report, below is an explanation on the interpretation of these levels:

Micro level- this level focussed on the individual (the smallholder farmer/ worker and employee). The study examined the extent to which FTA programs, policies shape the experiences of the smallholder farmer/worker and employee and how FTA's interventions towards gender equality and empowerment played out at this level. Consequently, recommendations have been made based on the study findings and it is recommended that FTA applies a gender transformative approach which at this level means: building the agency of women and marginalised persons through: expanding knowledge on self-rights/body autonomy, enhancing skills and building and market linkages to expand strategic livelihood choices for women and marginalised persons, fostering increased shared decision making at household level and enhancing access and control of productive assets.

Meso level- this level focussed on the institution (FTA and producer organisations). The study examined how FTA and producer organisations have established policies and frameworks to facilitate gender equality and women's empowerment. The study also examined the extent of gender integration of programs implemented by FTA and partners. Recommendations are made based on the study findings and it is recommended that FTA applies a gender transformative approach which at this level means: securing the gains that FTA has made so far and strengthening existing policy and program initiatives that enable gender equality and women's empowerment. To be gender transformative, the study recommends that FTA apply policies and program interventions that strengthen the collective voice of smallholder farmers. For example, strengthened group membership and collective voice, more women in collective bargaining agreements fostering an environment of freedom of association.

Macro level- this level focussed on the broader policy framework (policies, Fairtrade standards and SDGs). The study examined how FTA programs and gender interventions were aligned to Fairtrade standards and SDG goals. It is recommended that FTA at this level applies a gender transformative approach which at this level broadly means applying an influencing an advocacy approach with diverse stakeholders to influence policy engagement on the gender gaps that have been identified in this report for example, the gender wage gap, and the disproportionate load of unpaid care work that women have on unpaid care work.

Key Findings:

One: Assess how gender issues are mainstreamed in FTA internal operations such as recruitment process, work environment, performance management, equality, diversification, organizational practices, and behaviour among others:

- Gender is considered as a strategic goal for FTA and there is broad consensus that gender related programs are developed in a consultative manner.
- Gender objectives of FTA are clear to some staff, however there are those who are not so clear on this, a similar varied response was observed regarding budget allocation to gender activities.
- There is confidence in senior management's commitment to gender equality and women's empowerment in FTA.
- There is mixed confidence in senior leadership at FTA adopting a gender equality perspective in their regular decision making reflected in programs approved/minimum standards set.

Recommendations:**Meso level (Institutional)**

- At FTA, gender as a strategic goal can be further strengthened by regularly determining staff perceptions on the value of the gender strategy, continuously communicating it internally and resourcing it (Finance/Staff/Monitoring and Evaluation). A documented gender strategic document ensures that initiatives of gender equality and women's empowerment are institutionalised.
- To strengthen its program development, FTA can foster a consultative culture in program design and development, internally. FTA may consider constituting cross functional teams in program design stages. Externally, FTA should consult with stakeholders who include donors, project participants and peer organisations. A consultative culture is a gender transformative approach that ensures all voices are captured in the program development phase.
- At FTA, the objectives of all gender related strategies should be continuously communicated to the organization so that it is embedded in the institution's psyche.
- AT FTA, to generate more value from the Fairtrade gender strategy that is presently in place, there is to develop an internal strategy for FTA.
- To further strengthen confidence in adoption of gender quality perspectives in the decision making of senior managers, it is necessary to continuously highlight these gender related achievements where possible e.g., internal staff forums, annual reports, and program reports.
- It is useful to establish gender targets as an organisation, and these targets can be pegged on the performance of senior management, staff that lead and implement gender projects, and knowledge management teams. This is also part of institutionalising gender equality and women's empowerment.

Key Findings:

Two: Assess gender concern issues and their impact on Fairtrade Africa employees.

- Most staff 81.5% state that FTA has practices that make the workplace inclusive for both women and men.
- A significant proportion of staff (38.89%) stated that they do not know if the gender strategy was linked to wider gender objectives.
- Nearly half (42.59%) of the respondents stated that they do not know if breastfeeding mothers are allocated extra time to breastfeed/express milk.
- FTA has taken measure to address sexual harassment in the workplace. Most staff state that FTA has policies that allow women and men equitable personal and professional growth and has sound policies on sexual harassment. FTA should continue to apply policies on anti-sexual harassment.
- About 31percent of staff state that they do not know if FTA has a robust monitoring and evaluation framework.
- About 40 percent of staff state that they do not know whether FTA builds staff capacity based on gender.
- Staff generally have a positive attitude towards gender equality and women's empowerment. There is confidence in the FTA that women and men can access equal opportunities as far as leadership, promotions, and capacity building initiatives are concerned.
- Most gender leads had received an introductory training or orientation on gender related topics. To strengthen integration of gender in FTA, the gender leads and gender focal points should be regularly trained. Such training should consider emerging discourse and approaches on gender equality and women's empowerment.
- Overall, more respondents seem to struggle with gender-specific programming as respondents stated that they don't know about the subject.

Recommendations:**Meso level (Institutional)**

- In future we need to create more awareness on overarching gender strategy. This awareness should focus on how FTA's gender integration efforts are linked to overarching Fairtrade requirements on gender and Sustainable Development Goals. This can help to build the case for "why gender" and create more employee buy in. Awareness and sensitization can be done through internal organisation communication channels, such as staff presentations, and annual reports.
- A greater representation of staff is not aware of policy on breastfeeding mothers. If the FTA has a policy in place to allow breastfeeding mothers extra time for breastfeeding, then there is minimal awareness of its existence. Conversely, if there is no policy on extra time for breastfeeding, it is recommended that FTA consider putting this in place, in line with its strategic commitment to gender equality and women's empowerment. The same goes for establishing a creche.
- There is a need to sensitise staff on internal policies that act as incentives in the workplace. Existing perks in an organisation build its brand equity as, "employer of choice". FTA should sensitise staff more on the existing benefits and perks that it has put in place.
- It is recommended for FTA to create more awareness of its monitoring and evaluation efforts. Organisational targets linked to gender priorities or gender outcomes as established in the gender strategy should be communicated and progress documented. FTA should establish reporting mechanisms internally as well as externally (programs related to gender) to track progress against gender related KPIs.
- There is a need for FTA to create awareness on existing gender related capacity building initiatives. Strengthening capacity of staff is critical as it is part of how gender equality is institutionalised in the organisation.
- There is a need to strengthen the capacity of staff through basic gender training. Topics that would be helpful include:
 - Introduction to Gender - Basic Concepts*
 - Gender Mainstreaming and Integration*
 - Gender Responsive/Specific Programming*
 - Gender sensitive and gender transformative approaches*
 - Measuring and evaluating gender indicators*
- It is recommended that FTA include in its capacity assessment knowledge on international conventions on gender equality and women's empowerment.

Staff Survey

Response rate

The digitized survey questionnaire was sent to FTA members of staff through the gender coordinator via email. FTA Executive Director circulated a follow up email, encouraging staff to complete the survey in order assess the organization's progress towards realizing gender equality targets. A total of 61 members of staff out of the targeted 120 completed the survey representing a response rate of 50.08%. Slightly more male staff members (51.85%) completed the survey compared to the female (48.15%).

Profile of respondents

The age range of respondents was banded into four levels. Majority of the respondents (60%, N=61) were in the age range of 31 to 40 years. Those in the range of 41 to 50 years constituted 20% of the respondents. Only 7.27% of the staff surveyed were above 50 years.

On the level of education, the majority of the staff surveyed (67.27%, N=61) hold a postgraduate qualification with 27.27% stating that they hold an undergraduate qualification. Staff who hold certificate qualification from tertiary level colleges accounted for only 3.64% of the sample surveyed.

Cadre of respondents was banded into 4 levels. Nearly half (47.27%) of the staff surveyed indicated that they are in intermediate level. Those in the advanced level accounted for 20% of the respondents. On the other hand, 18.18% of the staff indicated that they are in entry level positions

Fig 1a: Profile of respondents

The age range of respondents was banded into four levels. Majority of the respondents (60%, N=61) were in the age range of 31 to 40 years. Those in the range of 41 to 50 years constituted 20% of the respondents. Only 7.27% of the staff surveyed were above 50 years.

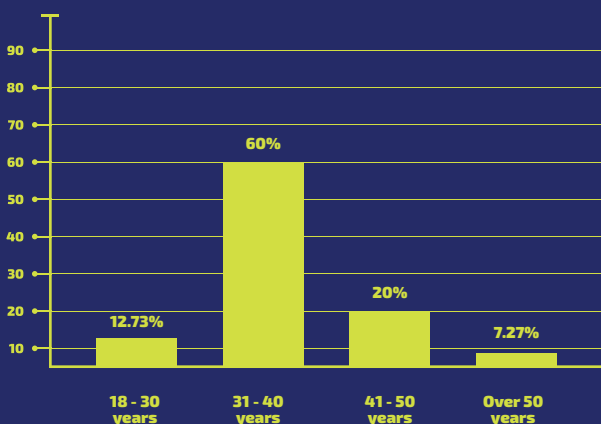
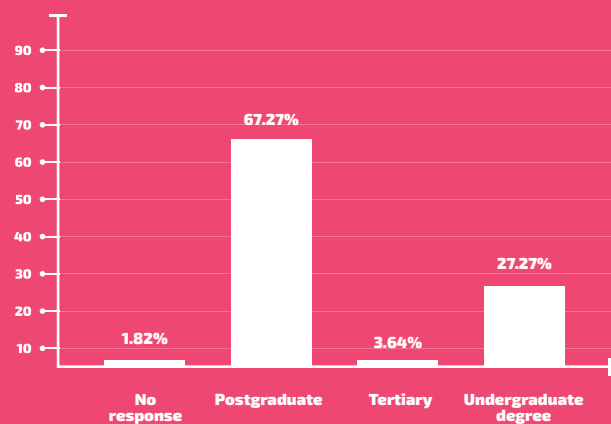


Fig 2a Level of Education

On the level of education, majority of the staff surveyed (67.27%, N=61) hold a postgraduate qualification with 27.27% stating that they hold an undergraduate qualification. Staff who hold certificate qualification from tertiary level colleges accounted for only 3.64% of the sample surveyed.



Section 1: Gender Equality as a Strategic Goal (Leadership)

Fig 1: Gender is a strategic goal to FTA.

Majority of the respondents (57.41%, N=55) were likely to agree with the statement "gender is a strategic goal to FTA. Cumulatively, 88.89% of the respondents either agreed or strongly agreed that gender is a strategic goal to FTA. On the other hand, 7.41% of the surveyed staff disagreed with the statement. This indicates that gender is core to the organization. FTA has made progress previously lacking explicit gender policies and implementation strategies to having gender equality and women's empowerment as a "known" strategic goal of the company. FTA's focus on gender as a strategic goal can be further strengthened by regularly determining staff perceptions on the value of the gender strategy, continuously communicating it internally and resourcing it.

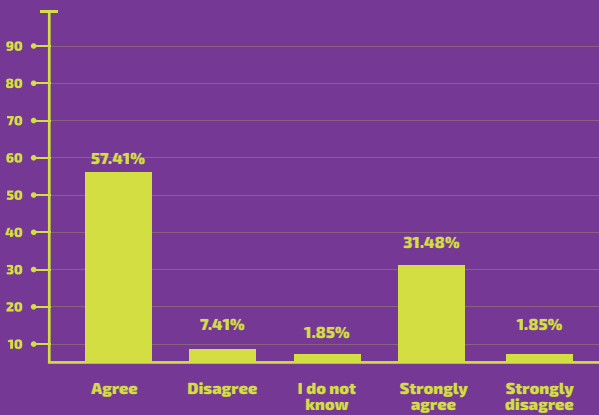


Fig 3: Objectives of all gender related strategies are clear.

Overall, 60% of the staff surveyed agreed that objectives of gender related strategies are clear. On the other hand, 20% of the study sample disagreed with the statement. 18.18% of the staff do not know if objectives of all gender related strategies are clear.

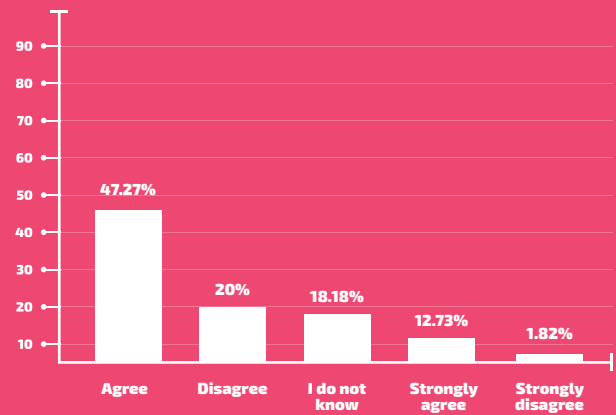


Fig 2: Gender related Programs/Policies are developed in a consultative manner.

Majority of the staff (54.55%, N=55) were likely to agree with the statement, "Gender related programs are developed in a consultative manner. Nearly a quarter of the staff surveyed do not know if gender related programs/policies are developed in a consultative manner. On the other hand, 12.73% of the study sample disagreed with the statement.

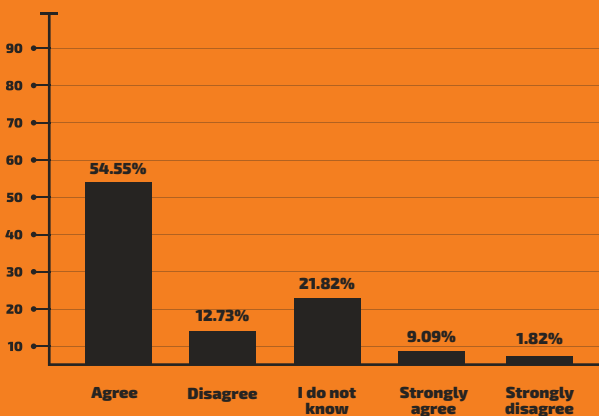


Fig 4: Objectives of gender related programs are clear

When asked if objectives of gender related programs are clear, 55.56% of the staff agreed with 14.81% strongly agreeing. 20.37% stated that they do not know with 9.26% of the staff surveyed disagreeing. The objectives of all gender related strategies should be continuously communicated to the organization. Additionally, the objectives should always be aligned to the overarching strategic objectives of FTA.

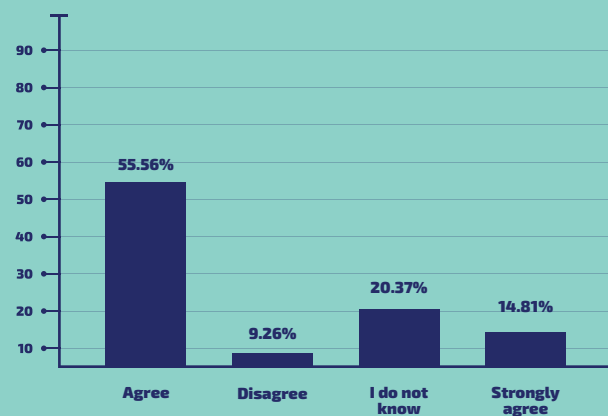


Fig 5: There is specific budget allocated to gender related programs

Majority of the respondents (40%, N=55) agreed with the statement, "there is a budget allocated to gender programs/internal activities with 21.82% strongly agreeing. Nearly a quarter of the staff surveyed stated that they do not know if the budget allocated is enough (fig 5).

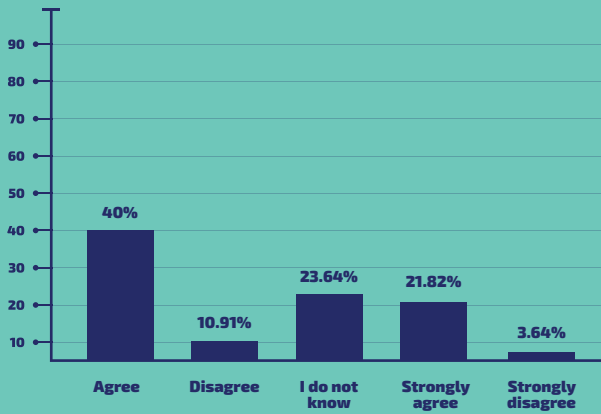


Fig 7: FTA has specific gender technical staff to lead gender interventions within FTA

Overall, the majority of the staff surveyed felt that the organization has technical staff to lead gender interventions. Cumulatively, 85.45% either agreed or strongly agreed with the statement, "FTA has specific gender technical staff to lead gender interventions". Only 5.45% of the staff disagreed. 9.09% of the staff do not know if there are specific gender technical staff to lead gender interventions (Fig 7).

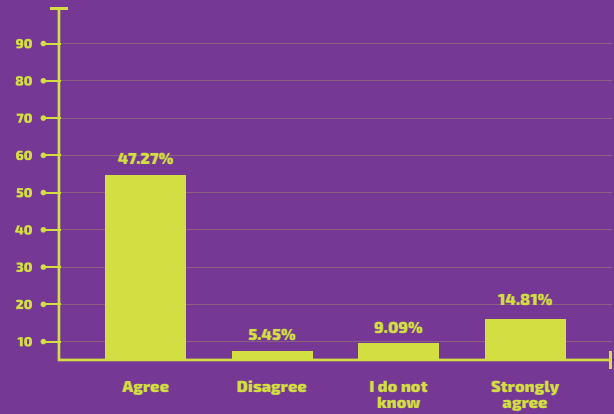


Fig 6: Objectives of gender related programs are clear

42% of the respondents were likely to agree with the statement, "there is a specific budget allocated to gender related training", with 16% of the staff surveyed strongly agreeing. Nearly a third (27%) of the staff stated that they do not know with 15% disagreeing with the statement. To generate more value from the gender strategy that is presently in place, there is a need to clarify overall budget allocation to gender related work (if this has not been put in place). Defining the overall gender budget helps the relevant gender leads/gender focal points to design specific respective country budgets. It will also be useful in estimating country specific budgets, staff time required, tasks to be allocated, and the corresponding resources.

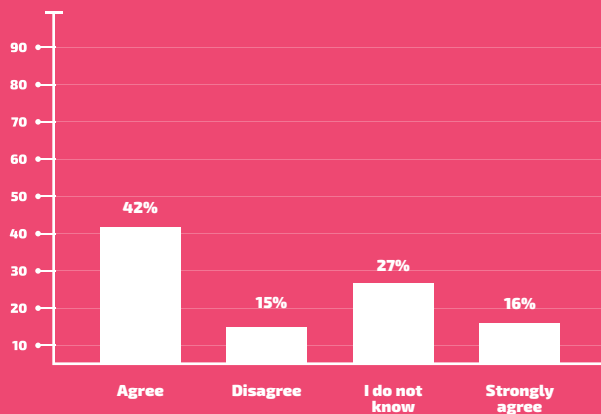


Fig 8: Number of technical staff/support staff leading gender program goals are realistic

When asked if the number of technical staff/support staff leading gender program goals are realistic, 40% of the staff agreed with 7.27% of the staff strongly agreeing. Nearly a quarter of the staff do not know if the number of staff is realistic. Internally, there is confidence that FTA has staff that are technically competent to drive the gender agenda, however about 30% do not agree with this statement. (Fig 8)

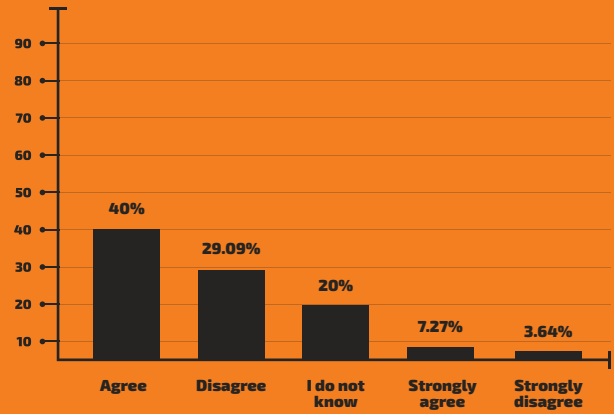


Fig 9: Budget to achieve gender program goals are realistic

When asked if the budget to achieve gender program goals is realistic, the majority (41.82%, N=55) of the staff stated that they do not know. Nearly a quarter of the surveyed staff (23.64%) disagreed that the budget is adequate with 3.64% strongly disagreeing (fig 9). As highlighted earlier, defining the overall gender budget helps the relevant gender leads/gender focal points to design specific respective country budgets. It will also be useful in estimating country specific budgets, staff time required, tasks to be allocated, and the corresponding resources

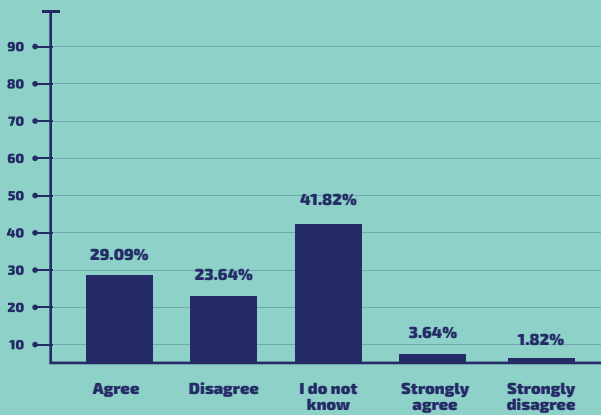


Fig 11: Senior leadership at FTA demonstrate commitment to gender equality

The senior leadership at FTA demonstrate their commitment to gender equality and the implementation of gender equality and women empowerment by articulating the importance of gender in FTA. Overall, 82% of the staff agreed that the senior leadership at FTA demonstrated commitment to gender equality. On the other hand, 7% of the staff disagreed with 2% strongly disagreeing with the statement. There is strong confidence in senior leadership commitment to drive gender equality.

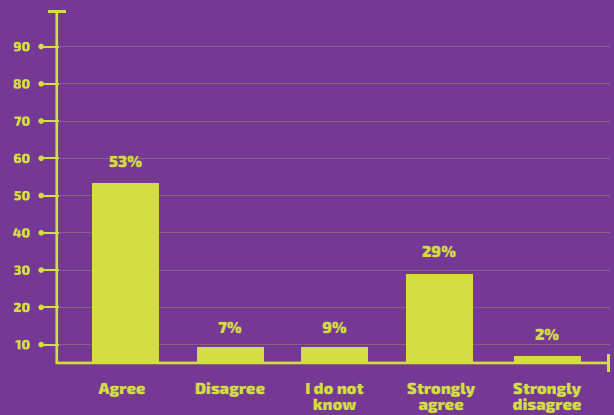


Fig 10: There is an underlying theory of change that guides program initiatives

Staff were asked if there is an underlying theory of change that guides gender program activities. Majority of respondents (54.55%, N=55) agreed that there is an underlying theory of change with 14.55% strongly agreeing. Nearly a quarter (21.82%) of the staff that responded to the survey do not know if there is an underlying theory of change (fig 10). A significant number of staff understand the underlying theory of change that underpin the varying gender related program initiatives. However, there is a need to emphasize this linkage (program initiatives and corresponding theory of change) for the near to quarter of staff who do not know whether there is an underlying theory of change or not.

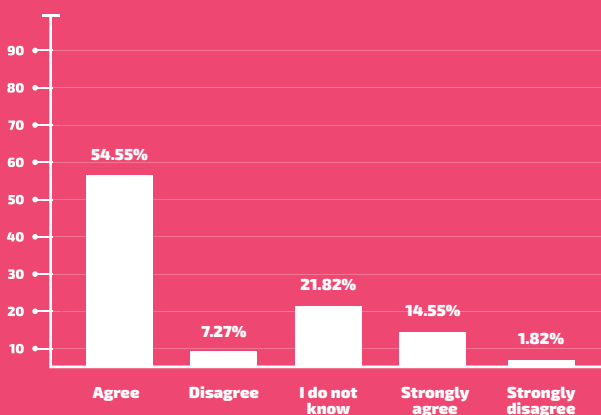


Fig 12: Gender equality and the empowerment of women is integrated into the organization's core values

Nearly all respondents (81.82%, N=55) agreed with the statement, gender equality and empowerment of women is integrated into the organization's core values. Conversely, 7.27% of the respondents disagreed with the statement. 10.91% of the respondents were likely to state they do not know (Fig 12).

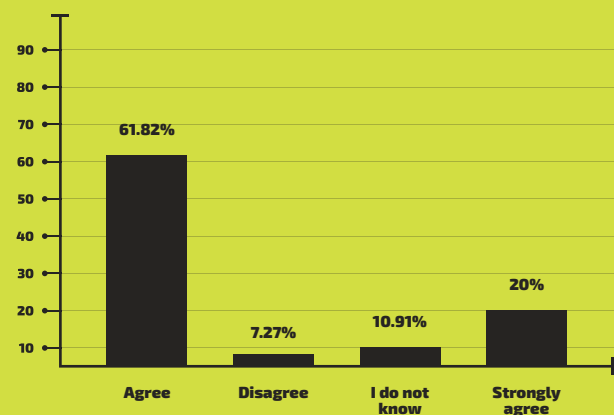


Fig 13: Gender equality and the empowerment of women is an integral part of performance of staff at senior levels

Gender equality and the empowerment of women is an integral part of performance of staff at senior levels. When asked if gender equality and the empowerment of women is an integral part of performance of staff at senior levels, majority of the respondents (40%, N=55) stated that they do not know with 30.91% agreeing, 16.36% of the respondents were likely to disagree with 3.64 strongly disagreeing (fig 13). Apart from integrating gender equality and women's empowerment in the core values of FTA, there is need to set performance targets for gender, and this can be cascaded from senior leadership to all cadres of staff. Setting targets for gender equality organisation wide ensures overall ownership.

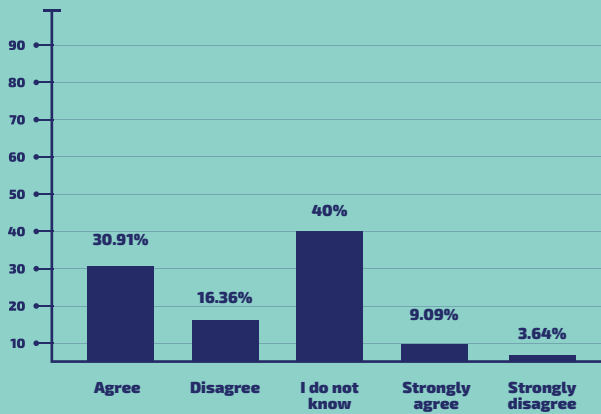


Fig 14: Senior leadership at FTA have adopted a gender equality perspective in their regular decision-making reflected in programs approved/minimum standards set.

About half (50.91%, N=55) of the respondents were likely to agree with the statement, "Senior leadership at FTA have adopted a gender equality perspective in their regular decision making reflected in programs approved/minimum standards set. On the other hand, 21.82% of the staff surveyed stated that they do not know (fig 14). To further strengthen confidence in adoption of gender quality perspectives in decision making, FTA should continuously highlight these initiatives where possible e.g., internal staff forums, annual reports, and program reports.

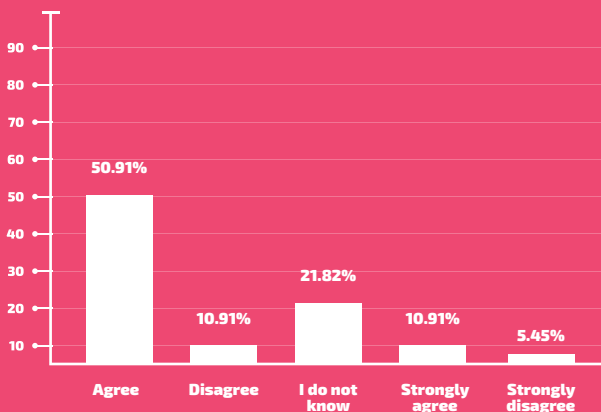


Fig 15: There is a 50-50 distribution of women and men in board level

There is a 50-50 distribution of women and men in board level, (Or the organization meets the bare minimum of one third gender). Overall, 60% of the staff surveyed were likely to agree with the statement, "there is a balanced distribution of women and men at board level. On the other hand, 7.27% of the respondents strongly disagreed with 14.55% disagreeing, 18.18% of the respondents are not aware about the distribution of women and men at board level. While a good representation of staff believes that there is an equitable gender distribution at board level, there is a representation of staff that is unaware or disagrees. FTA's internal communication on its values should also include its internal efforts to address gender equality and women's empowerment, this fosters confidence in leadership's endorsement of gender equality and women's empowerment within FTA. Notable, the board has 50-50 representation in regard to gender.

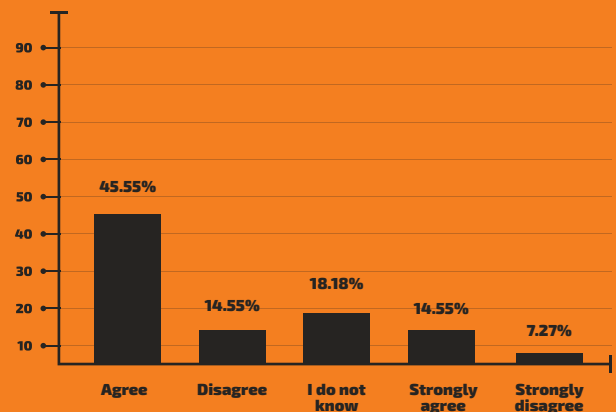
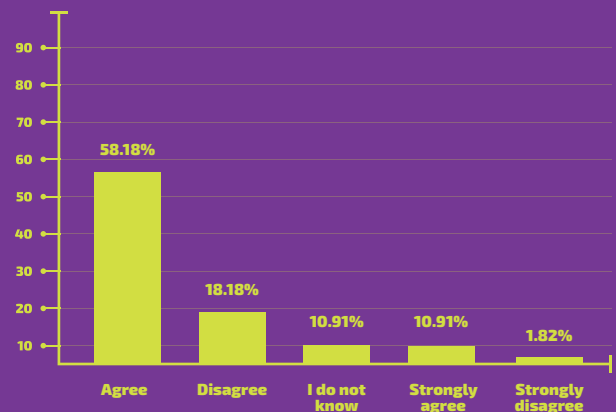


Fig 16: There is a 50-50 distribution of senior leadership

There is a 50-50 distribution of senior leadership and management at Fairtrade Africa or the organization meets the bare minimum of one third gender). Majority of the respondents (58.18%, N=55) were likely to agree with the statement, "there is a 50-50 distribution of senior leadership and management at FTA with 10.91% strongly agreeing, 18.18% of the staff surveyed were likely to disagree with the statement. 10.91% of the staff surveyed do not know if there is a balanced distribution of senior leadership and management at FTA. (Fig 19).



Fairtrade has two male directors and two female directors. Below is the actual distribution of staff in leadership positions.

Regions	Male	Female
ECAN	20	8
WAN	29	12
SAN	9	4
SECRETARIAT	14	12
TOTAL	72	36

Fig 18: Fairtrade Gender strategy 2016-2020 was linked to wider gender objectives, such as FTA gender related principles.

Overall, 61.82% of the staff surveyed were likely to agree or strongly agree with the statement, "FTA gender strategy 2016-2020 was linked to wider gender objectives, such as FTA gender related principles". 10.91% disagreed with the statement. On the other hand, 23.64% of the respondents stated that they do not know. There is a need to create more awareness of the linkage between the gender strategy and organisational strategy. This gives clarity and alignment on how gender related programs and policies are aligned to organisational strategy.

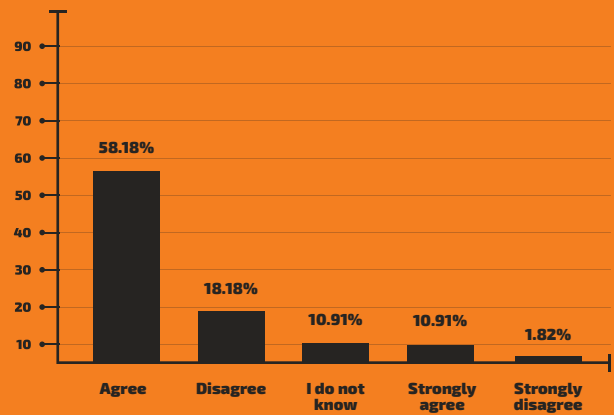


Fig 17: Fairtrade Gender strategy 2016-2020 was linked to wider gender objectives, such as overall organizational strategy

Women are slightly more than one third in leadership positions and while this is some progress, efforts can still be made to achieve equitable numbers. Fairtrade Gender strategy 2016-2020 was linked to wider gender objectives, such as overall organizational strategy. FTA gender related principles and SDGs on gender equality and women's empowerment. Over half of the respondents (56.36%, N=55) agreed that FTA gender strategy 2016-2020 was linked to wider gender objectives such as overall organizational strategy. 9.09% of the respondents were likely to disagree with 21.82% stating that they do not know (Fig 17).

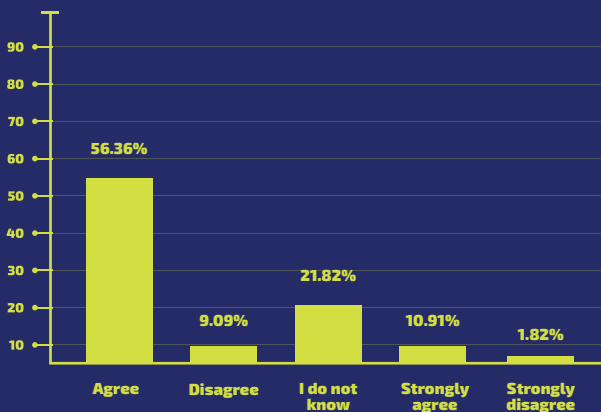
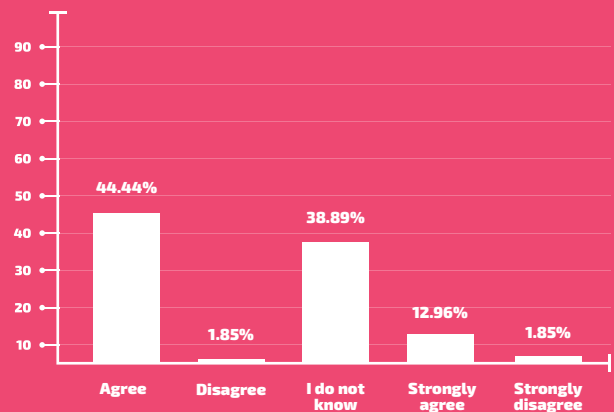


Fig 19: Fairtrade Gender strategy 2016-2020 was linked to wider gender objectives, such as SDGs on gender equality and women's empowerment

When asked if FT gender strategy 2016-2020 was linked to wider gender objectives such as SDGs, 44.44%, N=55 of the respondents agreed to the statement with 12.96% strongly agreeing. Only 1.85% of the staff surveyed disagreed with 38.89% stating that they do not know. There is need to create more awareness of the linkage between the gender strategy and SDGs. This gives clarity and alignment on how gender related programs and policies in FTA are strategically aligned to SDG goals.



Section 2: Structure (policies/code of conduct)

Fig 20: FTA has policies to make the workplace inclusive for both women and men e.g., equal payment policies

Majority of the staff surveyed (85.19%, N=55) agree with the statement, "FTA has policies to make the workplace inclusive for both women and men. 11.11% of the respondents stated that they do not know with 3.7% disagreeing (Fig 20).

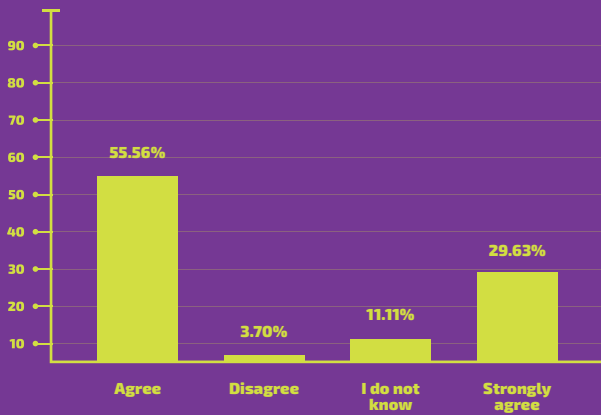


Fig 21: FTA has practices to make the workplace inclusive for both women and men

Nearly all the staff surveyed (90.74%, N=55) agreed that FTA has practices that make the workplace inclusive for both women and men. 3.7% of the study sample disagreed to the statement with 5.56% stating that they did not know (fig 21). This is an indication that staff find the workplace inclusive.

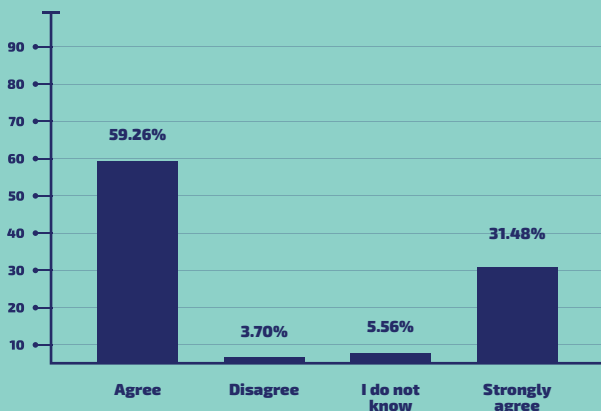


Fig 22: Fairtrade Africa Gender strategy 2016-2020 was linked to wider gender objectives, such as adopted hiring targets.

44.44%, N=54, of the staff surveyed were likely to agree to the statement, "FT gender strategy 2016-2020 was linked to wider gender objectives". A significant proportion of staff (38.89%) stated that they do not know if the strategy was linked to wider gender objectives. 12.96% of staff strongly disagreed to the statement. FTA should create more awareness on the Fairtrade gender strategy. FTA can consider contextualising its own strategy guided by the overarching Fairtrade Gender Strategy. Awareness and sensitization can be done through internal organisation communication channels, such as staff presentations, and annual reports.

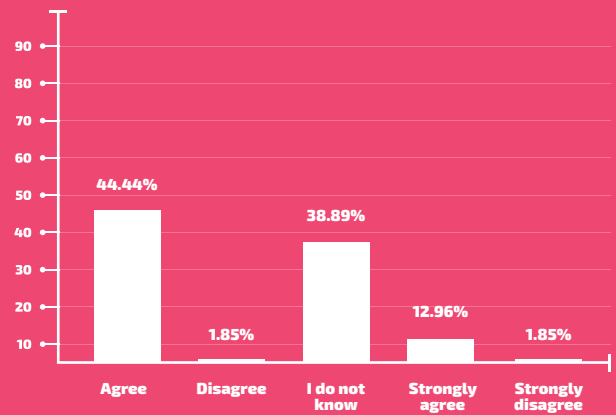


Fig 23: FTA has sound policy on maternal leave

Nearly all the staff surveyed (94%, N=55) agreed to the statement FTA has a sound policy on maternal leave. Only 6% of the respondents were likely to disagree to the statement (Fig 23).

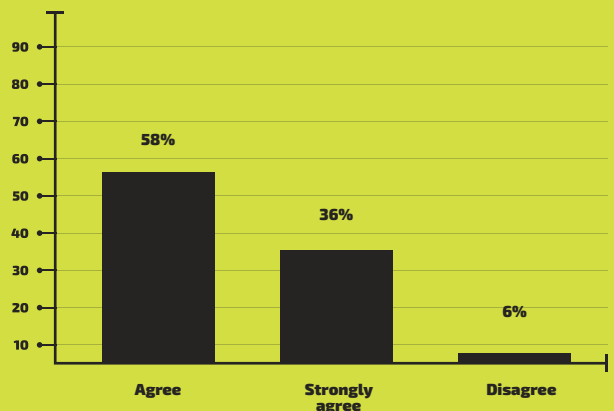


Fig 24: FTA has sound policy on paternal leave

Overall, majority of the staff (87.03%, N=54) agreed to the statement, "FTA has a sound policy on paternal leave". 9.26% of the respondents stated that they do not know with 3.7% disagreeing.

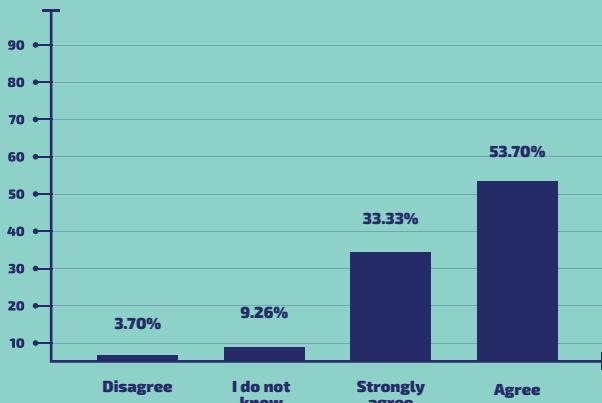


Fig 26: FTA has put in place breastfeeding space

18.18% of the staff surveyed agreed with the statement, "FTA has put in place a breastfeeding place", with 3.64% strongly agreeing. 27.27% strongly disagreed with the statement. 25.45% of the respondents stated that they do not know (fig 26). There wasn't clarity on whether it was a breast-feeding space. If FTA has a breastfeeding space, then there is minimal awareness of its existence. Conversely, if there is no breastfeeding space, it is recommended that FTA consider putting this in place, in line with its strategic commitment to gender equality and women's empowerment.

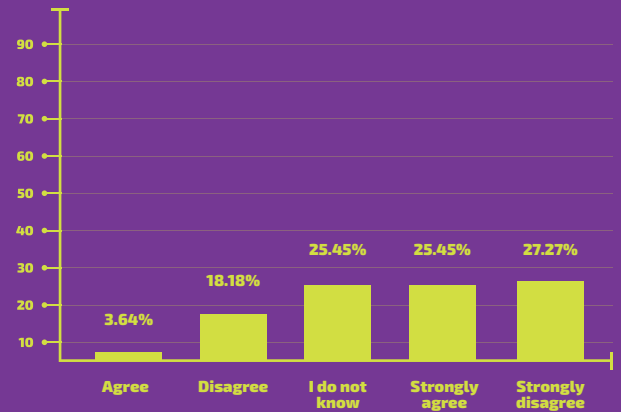


Fig 25: FTA has put in place a creche

Overall, majority of the staff surveyed (57.41%, N=54) disagreed with the statement "FTA has put in place a creche. 25.93% of the respondents stated that they do not know with 14.81% agreeing (Fig 25). Notably, FTA does not have a creche for breastfeeding mothers. There is need to sensitise staff on internal policies that act as incentives in the workplace. Existing perks in an organisation shape its brand position and helps to determine whether it is the employer of choice. FTA should sensitise staff more on the existing benefits that it has put in place.

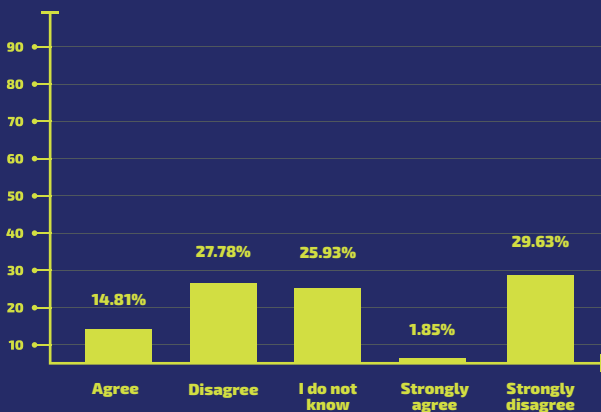


Fig 27: Breastfeeding mothers have extra time to breastfeed/express milk

Nearly half (42.59%) of the respondents stated that they do not know if breastfeeding mothers are allocated extra time to breastfeed/express milk. 22.22% of the respondents were likely to agree with the statement. Conversely, 9.26% disagreed with 11.11% strongly disagreeing (fig 27). A greater representation of staff is not aware of policy on breastfeeding mothers' extra time to breastfeed/express milk. If the FTA has a policy in place to allow breastfeeding mothers extra time for breastfeeding, then there is minimal awareness of its existence. Conversely, if there is no policy on extra time for breastfeeding, it is recommended that FTA consider putting this in place, in line with its strategic commitment to gender equality and women's empowerment.

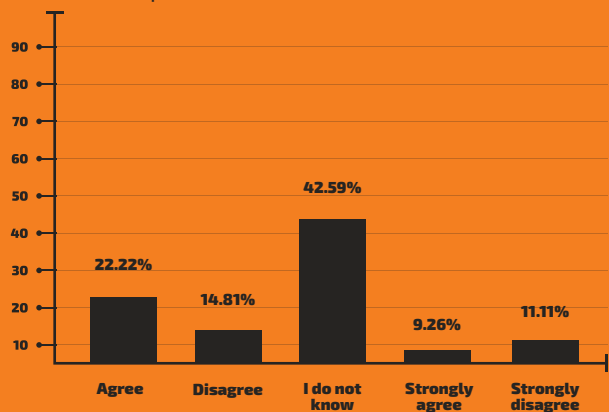


Fig 28: FTA has policies that allow women and men equitable personal and professional growth

Majority (45.45%, N=54) of the respondents agreed to the statement, "FTA has policies that allow women and men equitable personal and professional growth, with 36.36% strongly agreeing. Only 1.82% of the respondents disagreed on existence of policies that allow women and men equitable personal and professional growth (fig 28). Majority of the staff agree that FTA has policies that allow women and men equitable personal and professional growth, a good indication of an inclusive workplace.

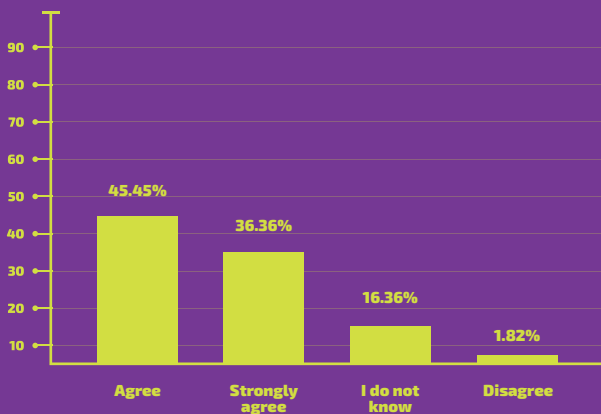


Fig 29: FTA has sound anti-sexual harassment policy.

Nearly all respondents (92.73) agreed that FTA has a sound anti-sexual harassment policy. Only 3.64% of the respondents disagreed (fig 29). This is a good indication of a safe working space for employees and a good illustration of FTA walking the talk.

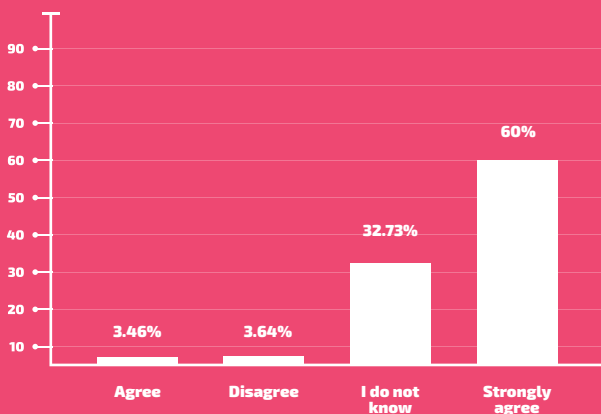


Fig 30: FTA collects data disaggregated by sex in its sourcing practices and hiring practices

Overall, majority of the respondents (43.64, N=55) stated that they do not know if FTA collects data disaggregated by sex in its sourcing and hiring practices. Nearly a third (29.09%) were likely to agree to the statement with 9.09% disagreeing as displayed in fig 30.

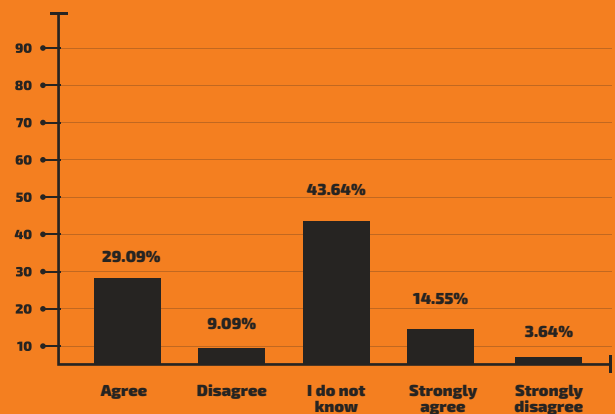


Fig 31: FTA collects data disaggregated by ability in its sourcing and hiring practices

Nearly half of the respondents (42.59, N=54) stated that they do not know if FTA collects data disaggregated by ability in its sourcing practices and hiring practices. On the other hand, 37.04% of the staff were likely to agree to the statement with 9.26% disagreeing. Almost half of the staff do not know if FTA collects sex disaggregated data internal or in program initiatives. It is recommended for FTA to consistently collect sex data internally. Internally, FTA can collect data on staff recruitment and retention among women and men to understand where there might be opportunities to better support employees, reduce turnover, and ultimately save recruiting costs.

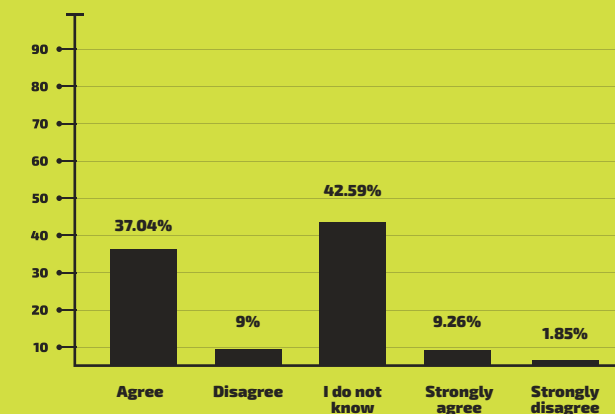


Fig 32: Fairtrade Africa has in place a robust monitoring and evaluation framework for KPIs on gender

Majority of the respondents (40%, N=54) were more likely to agree to the statement, "FTA has in place a robust monitoring and evaluation framework for KPIs on gender". Slightly more than a third of respondents stated that they do not know. 21.82% of the staff surveyed disagreed with the statement. It is recommended for FTA to create more awareness of its monitoring and evaluation efforts. Organisational targets linked to gender priorities or gender outcomes as established in the gender strategy should be communicated and progress documented. FTA should establish reporting mechanisms to internally as well as externally (programs) to track progress against gender related KPIs.

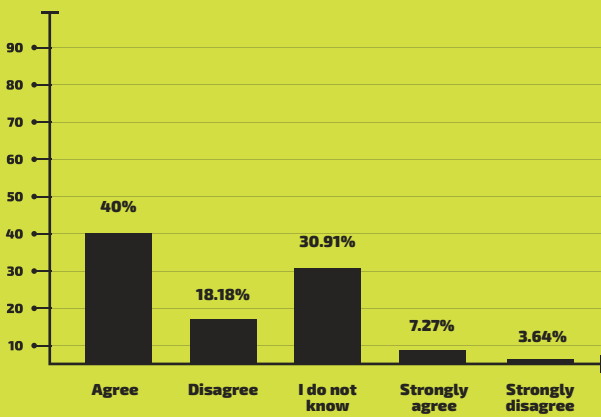


Fig 33: FTA invests in building the capacity of key internal functions

FTA invests in building the capacity of key internal functions (including procurement/human resources on gender equality). 40% of the respondents agreed to the statement, "FTA invests in building the capacity of key internal functions". On the other hand, 20% disagreed with 21.82% stating that they did not know (fig 33). The study indicates that FTA builds the capacity of staff on gender equality and women's empowerment, however, it is possible that not all staff are aware of existing initiatives.

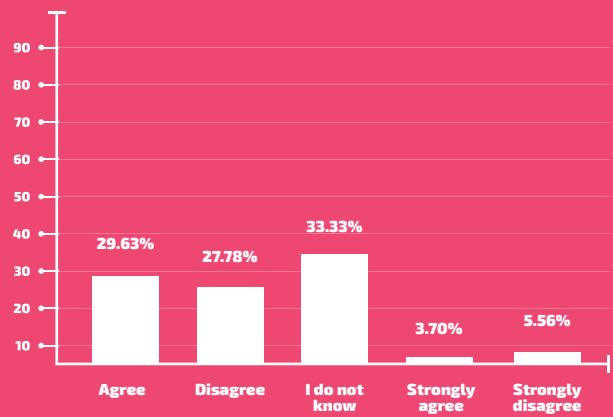


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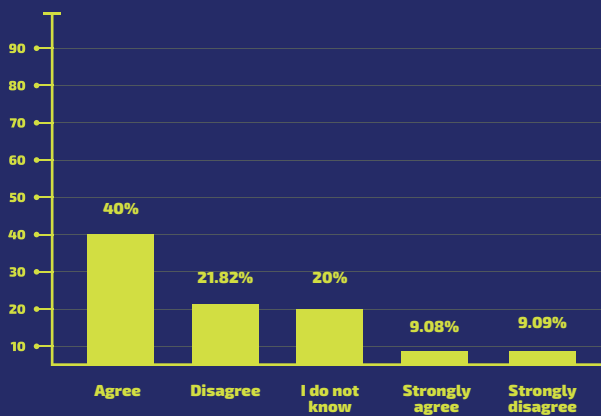
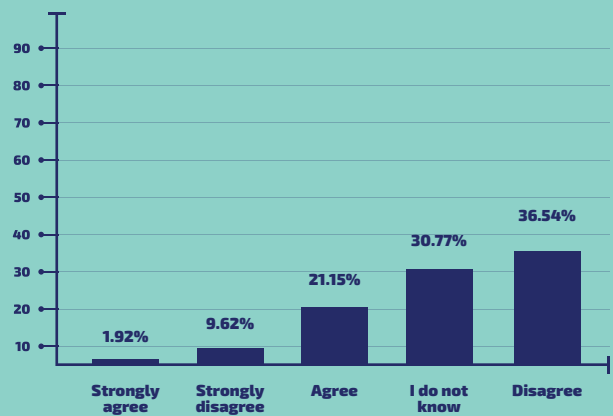


Fig 35: FTA has put in place ongoing mandatory gender training for all levels of entity staff at HQ, regional and country offices

Majority of the respondents (36.54%) disagreed with the statement, "FTA has put in place ongoing mandatory gender training for all levels of entity staff at HQ, regional and country offices". 30.77% of the respondents stated that they do not know with 9.62% strongly disagreeing (fig 35). Along with regular capacity building assessments on knowledge in gender equality and women's empowerment, FTA can institute minimum gender training for staff. This can be on basic gender training and safe working spaces.



External Engagement (Stakeholders)

Fig 36: FTA designs program to meet - different needs of men and women

Comparatively, more respondents (56.6%, N= 53) agreed with the statement, "FTA designs programs to meet different needs of men and women participants." 15.09% of the respondents disagreed with additional 11.32% strongly disagreeing (Fig 36). More than half the staff agree that FTA designs programs to men the needs of men and women.

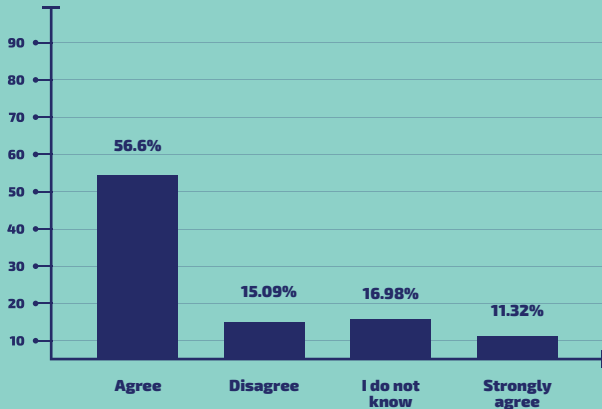


Fig 38: FTA makes effort to sex disaggregate data in all program initiatives

Majority of the staff surveyed (55.56%, N=53) agreed that FTA makes effort to sex disaggregate data in all program activities. Additional 25.93% of the study respondents strongly agreed with the statement. On the other hand, 16.67% stated that they did not know if FTA makes effort to sex disaggregate data in all program initiatives.

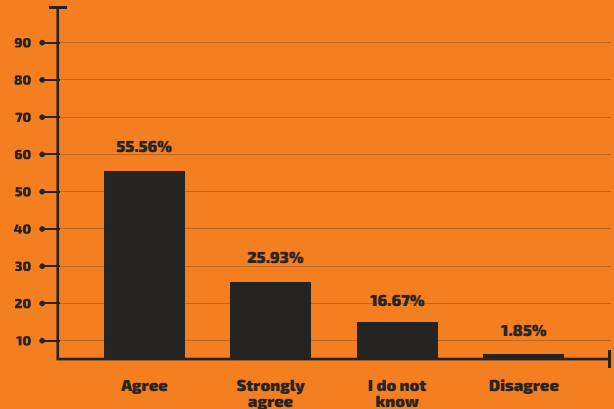


Fig 37: FTA makes effort to include women in its supply chain

Overall, 61.11% of the staff respondents agreed with the statement, "FTA makes effort to include women in its supply chain". On the other hand, 14.82% disagreed with the statement. Nearly a quarter of the staff surveyed (24.07%) stated that they did not know if FTA makes effort to include women in its supply chain. Including women in FTA's supply chain aligns well with the strategic gender outlook. This also means that FTA is in alignment with the overall Fairtrade Gender strategy, "to increase gender equality and empowerment of women and girls through systematic mainstreaming of gender throughout Fairtrade operations, from standards to producer initiatives, business partnerships, awareness-raising and advocacy".

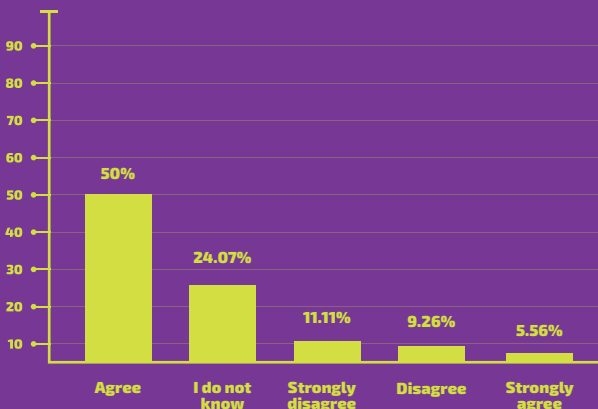
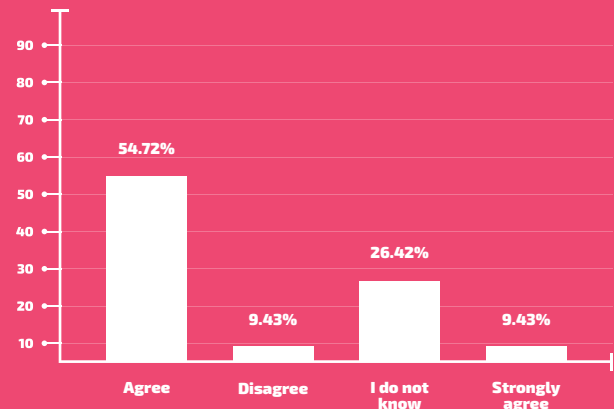


Fig 39: FTA makes effort to disaggregate data by ability in all program initiatives.

54.72%, N=53 of the respondents agreed with the statement, "FTA makes effort to disaggregate data by ability in all program initiatives". Nearly a third (26.42%) stated that they do not know if FTA makes effort to disaggregate data by ability. 18.86% of the respondents were likely to strongly disagree with the statement (Fig 30).



Staff Attitude towards Gender Equality and Women’s Empowerment

Fig 40: I believe women are as capable as men of serving in senior executive positions.

All staff surveyed agreed with the statement, "women are as capable as men in serving in senior executive positions". 89%, N=55 strongly agreed with the statement.

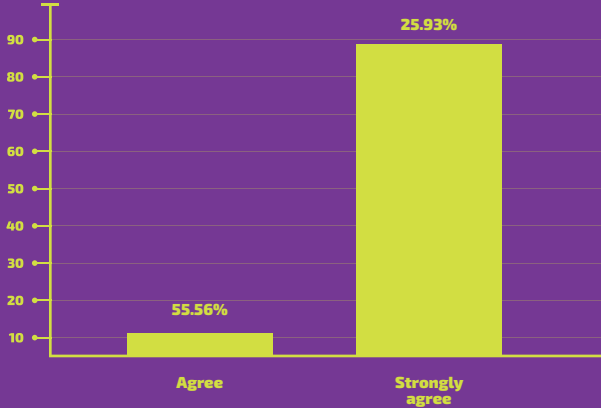


Fig 43: Women have to perform better than their male counterparts to be promoted to the same position

Overall, 64.82%, N=54, of the respondents disagreed with the statement, "women have to perform better than their male counterparts to be promoted to the same position". On the other hand, 14.81% of the respondents agreed to the statement with 9.26% strongly agreeing. This corroborates that initial conclusion that staff have confidence in FTAs internal efforts to promote gender equality and women's empowerment.

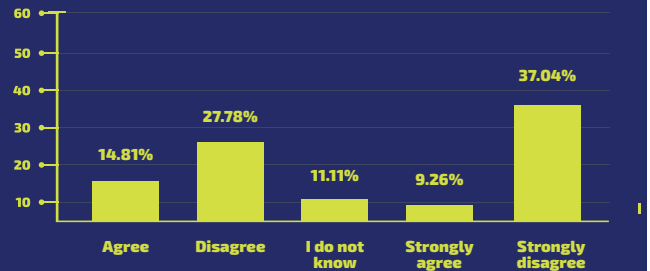


Fig 41: At FTA, women are encouraged to apply for leadership roles

Nearly all respondents (90.74%, N=53) were likely to agree with the statement, "at FTA, women are encouraged to apply for leadership roles". Only 1.85% disagreed (fig 41). This illustrates the employee's confidence in promoting gender equality and women's empowerment.

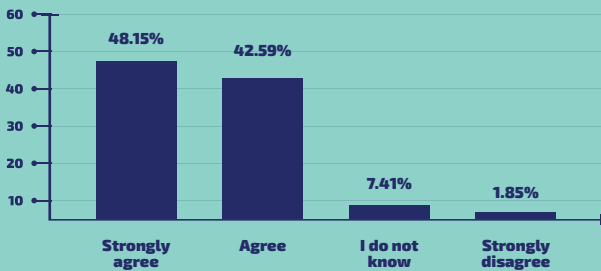


Fig 44: I feel safe with policies and procedures put in place to address gender-based violence and sexual harassment

Nearly all respondents (92.6%, N=54) agreed with the statement, "I feel safe with policies and procedures put in place to address gender-based violence and sexual harassment". Only 3.7% of the respondents disagreed on the statement about workplace safety in the context of gender-based violence and sexual harassment (Fig 44).

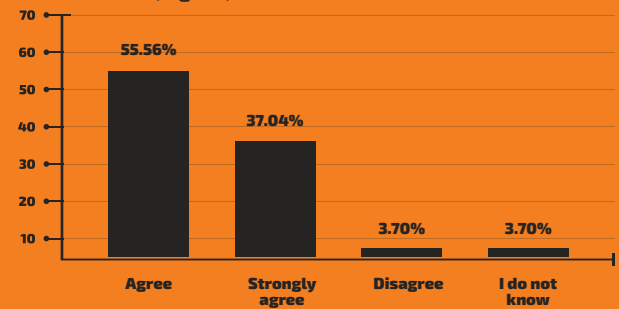


Fig 42: I can grow to senior level leadership regardless of my gender

Overall, 94.45%, N=54 of the staff surveyed were likely to agree to the statement, "I can grow to senior level leadership regardless of my gender". Only 3.7% disagreed with the statement (Fig 22).

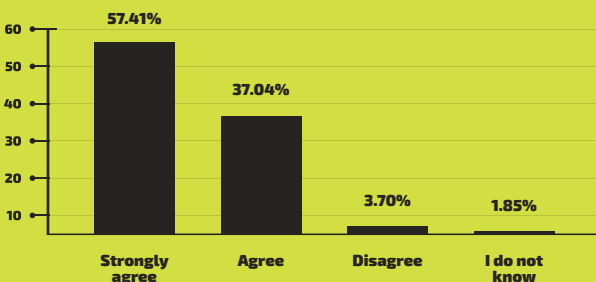
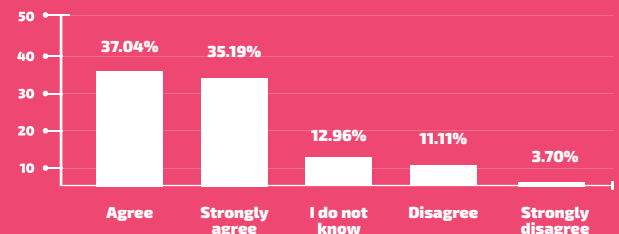


Fig 45: I feel safe to report on gender-based violence and sexual harassment in the workplace

Cumulatively, 72.23% of the respondents agreed to the statement, "I feel safe to report on gender-based violence and sexual harassment in the workplace". Only 14.81% of the respondents disagreed with the statement (Fig 45)



Gender Capacity Assessment

The capacity assessment was conducted to assess the level of gender knowledge/competence within FTA (staff). Staff capacity is a specific objective that is outlined in the Fairtrade Gender Strategy to this end the strategy outlines that sharpen awareness and skills of key staff to promote and strengthen gender equality and women's empowerment in Fairtrade International's units, national Fairtrade organizations, and producer networks. Results from the capacity assessment are outlined below:

When asked: Have you received an introductory training or orientation on gender related topics?

Out of the seven gender focal leads that completed the capacity assessment questionnaire, four (57.14%) stated that they had received an introductory training or orientation on gender related topics. There is need to strengthen the capacity of staff through basic gender training. Topics that would be helpful include:
Introduction to Gender - Basic Concepts
Gender Mainstreaming and Integration
Gender Responsive Programming
Measuring and evaluating gender indicators

When asked: Have you taken gender related training or courses in the last two years? Are you taking any courses on gender now? Please, state trainings where gender was included but not the main topic of the training.

Only three (42.86%) out of the seven respondents stated that they had taken gender related training or courses in the last 2 years. It is recommended that Fairtrade regularises gender training. One of the ways FTA can ensure institutional capacity in gender equality and women's empowerment is by developing e-learning modules on gender. When asked which courses attended, one respondent mentioned that it was specific to gender- and was trained as one of the FTA Gender Leads in 2016. A second respondent-mentioned that they attended a seminar on women in economy and how to facilitate women entrepreneurship training, social constructions, stereotype, and masculinity. The final respondent-mentioned that they attended a course on social constructions, stereotype and masculinity. To strengthen integration of gender in FTA, the gender leads and gender focal points should be regularly trained. Such training should consider emerging discourse and approaches on gender equality and women's empowerment.

When asked: To what extent do gender concerns influence your everyday work?

Out of the seven respondents, one respondent stated that gender is the main focus. On the other hand, four respondents stated that gender concerns them to a significant extent, and two pointed out that this was to a limited extent. When asked: How relevant is gender to the mandate of your agency/organization?

Five respondents (71.43%) stated that to a significant extent, gender is relevant to the mandate of the organization. On the other hand, 2 (28.57%) respondents stated that gender is the main focus. When asked the extent of significance, five respondents (71.43%) stated that to a significant extent, gender is relevant to the work of their division/unit/project.

How familiar are you with international conventions on Gender Equality and the Empowerment of Women?

Most of the gender focal leads (4) have limited understanding on international conventions on gender equality and empowerment of women while three have significant understanding. Gender concerns influence most of the work that Gender Leads/Focal points engage in to a significant extent most of the time. It is recommended that FTA include in its capacity assessment knowledge on international conventions on gender equality and women's empowerment.

Table 3: To what extent do gender concerns influence your everyday work

Gender is the main focus	2
To a significant extent	5

When asked: Are you clear about the difference between gender mainstreaming and equal representation of women?

Overall, 4 respondents stated they are confident in use of gender basics in everyday work. On gender and SDGs, 4 respondents stated that they are confident to lead work on the theme. Nearly all respondents (6) stated that they are confident and can lead work on gender and gender related FTA principles. Overall, more respondents seem to struggle with gender-specific programming as three respondents stated that they don't know about the subject.

Research Objective Three:

This section comprised an analysis that identified key barriers to achieving gender equality and women's empowerment overall in Africa and identify some regional specific barriers:

The following results were obtained and discussed in this section:

- [Results on the barriers to gender integration in FTA](#)
- [Results on existing gaps on gender integration efforts, and potential gender priorities moving forward.](#)

Key Findings:	Recommendations:
<p>Three: Identify key barriers to achieving gender equality and women's empowerment overall in Africa and identify some regional specific barriers:</p> <ul style="list-style-type: none"> • The main challenges to achieving gender equality and women's empowerment include noncompliance to some of FTA standards by producer organisations. • Ethiopia specifically mentioned language as barrier since some of the women working in the producer companies migrate from rural areas and have limited conversational abilities in Amharic. • Women's lack ownership of land limits their productive levels and ultimately their income. Women also have limited access to finances and other essential resources. With lower levels of education, they are more concentrated in low skill jobs which feeds into a poverty cycle of low income, less decision making and low empowerment. • In some of the POs, men also expressed challenges arising from toxic masculinity. They face pressure on ideal expectations to be strong mentally and physically even in instances when they face extremely harsh circumstances, such as a job loss. 	<p>Meso level (Institutional)</p> <ul style="list-style-type: none"> • For producer organisations-To further strengthen confidence in adoption of gender quality perspectives in decision making, FTA should continuously highlight these initiatives where possible e.g., internal staff forums, annual reports, and program reports. • FTA can work closely with producer organisations to unpack some existing stereotypes and myths that can undo progressive efforts towards gender equality and women's empowerment. Integrating gender better in the organization will mean enhancing the capacity of the management to understand what is gender and why it matters the respective value chains (banana, cocoa, flowers, wine) for workers. <p>Micro level (Individual-workers and smallholder Farmers)</p> <ul style="list-style-type: none"> • For producer organisations-There is poor psychosocial support especially when workers lose their jobs and have no one to share the mental burden of joblessness. FTA can forge partnerships with the organisations that offer counselling services to offer counselling and psychosocial support. • FTA should work with producer organisations to dignify the workplace and address some of the practical day to day work challenges that worker face for example on adherence to all compliance requirements. • Gender equality approaches should be nuanced to fit local contexts. A case in point is Ethiopia where training materials had to be translated to a dialect that women understood.

Main gender inequalities affecting women producers in FTA's areas of intervention

The main gender related challenges that face women in the varying value chains and countries reviewed include: non-compliance to FTA standards, few women in leadership/management positions, and little potential for women to grow in their careers since men are the ones that are mostly promoted. Women are also assigned to positions with little decision making including in the committees where leadership is dominated by men (It is notable that this is not the case in all the committees as the study also established that some men feel left out of the committees since they are denied the opportunity to participate.) which are occupied by

more women). Explanations from an FGD on why this is the case revealed that women do not take the initiative to campaign and be elected democratically as the set-up of the opposition is not friendly considering what it takes to campaign e.g. verbal abuse. Additionally, there is limited women to women support especially for women in leadership and the group highlighted the fact that there is preference of male workers because of their physical capability. The environment is unsupportive for women employees who are pregnant or have young children the reproductive role of women is used to justify lack of career growth. One respondent had this to say:

"Why are women not being promoted? I think it is because women take too much permission. For example, child is sick or due to pregnancy. Managers want people who will be there permanently. That is what I think. Some of the women ask permission for menstrual pain, others are going to antenatal care."⁸³

The other challenge that was mentioned is some instances of a gender pay gap where women and men do the same job, but women are paid less this was even in scenarios where the man is less qualified. Regarding work allocation, men are perceived to take up more workload than the women.

The gender inequalities described across the countries and varying value chains are because of the gender norms that govern the everyday lives of the men and women in these contexts. There were worrying perceptions (this was in one of the producer organisations) that younger women dressed inappropriately to attract men. See example of verbatim response below:

"I usually see how young girls in the company wear clothes that are harassing men(sic). It is unfortunate when the man approaches the girl; men are considered harassers which in my case is not the case."⁸⁴

Gender stereotypes about young women's dressing and its connection to sexual harassment serves to trivialize sexual harassment and undermine efforts to reduce sexual harassment since it legitimizes sexual harassment. Acceptance of these gender stereotypes perpetuates the tendency to blame the victim. In its programming, FTA can work closely with producer organisations to unpack some existing stereotypes and myths that can undo progressive efforts towards gender equality and women's empowerment. Integrating gender better in the organization will mean enhancing the capacity of the management to understand gender and why it matters the respective value chains (banana, cocoa, flowers, wine). Endorsement and buy in from senior management of the POs are important to ensuring gender is better mainstreamed more sustainably in the organization. Women's poor participation in leadership spaces can also be explained by social cultural norms that influence who accesses leadership positions. Literature review showed that in the respective countries under review, there has been progress at least legislatively, to have more women accessing leadership spaces. However, it was notable that progress was slow, in large part because of the gender norms that shape perceptions on leadership and to a smaller extent because women have also internalised these norms and are hesitant to participate in leadership positions.

Other challenges highlighted that were also observed in literature include: women's lack ownership of land which limits their productive levels and ultimately their income. Women also have limited access to finances and other essential resources. With lower levels of education, they are more concentrated in low skill jobs which feeds into a poverty cycle of low income, less decision making and low empowerment. Women also bear the double responsibility of working in productive labour and bearing unproportionate share of unpaid care work at home. An excerpt from one of the FGD discussions can be seen below:

"Women cocoa farmers in Cote D'Ivoire face many obstacles when they try to become leaders in their communities or in their Fairtrade-certified Small Producer Organisations (SPOs). The main obstacles are traditional, social, and cultural norms regarding the role of women in communities, limited access to agricultural inputs, information, credit, and extension services. Women producers are less likely to own land due to traditional ownership structures where men are likely to own land."⁸⁵

Men also expressed challenges arising from toxic masculinity. They face pressure on ideal expectations to be strong mentally and physically even in instances when they face extremely harsh circumstances, such as a job loss. FTA efforts on working with producer organisations should include unpacking these myths on masculinity.

⁸³FGD. Producer Organisation. Ghana

⁸⁴FGD. Producer Organization. Ethiopia

⁸⁵FGD. Producer Organization. Cote D'Ivoire.

Research Objective Four:

This section generated evidence on areas where FTA is adding value and achieving gender equality as well as women empowerment objectives.

Key Findings:	Recommendations:
<p>Four: Generate evidence on areas where FTA is adding value and achieving gender equality as well as women empowerment objectives</p> <ul style="list-style-type: none"> • The committees formed with support from FTA and have been instrumental in training on gender inclusive workplace practices and are perceived as a safe space to address issues on sexual harassment and gender-based violence. • Other producer organisations have in place guiding gender policies reflected in the company policies and in the collective bargaining agreement (Ethiopia and Kenya). These policies articulate equity in the workplace, company leadership, and training and capacity building development. • Gender is considered a strategic goal for the producer organisations that FTA work with. While most do not have a gender strategy in place, they apply gender principles in: hiring practices, sexual harassment and gender-based violence. Some successes that can be considered gender transformative include: some premium committee having female chairpersons, and male secretaries. In some instances, women are opting to seek more livelihood opportunities to reduce dependence on their spouses. • Women's income is further enhanced by the setting up of the ZAWADI coffee. With support from FTA, women have formed registered company and roast their own coffee and sell it locally. Women alliances and collaborations are also enhancing women empowerment for example the collaboration with Kapgetuny Women in Coffee. • Labour saving innovations by FTA has reduced the reproductive labour burden for women thereby releasing them to participate in productive activities and coffee management. For example, FTA supported women with cows to build biogas and minimize time to fetch firewood. • Approaches have also engaged men in program initiatives for example, through projects such as growing women in coffee projects, men are encouraged to give coffee bushes to women to address the issue of ownership in women, this has proved useful in encouraging joint sharing and increasing women's income. • Specific producer organisations, and staff are clear on who is responsible for ensuring gender equality, some of the personnel mentioned include: Gender Co-ordinator, Gender and inclusion officer, Senior Project Officers and Direct program staff. The guiding documents that were identified include: The Fairtrade Gender Strategy, Gender Policies, Fairtrade Standards. 	<p>Micro level (Individual)</p> <ul style="list-style-type: none"> • Opportunities for change include, FTA facilitating more robust trainings that address the gaps highlighted in the study. Sensitization of women about their rights, body autonomy, reproductive health issues and sexually transmitted diseases. FTA can also facilitate vocational training on key skills such as diploma and certificate in beauty training and driving skills. Building the agency of women and marginalised persons is a gender transformative intervention. • More can be done as responses from producer organisations demonstrated that there are no guidelines adopted to guide on gender mainstreaming, particularly on the women school leadership which is still a pilot project. Guidelines can be developed to support producer organisations during their implementation.

Responses from specific staff regarding assessments and studies applied to inform gender initiatives/integration in FTA were varied. Implementation of gender initiatives has mainly been based on standard requirements that FTA needed to comply with. Among the producer organisations that FTA works with, gender is integrated in some of them through the gender committees, case in point is Flowers in Ethiopia and Bananas in Ghana. The committees formed with support from FTA and have been instrumental in training on gender inclusive workplace practices and are perceived as a safe space to address issues on sexual harassment and gender-based violence. Gender is considered a strategic goal for the producer organisations that FTA work with. While most do not have a gender strategy in place, they apply gender principles in, hiring

practices, sexual harassment, and gender-based violence. Some like the Cooperative in Kenya apply the one third gender principle in the constitution (Kenya) when considering women in leadership positions. Some good gender practices include, adjusting such as ensuring translation is in place during training (Ethiopia), allocating expectant-women light duties. Other producer organisations have in place guiding gender policies in place which are reflected in the company policies and in the collective bargaining agreement (Ethiopia and Kenya). These policies articulate equity in the workplace, company leadership, and training and capacity building development. To further strengthen gender equality and women's empowerment at producers' level, FTA can work with these organisations to define a gender strategy that is fed by a gender analysis of the specific context producer organisations are embedded in. This would help to define the gender gaps and opportunities for sharper, targeted strategies. Beyond the gender strategy, FTA can work with producer organisations to set minimum standards that promote gender equality, define targets, monitor, and document learnings.

So far, FTA encourages their producers to comply with the policy of equal opportunities and Fairtrade standards. It also works with independent auditors who have standards that should be abided by. FTA follows up with the producers and works closely with FLOCERT. It has invested in sensitization and capacity building of staff and gender committees and encouraged every producer organisation to have a gender committee which looks at the inequalities within the work environment and raises the issue with the management and FTA. It has also applied program initiatives such as the empowerment program for women: each organization must ensure women are empowered through trainings and capacity building. Practical applications include provision of ladders in the banana plantation to assist women who can't reach the banana plants. In some cases, providing separate changing rooms for women and men. Approaches have also engaged men in program initiatives for example, through projects such as growing women in coffee projects, men are encouraged to give coffee bushes to women so as to address the issue of ownership in women. Success is demonstrated when issues like child labour are taken seriously, by the producer companies. The impact of the training has been positive and gender committees have been established. There are success stories from producers that tell how the various interventions have worked for example the growing women in coffee projects.

"Yes, the training provided by women school of leadership has graduated 66 workers from the flower farms who are enlightened with gender equality knowledge. This helps empower more women on their rights and needs. The training enables women to have self-esteem, leadership skills and confidence, and this has helped at least some women gain some leadership positions though at lower level for example supervisors in the fields and general managers⁸⁶."

Generally, the gender committees are viewed as influential in driving the gender agenda since they ensure that gender data is often sex disaggregated. Such data include training data, employee data. In terms of meaningfully addressing gender barriers, the gender committee encourages more women to attend training by writing letters to management and this enables the farm managers to release women for training because management has approved the training. They support women to improve their reading and writing skills and from these women can take up supervisory roles. For example

"One of the gender committee members was working in the farm, then was promoted to supervise the nursery and now she produces manure for all the company. She was trained to use tractors, now she is doing great.⁸⁷"

The gender committee members visit the workers and discuss topics to train as well as plan training dates. They often invite women alone to encourage them to speak up, take up leadership positions and take up male dominated careers like security. By breaking stereotypes about "typical of jobs for women and men" the gender committee is actively shaping perceptions on retrogressive gender norms.

Some successes that can be considered gender transformative include: some premium committees having female chairpersons, and male secretaries. In some instances, women are opting to seek more livelihood opportunities to reduce dependence on their spouses. Opportunities for change include FTA facilitating more robust trainings that addresses the gaps highlighted in the study. Sensitization of women about their rights, reproductive health issues and sexually transmitted diseases. FTA can also facilitate vocational training on key skills such as diploma and certificate in beauty training and driving skills. Women are also able to boldly speak before men, hence enhancing their bargaining capabilities. During times when coffee prices are unfavourable, women rely on horticulture for example bananas and vegetables. Their income is further enhanced by the setting up of the ZAWADI coffee. With support from FTA, women have formed registered companies and roast their own coffee and sell it locally. Women alliances and collaborations are also enhancing women empowerment for example the collaboration with Kapgetuny Women in Coffee. Labour saving innovations by FTA has reduced the reproductive labour burden for women thereby releasing them to participate in productive activities and coffee management. For example, FTA supported women with cows to build biogas and minimize

⁸⁶SSI. Specific Staff

⁸⁷FGD. Producer Organization. Ghana

time to fetch firewood. By having income women can hire someone to take care of the animals and this enables them to attend training and meetings unlike before. The women also use this income to grow grass for the cows so that it is easier to feed the animals. By bringing water closer to the homestead through community efforts, women's time poverty is reduced (Women spend most of their time in reproductive roles, leaving them less time to engage in productive activities.) because they no longer walk long distances in search of water, and there is the additional merit of minimized personal risks from gender-based violence. Generally, the collective responsibility between the company management, the gender committee and other partners including FTA, EHPEA, Family guidance, women and children affairs, CETU and the workers themselves has been useful in making progressive steps towards gender equality (Ethiopia, Flowers).

Research Objective Five:

This section helped to identify realistic policy dialogue opportunities.

Key Findings:	Recommendations:
<p data-bbox="150 685 489 748">Five: Identify realistic policy dialogue opportunities</p> <p data-bbox="150 768 542 831"><i>Gaps that were identified across the respondents included:</i></p> <ul data-bbox="150 851 638 2123" style="list-style-type: none"> • There should be a budget to handle gender issues at the FTA offices, there is no country specific strategy to guide the gender agenda in the respective countries. • Fairtrade Hired Labour Standards recommend that to apply Equity means including religious minorities, people who cannot read or write, persons with disabilities, children, youth, women, migrants, people of colour, gay, lesbian or transgender people⁸⁸. • Each country should have similar and more structured intervention on gender like women school of leadership could run across the countries. • The existing intervention of grants to women's groups or should apply a graduation approach to ensure financial empowerment. • Presently, some POs do not have clear guidelines to address gender issues in the flower farms, and these guidelines should be provided. • Training can be strengthened by focussing on sexual harassment, GBV, gender mainstreaming. • Change can be observed in POs where there was increased awareness on inclusive workspaces, for example the lactation centre has been established for lactating mothers. 	<p data-bbox="740 685 1015 719">Micro level (Individual)</p> <ul data-bbox="719 730 1460 1720" style="list-style-type: none"> • More efforts can go towards addressing gender-based violence as a crosscutting barrier. A robust reporting and response mechanism needs to be applied. To generate more confidence in organisation efforts to address gender-based violence in the workplace. It is specifically highlighted in the FTA standards for SPOs, and evidence from literature demonstrates that gender equality and women's empowerment is highly impeded by gender-based violence in plantations. Program design interventions in plantations can seek to address this (Fairtrade Standards for Small-scale Producer Organisations recommends that organizations build their capacity to understand GBV and other forms of violence and strengthen their capability to ensure that harm is eliminated. Where this is not possible it is recommended to seek the support of local expert rights-based organisations to provide the organization assistance in eliminating such practices.) • Approaches to establish a safe working space should focus on fostering dignity & voice for small producers & workers at local, national & global levels-this would tie in well with efforts to foster gender transformative programming (the individual pathway). • Establish round table talks with the workers themselves, to get their perspectives and apply these in program interventions. • Support women farmers serve in high-value leadership roles and positions within respective value chains. <p data-bbox="740 1751 1050 1785">Meso (Institutional) Level</p> <ul data-bbox="719 1816 1460 2101" style="list-style-type: none"> • As per recommendations of Fairtrade Standards for Small-scale Producer Organisations- FTA can influence SPOs where there are upcoming gender policy reviews. FTA can influence participatory development and subsequently implement a gender policy to ensure members are aware of this policy and its contents. The development of this policy can ensure that women are involved in development and implementation of the policy. Examples of topics that can be included in the policy are, promotion of participation

⁸⁸Fairtrade Hired Labour Standard.

Key Findings:

- Change is also happening towards enabling norms and can be seen through men farmers giving their wives pieces of land and ownership of coffee trees. More women taking up leadership spaces, there's more shared decision making with deep consultations among the wife and husband.
- FTA is also walking the talk as a gender intentional organisation as women hold some of most of the senior positions.
- In some POs, there exists a gender pay gap where women and men do the same job but women are paid less this was even in scenarios where the man is less qualified.

Recommendations:

of women in SPOs, Boards, leadership positions and other structures within the organization; measures against sexual harassment; a grievance mechanism for addressing complaints; a whistleblowing policy; collection and use of sex disaggregated data (members, training and awareness training sessions, management and supervisory positions, board members)⁸⁹

- Establish a clear structure to address gender-based violence. Reporting on gender-based violence is not easy for most survivors-organisations need to build employees' trust in the systems it has established. A robust reporting and response structure that works is helpful in building confidence in the system.
- Continuous monitoring should be put in place to ensure that the policies are applied, and gender interventions are implemented.

Macro level (broader laws/policies)

- FTA to benchmark with similar firms in different countries (An initial broad competitive analysis has been provided in the report and FTA can decide to apply a deeper dive in future)
- Foster and institutionalise market linkages for certified buyers so that they get a good price. This can be considered as a gender transformative intervention.
- Influence diverse stakeholders on reducing the gender pay gap to influence policy and practice. This is in alignment to SDG "By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value and, protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment." We are in the last decade of SDGs and FTA can secure gains that have been made so far while accelerating efforts to reach these goals related to gender equality and women's empowerment. This can be considered as a gender transformative intervention.
- Strengthened local institutions in gender equality and women's empowerment initiatives this can be through supporting structural changes to accommodate more women in leadership spaces, institutionalising gender equality and women's empowerment initiatives in company service delivery processes. This can be considered as a gender transformative intervention.
- Encourage association membership, leadership, and access to decision-making based on output or alternative social markers of power instead of access factors such as land titles (gender transformative)
- Work with leaders of cooperatives to address norms limiting men's and women's participation (e.g., by setting gender targets of how many women are in leadership positions advancing gender progressive policy)

Research Objective Six:

This section helped to identify gaps in FTA's gender equality and women empowerment programming. It proposes clear tangible suggestions towards strengthening gender programming. At a minimum, FTA can ensure that its programming is gender transformative by applying the following minimum standards:

Recommendations for Gender & Programme Design

Always Conduct a Gender Analysis

Identify the gender gaps that the programme will address. Consider evidence, resources, and opportunities for the programme to deliver sustainable and gender transformative changes, drawing on the gender analysis.

Define strategic Objectives

Define programme objectives, addressing strategic gender interests to promote the free and full exercise of human rights and fundamental freedoms by women and men.

Identify Who Benefits

Identify the programme beneficiaries, specifying women, persons with disability, and men, involve women personas with disability and men equally in designing the programme. The main aim should be to change structures, harmful gender norms and relations in favour of gender equality.

Outputs and Activities

Determine the outputs and activities that are gender transformative (address the root cause of gender inequality) needed to achieve the gender transformative programme objectives and ensure that women, persons with disability and men can equitably participate in the programme.

Theory of Change

The program theory of change should take into account requirements to address the three pathways (individual, collectives, and policies) of gender transformative change and ways to engage with power structures at different levels to influence change and empower women, men, girls, and boys.

Diverse Stakeholders

Identify programme stakeholders – individuals, groups, and organisations – with the capacity to influence programme objectives and who represent the specific interests and priorities of women, persons with disability and men,

Risks and Assumptions

Identify assumptions for programme success and list the risks that may prevent achievement of the objectives. Outline actions to mitigate risks and ensure women, personas with disability and men are not exposed to harm

Monitor and Learn

Design methods to monitor and learn from programme implementation. Design gender transformative indicators and collect sex disability data on them to track changes and impacts for women, persons with disability and men.

Key Findings:**Six: Identify gaps in FTA gender equality and women empowerment programming and propose clear tangible suggestions towards strengthening gender programming**

- Of the projects reviewed, three were gender transformative, three were gender specific and two were gender neutral. Most of the projects analysed were gender sensitive, which means that FTA gender related projects consider gender norms, roles and relations for women and men and how they affect access to and control over resources.
- The projects reviewed apply interventions that consider women's and men's specific needs and intentionally target and benefit a specific group of women and youth to achieve project objectives.
- Gender interventions are currently designed based on an initial gender analysis, the intervention pathways towards effective gender mainstreaming includes identifying existing gender norms and applying approaches to address these.
- Data collected for monitoring implementation are disaggregated by sex and report templates are set to report in a sex disaggregated manner.

Recommendations:**Meso level (Institutional)**

- As a bare minimum, a gender analysis must be done to identify where gender gaps and opportunities exist.
- FTA to create gender ambassadors across the region, these ambassadors can comprise of both men and women.
- Future gender integration efforts should seek to apply gender transformative approaches to dismantle gender norms that keep women from meaningfully participating and gaining from agricultural/horticultural value chains.
- Meaningful progress in gender equality should move beyond 'sensitive' adaptation and to maximise opportunities for increased equality and empowerment, programming must take deliberate and measurable steps to respond to and transform unequal gender relations and power structures.
- Projects could be further strengthened by applying an intersectional lens that includes, age, ability, and marital status this way, projects address marginalisation/discriminatory practices that interplay at multiple levels beyond gender. (Fairtrade SPO standards recommend that FTA should identify disadvantaged/minority groups within your organization according to, for example, gender, age, income, or land area an intersectional lens would be recognising this).
- FTA to adopting standard materials that can be used to train workers both at the plantation and FTA offices. This will improve awareness.
- In recruitment and advertising for consultancy work or job, FTA should apply a gender lens that stipulates a no more than two third rule of procurement contracts to one gender, age (youth) or person with disability.
- Work with leaders of cooperatives to address norms limiting men's and women's participation (e.g., by setting gender targets of how many women are in leadership positions advancing gender progressive policy).

Micro Level (Individual)

- Women groups are important entry point spaces for improving women participation and economic empowerment.
- Applying male engagement approaches is useful, and this could be done through household dialogue approaches (or social behaviour change strategies).

The Women School of Leadership (Transformative)

Overall Gender Assessment: Gender Transformative- The project is in line with good gender practice as its interventions are informed by a baseline gender analysis. It is gender transformative as it sought to advance women's power and agency through expanding their skills—including advocacy skills, strengthening group collectives, diversifying financial access, and enhancing access and control of resources. It targets women/men power relations, structures, and norms. The approach also adapted to local contexts with bottom-up targeting and it strengthened women's empowerment and leadership to increase their involvement and decision-making power in their communities. Finally, it sought to contribute, to change social norms and improve women's living conditions and it involved men in the training. These activities were implemented, and measurement indicators were identified to monitor progress.

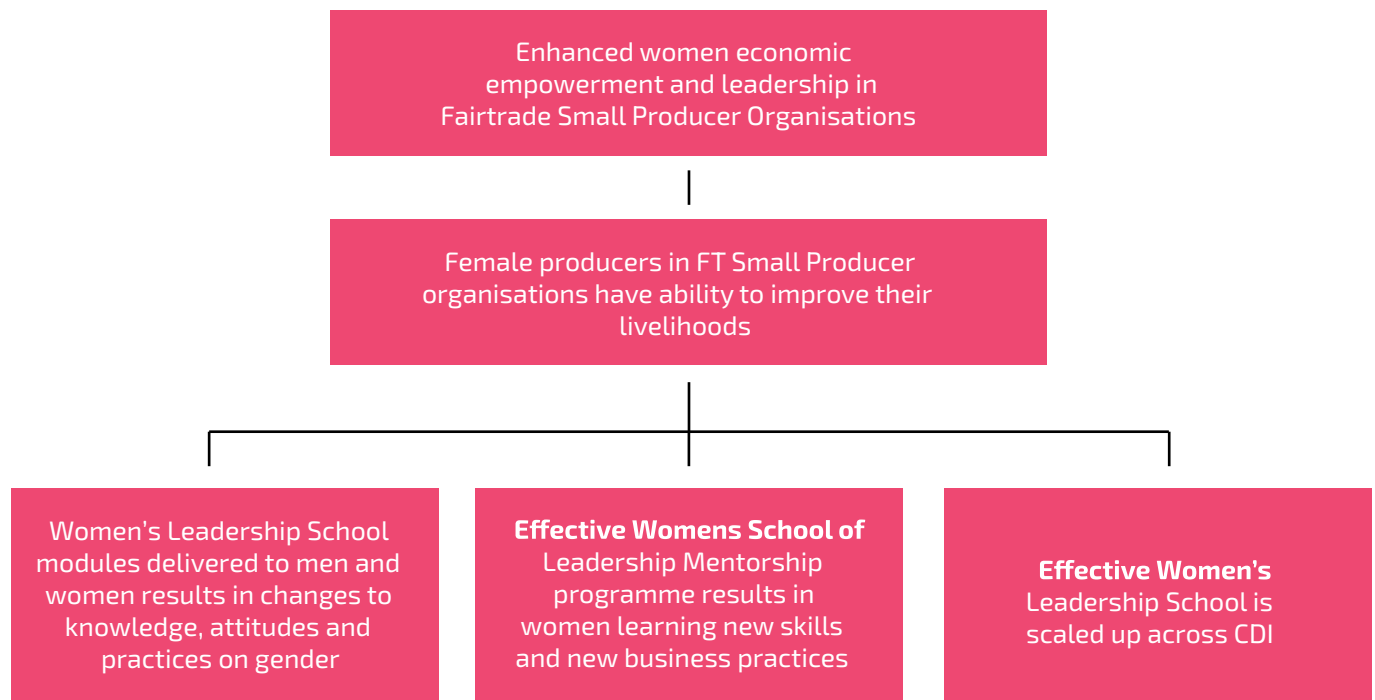
Alignment with Fairtrade Standards on Hired Labour- Regarding alignment to Fairtrade Standards on Hired Labour: during the graduation ceremony it was observed that better representation should be considered. Having the right representation in meetings and program design is a recommended requirement in the Fairtrade Standards on Hired Labour and in line with Fairtrade standards which stipulates that: "fair gender representation and fair representation of the different interest groups, for example migrant or temporary workers, is crucial to manage the Fairtrade Premium in a way that benefits all workers without discrimination. 'Fair' should be understood to mean proportional, if possible." The project was aligned to Fairtrade expectations on driving equity in the workplace by empowering marginalised women workers and young participants/next generation of farmers to attain power and agency.

Alignment with SDG standards: The project is aligned to SDG 5 since it aims to eliminate all forms of discrimination against women and undertakes interventions to give women equal rights to economic resources and access to ownership of property. It meets the following target under SDG 5: Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life. It meets the following target in part: Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws. Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws, adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels, and end all forms of discrimination against all women and girls everywhere.

Project Summary: At the beginning of the project, a baseline study was conducted in the flowers and bananas Hired labour set ups in Kenya, Ethiopia, Ghana, and Cameroon to inform gender interventions required to realize the desired outcomes for the Women School of Leadership (WSOL). The project is in line with good gender practice as its interventions are informed by a baseline gender analysis. WSOL supported marginalised women workers and young participants/next generation of farmers to attain Power and Agency through deliberately strengthening their:

- *Human capital (e.g., knowledge and skills, Leadership skills, influencing and advocacy skills, business skills).*
- *Social capital (e.g., groups, networks, alliances, partnerships, and mentorship programs).*
- *Financial capital (e.g., diversified financial base, access to loans, own savings).*
- *Physical capital and access to sustainable resources (e.g., Individual and community assets, land, water, energy, forests, productive tools).*

The project was also aligned to gender transformative approaches as it sought to advance women's power and agency through expanding their skills—including advocacy skills, strengthening group collectives, diversifying financial access, and enhancing access and control of resources. As per the chart below, the aim of the project is to strengthen women's empowerment and leadership to increase their involvement and decision-making power in their communities, and it aims to contribute, in the long term, to change social norms and improve the living conditions of women. The project applied male engagement as an approach and had men trained as ambassadors within the community. These activities were followed by measurement indicators identified to measure progress on this included: percent increase of women participating in AGM, percent of women who have more esteem and confidence in them through training and coaching, percent increase of women in governance bodies of EC cooperatives, percent increase in the share of the Fair Trade Development Grant dedicated to reducing gender inequalities resulting from the establishment of women's associations, and percent of women's



associations and economic or social initiatives put in place.

Testimonies to demonstrate positive feedback from the sessions of WSOL included: "I have been part of various trainings, but WSOL is different in terms of content and its consistency. It has empowered me to do more in the Gender Committee, I am the voice of many workers now, I wish the training can continue." The program could further strengthen its gender representation and fair representation of the different interest groups such as persons with disability, age and marital status as per the requirement for Fairtrade Standard for Hired Labour. The requirement stipulates that: "fair gender representation and fair representation of the different interest groups, for example migrant or temporary workers, is crucial to manage the Fairtrade Premium in a way that benefits all workers without discrimination. 'Fair' should be understood to mean proportional, if possible." This was also an observation that was made by a participant who observed that: there is need "for training of more workers across the flower sector as well as the inclusion of more Persons with Disability (PWDs) who form part of the workforce in the sector."

Coffee farmers in dire straits: Climate Academy

Overall Gender Assessment: Gender Specific: The project mainstreamed gender by institutionalizing it in policy and strategy, set up of gender committees and structural changes such as the amendment of respective POs constitutions to reflect the one third minimum gender composition threshold. The project interventions were informed by a gender analysis. The project also applied skill building, and awareness/sensitization interventions to improve farmers' resilience to climate shocks. It expanded opportunities to selected primary societies and women members to promote an energy switch to renewable energy through improved energy cooking stoves and diversified income stream for women and youth. The project is gender specific as it intentionally targets and benefits a specific group of women and youth to adapt well to climate change. The project is anchored on a gender analysis and aims to make it easier for women and youth to adapt specifically in the result areas three and four. It applies an intersectional lens of women and youth and this could be further strengthened by including persons with disability. It is notable that in the reporting template data on youth is also sex disaggregated. To be gender transformative, project interventions should be aimed at fostering progressive changes in power relationships/gender norms between women and men.

Alignment with Fairtrade Standards on Small Scale Producer Organisations: In terms of standards, the project is aligned to the theory of change envisions in the Fairtrade SPO standards. To this end, the project is aligned to the following intervention: providing support to small producers and workers and their organizations, with the expected output of, increased investment in small producers and workers, their organization and communities and an outcome of, improved farming performance, protection of environment and adaptation to climate change. The expected impact is enhanced gender equality and intergenerational sustainability in rural communities. Additionally, the climate academy is aligned to Fairtrade SPO standards on

Commitment to non-discrimination, gender equity and freedom of association and ensuring good working conditions through the following activity: increasing opportunities for Machakos Union, selected primary societies and women members to promote an energy switch to renewable energy. Training on social aspects included such areas as child protection and gender and this is aligned to FTA SPO standards on child labour and child protection.

Alignment with SDG standards : In terms of SDGs, the project is aligned with the following goals: SDG 5 since it aims to eliminate all forms of discrimination against women and undertakes interventions to give women equal rights to economic resources and access to ownership of property. It meets one of the SDG 5 targets of recognition and value of unpaid care and domestic work through the provision of public services, infrastructure and social protection policies, and the promotion of shared responsibility within the household and the family as nationally appropriate. By providing improved energy stoves, the project reduces the amount of time that women spend in unpaid care work and by extension, increases women's time productivity by up to 28.6 percent. Additionally, it is aligned to these targets under the same goal: ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life, Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws, and end all forms of discrimination against all women and girls everywhere.

The project goal is to increase coffee farmers' resilience to climate change and the expected outcome of the project is for smallholder coffee farmers in Kenya to experience less losses and damages caused by climate extremes such as floods and drought through participatory resilience building interventions delivered through the Fairtrade Climate Academy. Objectives of the project include:

1. Coffee SPOs improved institutional and management capacity to make decisions and take action to effectively tackle climate change.

Under this objective, the project implemented the farmer centric curriculum to strengthen the capacity of the board of management and farmers groups on key issues pertinent to climate change decision making. To this end it enhanced systems in place for gender mainstreaming (gender policies developed Knowledge and skills on handling child protection related issues 2 Gender committees in place at Kibukwo and Kabunyeria FCS. A clear focused and participatory gender mainstreaming strategy that encompasses male engagement, and capacity strengthening as some of the gaps devised.) Additionally, under this result area, a gender analysis was also conducted and with key highlights being: women's limited access to water, land, knowledge, inputs and credits, disproportionate share of unpaid care work, and women's triple burden. Results achieved in phase one included: POs amended their constitutions to include a clause on the 1/3 gender rule according to the Kenyan law. 2 POs have also had women appointed to leadership positions. The following gender related outputs were achieved from the climate academy under this result area: eight gender committees were established among all eight producer organisations and eight gender policies were developed.

2. Improved farmer's resilience to adapt to climate change through sustainable agricultural land management practices and Disaster Risk Management:

Under this result area the activities that took place included: Climate change awareness training conducted to the farmers, promoter farmers and management of Kabngetuny, Kapkiyai, Kabunyeria and Kibukwo FCS SALM menu developed for each SPO. The menu surrounds activities on coffee management, soil fertility, soil and water conservation and shade trees. 70 promoter farmers (PFs) were selected among the farmers. The PFs will be trained as Trainer of Trainers and use their farms to demonstrate the skills acquired to other farmers within the SPO. Climate change awareness training conducted to the farmers, promoter farmers and management of Kabngetuny, Kapkiyai, Kabunyeria and Kibukwo FCS. A Sustainable Agriculture Land Management (SALM) menu was developed for each SPO. The menu included activities on coffee management, soil fertility, soil and water conservation and shaded trees. 70 promoter farmers (PFs) were selected among the farmers. The PFs will be trained as Trainer of Trainers and use their farms to demonstrate the skills acquired to other farmers within the SPO.

3. Increased opportunities for Machakos Union, selected primary societies and women members to promote an energy switch to renewable energy.

Some of the activities implemented under this result area include: 1000 improved energy cook-stoves were delivered to Kibukwo and Kabunyeria FCS. The cook-stoves have thermal efficiency of about 60percent and can use briquettes, charcoal and firewood fuel. 1000kg of briquettes were delivered to Kibukwo and Kabunyeria FCS. The briquettes will be issued as a revolved fund for sustainability. The briquettes are made from organic waste and their use will help reduce the over dependency on firewood hence conserving trees.

4. Increased opportunities for households of smallholder coffee farmers to diversify and engage in alternative income generating activities.

Some of the activities included: 10 youths from Kapkiyai and Kabnetuny FCS were trained on quality control. 2 youths, each from Kapkiyai and Kabnetuny FCS were trained on marketing and business management. Coffee brands and packaging artwork was developed and a marketing and communication Strategy for the Zawadi coffee was accompanied by licensing for the use of Fairtrade logo and 15 PO leaders including three women members of Specialty Zawadi coffee Ltd participated in five market expos in Kenya, Uganda and Rwanda.

Workers' rights pilot: workers' rights; flowers, bananas, tea, grapes

Overall Gender Assessment: Gender Transformative. The project interventions are anchored in a gender analysis and its approach is centered around development of training material and curriculum for workers on gender awareness and mainstreaming. The project is gender transformative as it sought to address policy and practice on living wage, it is strengthening group collectives in workers' unions through activities like convening of stakeholder dialogue with value chain actors on moving towards a living wage strategy and it sought to incorporate local knowledge through partnerships with local producers and traders. This intervention is as gender transformative as it is sustainable.

Alignment with Fairtrade Standards on Hired Labour- The project is in line with the intent of this section is that workers at all levels are aware of the benefits of Fairtrade and support of workers through the strengthening of their individual skills, competencies and abilities. The project is not necessarily aligned to gender requirements in these standards as it is gender neutral. The project is also aligned to requirement 3.5.4 which stipulates, remuneration (wages and benefits) is below the living wage benchmarks as approved by Fairtrade International, ensure that real wages are increased annually to continuously close the gap with living wage. The incremental steps and timeline toward the applicable living wage are negotiated with trade union/elected worker representatives. To this end, the project seeks to address policy and practice on living wage, it is strengthening group collectives in workers' unions through activities like convening of stakeholder dialogue with value chain actors on moving towards a living wage strategy and it sought to incorporate local knowledge through partnerships with local producers and traders.

Alignment with SDG standards: The project is not necessarily aligned to gender equal goals however it is aligned to SDG which promotes decent work and economic growth. The goal aims to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all". Project interventions specifically speak to the target: By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value and, protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

Project Description: The project sought best practices to support worker empowerment to and educate and empower workers and their unions to negotiate living wages and improved conditions and build the capacity of partner unions to engage in dialogue with national and international supply chain actors. Consequently, it increased management and workers' awareness of gender and labour rights and enhances workers negotiation skills through training. On the company side, the project enhanced companies' understanding of living wage and commitment towards achieving a living wage for workers. It was implemented in Ghana (bananas), Ethiopia and Kenya (flowers), and South Africa (grapes). The overarching goal of the project goal was to: secure right to a sustainable livelihood for plantation workers in Africa, the purpose of the project was to have a solid foundation for workers' rights projects in Africa casted. Some expected results included: capacity building curriculum of agricultural workers, under this result the following activities were to be undertaken: a needs studies and gender analyses of banana and flower supply chains, design of gender approach based on the gender analyses, development of training material and curriculum for workers on gender awareness and mainstreaming. Under the result area of development of trainings for workers on trade union membership, organisational development/governance, leadership, negotiation skills and collective bargaining; the project aimed to create linkages to local trade unions and/or expert workers' rights organisations, local partners and technical expertise, establish workers' committees' capacity building scheme is established. The project sought commitment of companies to move towards living wage and to this end, it sought to conduct a living wage benchmark setting research. It was designed to be implemented to support wage growth, involving local projects and partnerships with producers and traders. The project is gender transformative as it sought to address policy and practice on living wage, it is strengthening group collectives in workers' unions through activities like convening of stakeholder dialogue with value chain actors on moving towards a living wage strategy and it sought to incorporate local knowledge through partnerships with local producers and traders. This intervention

is as gender transformative as it is sustainable.

Coffee Supply Chain in Ethiopia

Overall Gender Assessment: Gender Specific: The project pays specific attention to gender through its intersectional approach by focussing especially on youth, people with disabilities, women and poorest farmers and workers.

Alignment with Fairtrade Standards on Small Producer Organisations: The project is aligned to the theory of change intervention: Providing support to small producers & workers & their organizations following output: Increased awareness & commitment for fair & sustainable trade among citizen-consumers, business & policy-makers and corresponding respective outcome and impact: Resilient, viable & inclusive small producer businesses, and Fairness & sustainability embedded in business practices, policy & societal norms for production & consumption

Alignment with SDG standards: In terms of SDGs, the project is aligned with the following goals: SDG 5 since it aims to eliminate all forms of discrimination against women and undertakes interventions to give women equal rights to economic resources and access to ownership of property. It is aligned to the following goal: end all forms of discrimination against all women and girls everywhere.

Project Description: The project aims to improve Ethiopian coffee supply chain by enhancing farmers' agricultural productivity and strengthening organisational capacity with particular focus on human resource managerial skills. The purpose of the project is to make coffee production more economically, environmentally, and socially sustainable. The project focuses especially on youth, people with disabilities, women and poorest farmers and workers. To this end the project can be categorised as gender specific. The expected results from the project activities are the main activities to reach those. Regarding gender the project had the following activities implemented: More inclusive SPOs, enhanced capacity and empowerment of women in coffee farming, empowered youth through training on modern coffee farming and value adding activities, involving people with disabilities on coffee value chain establishing of child labour prevention and remediation plan.

Child Rights and Protection in Cocoa growing communities in Ghana

Overall Gender Assessment: Gender Neutral. The project interventions address child rights and there is no direct linkage to gender. There is no mention of interventions that address either of the sexes.

Alignment with Fairtrade Standards on Small Scale Producer Organisations – In line with Standards on child labour. Specifically, child labour and child protection Whose Intent and Scope is: To prevent labour that is damaging to children based on the content of ILO Convention 182 on the Worst Forms of Child Labour and on the content of ILO Convention 138 on Minimum Age. The project is not necessarily aligned to gender requirements in these standards as it is gender neutral.

Alignment with SDG standards: The project is not necessarily aligned to gender equal goals however it is aligned to SDG which promotes decent work and economic growth.

The project is strengthening local and national child protection systems to protect children from violence, exploitation, abuse, and neglect. The project is building strong and functional community/district-based structures embarking on child labour and child protection education. It advocates for duty-bearer organizations/institutions to roll-out programmes and policy on child labour and child protection. The project's final participants are children from 69 cocoa growing communities in the Asunafo North Municipality including 3000 girls and 3200 boys. The expected results of the project include, intensified CSO's voice and influence in child labour and child protection, child and forced labour risks assessed through the internal control systems of the cooperative unions, build viable coalition of NGOs with common interest, adopt the use of YICBMR systems to formulate a strategy to address its root causes, focusing specifically on vulnerable child groups: the children of migrant workers, orphans, disabled parents and single women. More than this the project has increased awareness of child labour and child protection in beneficiary communities and used Community Based Advocacy Teams (COMBATs) of ActionAid Ghana, to raise awareness on child rights, monitor and report cases of violations. The overall approach is gender specific and integrated as it also facilitates policy discussions and reviews on inclusion of child rights interventions in the Medium-Term Development Plans and national action plans. The approach is also sustainable as it is anchored in local institutions as the project also seeks to strengthen and integrate child rights and protection issues within the local government structure.

Protecting rights for enhanced livelihoods of workers in the value chain of bananas- Ghana

Overall Gender Assessment: Gender Specific: The project pays specific attention to gender by reducing poverty, discrimination, and violation of women to enhance quality of life. The project is gender intentional as it seeks to enhance gender equality through enhanced management and workers' awareness of gender rights, influencing and supporting actions to secure and protect gender rights, developing and providing training for workers and management on gender awareness and mainstreaming. Interventions are anchored to gender analyses.

Alignment with Fairtrade Standards on Small Scale Producer Organisations: In terms of standards, the project is aligned to the requirement of Equity in the workplace. In the case of this project, it undertakes activities to achieve equity in the workplace by specifically addressing the awareness and skills development of women as minority groups. The project gives special attention to the empowerment of women by means of adequate training, capacity building, guidance, encouragement and assistance as necessary (2.2.6).

Alignment with SDG standards: In terms of SDGs, the project is aligned with the following goals: SDG 5 since it aims to eliminate all forms of discrimination against women and undertakes interventions to give women equal rights to economic resources and access to ownership of property. It meets one of the SDG 5 targets: ensures women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life, adopts and strengthens sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels, and ends all forms of discrimination against all women and girls everywhere.

Project Description: The project promotes and protects the rights of workers within the banana value chain in Ghana. Gender equality and empowerment initiatives implemented through the support of marginalised women workers and young participants/next generation. Project's goal is to reduce poverty, discrimination, and violation of women to enhance quality of life. The purpose of the project is improved employee satisfaction on Ghana's banana plantations. The project works towards enhancing workers' wages developed towards living wage by stakeholder engagement forums for greater understanding on living wage among key stakeholders in the banana value chain. It seeks to enhance gender equality through enhanced management and workers' awareness of gender rights, influencing and supporting actions to secure and protect gender rights, developing and providing training for workers and management on gender awareness and mainstreaming. The project also facilitates peer to peer learning on different plantations and develops gender interventions designed based on the gender analyses, supports formation of gender committees, and develops interventions aimed at empowering women workers.

South African Wine Supply Chain

Overall Gender Assessment: Gender Neutral. The project interventions are targeted to all workers. There is no mention of interventions that specifically address either of the sexes (male or female). It aimed to improve the capacity of workers' representatives to support mature systems of industrial relations work collaboratively, with value chain dialogue.

Alignment with Fairtrade Standards on Hired Labour- The project is not necessarily aligned to gender requirements in these standards as it is gender neutral. It conforms to the standards laid out, for example, Fairtrade International promotes the rights of freedom of association and collective bargaining as the foundation of ensuring workers' rights and considers independent and democratic trade unions the best means for achieving this. On social development the project is in line with 2.1: Fairtrade leads to the empowerment of workers and the sustainable social and economic development of workers and their communities and 2.2: Ensure the support of workers through the strengthening of their individual skills, competencies, and abilities and 2.2.4 Training trade union/elected worker representatives.

Alignment with SDG standards : The project is not necessarily aligned to gender equal goals however it is aligned to SDG which promotes decent work and economic growth. The goal aims to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all". Project interventions specifically speak to the target: By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value and, protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment

Project Description: This project aims to make the South African wine sector more socially, economically, and environmentally sustainable. The goal of the four-year project was to improve workers' right to decent work and

livelihoods in South Africa. The project's purpose was to improve the status of workers in South African grape farms. The expected results were identified to be: improved capacity of workers' representatives to promote the realization of workers' rights, increased commitment by companies towards decent work, improved occupational and health and safety conditions on farms and more environmentally sustainable wine production. The project aimed to work collaboratively, with value chain dialogue, to develop a strategy aimed at improving wages and closing the Living Wage gap, and get healthy, motivated productive workforce for the sector. The project also sought to increase organic wine production and reduce alcohol-related harm. It improved the capacity of workers' representatives to support mature systems of industrial relations on grape farms. This model applied was for employer-worker relations whereby workers and management built a relationship based on trust, respect and regular dialogue to improve both working conditions and enable wage levels to be improved up to and including living wage levels. The project aimed to promote effective social dialogue among stakeholders who play key roles in influencing working conditions in the wine sector in South Africa.

Growing Women in Coffee' Project was a 3-year initiative 2018

Overall Gender Assessment: Gender Transformative- The project is in line with good gender practice and is gender transformative as it sought to advance women's power and agency was gender transformative as it sought to enhance women's agency by having them get access and control of coffee bushes. Access and control of income was also actualised by allowing women to open bank accounts and receive payments directly. Women's agency was also enhanced through training opportunities/ skills expansion and increased livelihood options through crop diversification and market linkages. Official registration of women's association was also a transformative approach as women's associations were formally recognised and formalised.

Alignment with Fairtrade Standards on Small Scale Producer Organisations- In terms of standards, the project is aligned to the theory of change envisions in the Fairtrade SPO standards. To this end, the project is aligned to the following intervention: Providing support to small producers and workers and their organizations. The project interventions correspond with the output in the theory of change stipulated in the Fairtrade's standards, enhanced knowledge capacity among small producers, workers and organization, increased networking, and collaboration within and beyond Fairtrade around common goals, and increased investment in small producers and workers, their organization, and communities. The corresponding outcome is enhanced influence and benefits for small producers, workers, and their communities. The corresponding impacts are, improved income, wellbeing and resilience among small producer and worker households, and enhanced gender equality and intergenerational sustainability in rural communities. The project is also in alignment with principle 4.3.3 which is Identification of disadvantaged/minority groups and stipulates that You identify disadvantaged/minority groups within your organization according to, for example, gender, age, income, or land area.

Alignment with SDG standards: The project is aligned to SDG 5 since it aims to eliminate all forms of discrimination against women and undertakes interventions to give women equal rights to economic resources and access to ownership of property. It meets the following target under SDG 5: Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life. It meets the following target in part: Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws. It meets one of the SDG 5 targets of recognition and value of unpaid care and domestic work through the provision of public services, infrastructure and social protection policies, and the promotion of shared responsibility within the household and the family as nationally appropriate. By providing improved energy stoves, the project reduces the amount of time that women spend in unpaid care work. The project was also aligned to the following targets: undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws, adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels, and end all forms of discrimination against all women and girls everywhere.

Project Summary- Fairtrade's Growing Women in Coffee project encouraged the transfer of coffee bush ownership to 150 women coffee farmers in the Kapkiyai Cooperative, enabling them to earn an independent income for the first time. A further 300 women within the Kabngetuny Cooperative, who had already benefitted from an asset-transfer programme, were to receive training on good agricultural practices with the aim of increasing the yield and quality of their coffee. They were to benefit from the construction of 'green energy' biogas units for their homes, was expected to reduce exposure to smoke and reduce the time they spend collecting firewood. Kipkelion Union, which brings together 32 cooperatives including Kapkiyai and Kabngetuny, was supported by Fairtrade Africa to develop and market a branded 'women's coffee' for sale within Kenya. The

project was implemented by Fairtrade Africa in partnership with Fairtrade Foundation (UK) and Solidaridad.

The project activities: The project sought to support grassroots effort of smallholder male coffee farmers from Kabng'etuny and Kapkiyai Coffee Cooperative Societies. These farmers committed to empower women and youth, protect the environment and ensure sustained coffee production through: Transferring of at least 50 coffee bushes by each male member from Kabng'etuny and Kapkiyai cooperative society to their daughters aged 18 years and above and wives. This created asset ownership without necessarily transferring land. The project also supported official registration of Kabng'etuny Women in Coffee Association (currently 371 women members) and Kapkiyai Women in Coffee Association (currently 250 women members) as independent legal business entities with the Government of Kenya in 2012 and 2014 respectively. Added to this, the project ensured immediate registration of the women as members of their respective cooperative societies, allowing them to open bank accounts and receive payments directly for coffee sold. The project offered training opportunities to the women on Good Agricultural Practices (GAPs) towards increasing yield and quality of coffee and other food crops they grew for more income with advanced training conducted for eight women promoter farmers. It trained women entrepreneurship skills and other income generating activities e.g. diversification into production of horticultural crops such as passion fruits and maize mill project at Kabng'etuny. It offered vocational skills training on biogas bio-digester masonry to thirty-four unemployed youth from their communities where seven of these were female i.e. two at Kabng'etuny and five at Kapkiyai. Diversifying market opportunities for women's coffee through value addition and sale of roast and ground beans at a central coffee mill called Kipkelion Union that draws together 30 other smallholder primary coffee cooperative societies targeting niche markets in Kenya. The project was gender transformative as it sought to enhance women's agency by having them get access and control of coffee bushes. Access and control of income was also actualised by allowing women to open bank accounts and receive payments directly. Women's agency was also enhanced through training opportunities/skills expansion and increased livelihood options through crop diversification and market linkages. Official registration of women's association was also a transformative approach as women's associations were formally recognised and formalised. Additionally, the project sought to enhance women's time productivity by reducing the time they spent in fetching firewood.

Pathways to gender transformative change

Building Women's Agency	Changing Relations	Transforming Structures
<p>Enhanced skill building and market linkages. Livelihood opportunities</p> <p>Increased shared decision making at household level</p> <p>Increased access and control of productive assets</p>	<p>Strengthened group membership and collective voice.</p> <p>More women in bargaining agreements (Freedom of association)</p>	<p>Convening diverse stakeholders on living wage to influence policy and practice.</p> <p>Strengthened local knowledge through partnerships with local producers and traders</p>

Building Women's Agency: The gender transformative projects worked to deliberately build women's confidence, self-esteem and aspirations. In addition to the knowledge, skills and capabilities women were linked to markets and efforts were made to expand their livelihood opportunities and by extension, their strategic choices.

Changing Relations: The gender transformative projects also sought to transform the power relations through group membership and activism, and worker negotiations

Transforming Structures: The gender transformative projects also supported the transformation of discriminatory social norms, customs, values, and exclusionary practices (all within the non-formal sphere), and laws, policies, procedures and services (in the formal sphere). This was evident in the way respective projects were designed to convene stakeholders and address structural issues such as living wage. Additionally, FTA's program design approaches strengthened local knowledge of producers and traders.

In regard to how well aligned the projects are to FTA SPO standard guidelines and FTA Hired Labour Standards: all projects were respectively aligned to these standards. For example, For FTA SPOs these were aligned with principle 4.3.3 which is Identification of disadvantaged/minority groups and stipulates that You identify disadvantaged/minority groups within your organization according to, for example, gender, age, income, or land area, and output in the theory of change stipulated in the Fairtrade's standards; enhanced knowledge capacity among small producers, workers and organization, increased networking and collaboration within and beyond Fairtrade around common goals, and increased investment in small producers and workers, their organization and communities. The corresponding outcome is enhanced influence and benefits for small producers, workers, and their communities. The corresponding impacts are, improved income, wellbeing and resilience among small producer and worker households, and enhanced gender equality and intergenerational sustainability in rural communities. Examples for FTA hired labour standards included: Fairtrade International promotes the rights of freedom of association and collective bargaining as the foundation of ensuring workers' rights and considers independent and democratic trade unions the best means for achieving this. On social development the project is in line with 2.1: Fairtrade leads to the empowerment of workers and the sustainable social and economic development of workers and their communities and 2.2: Ensure the support of workers through the strengthening of their individual skills, competencies, and abilities and 2.2.4 Training trade union/elected worker representatives.

Regarding the SDGs, the gender related projects were aligned to SDG and was specifically aligned to the following targets: a) ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life, b) recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate, c) Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws, d) adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels, and e) end all forms of discrimination against all women and girls everywhere.

Competing/Similar Organisation to FTA:

FTA is working in a highly competitive field that has many organisations with similar priorities and standards. It is critical for FTA to understand the space they are working in as well as competitors to define and create/enhance a niche for the organisation. This will in turn enhance FTA's business strategy.

Company	Differences	Similarities
IDH-The Sustainable Trade Initiative	<p>Co-funding Convene Private-Public Three focus areas: <i>Better Income</i> <i>Better Environment</i> <i>Better Jobs</i></p> <p>Key strength is convening, and quite a strong player in private/public partnerships. Relies on funding from external donors and the Dutch government. Their global coverage is not as wide as that of Fairtrade international and its affiliates.</p> <p>Focus is on sustainable trade and not necessarily fair pricing.</p>	<p>Applies sustainable practices.</p> <p>Addresses living income and living wage in the same way that Fairtrade Africa does.</p> <p>Focusses on the same products (value chains) as FTA</p>

Company	Differences	Similarities
<p>The Rainforest Alliance</p>	<p>The Rainforest Alliance does not guarantee a fair minimum price based on the old standards and the focus being more on environmental sustainability and labour issues. However, they do aim to grow farmer earnings by improving farming practices and productivity, which eventually facilitates access to high value markets.</p> <p>The Rainforest Alliance offers smaller companies a useful entry point onto the ethical market because products do not have to be 100% RA certified.</p> <p>With the option to scale up to 100%, companies have an opportunity to become more ethical in the future if they want to be, and they also get credit with consumers for attempting to be more ethical.</p> <p>Focuses on how farms and plantations in developing countries are managed, looking at the economic, social, and environmental aspects of sustainability.</p> <p>The Rainforest Alliance is moving more to creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities.</p> <p>Traction from institutional donors especially big Foundations like IKEA Foundation</p>	<p>Applies sustainable practices. RA have new standards which will focus on living wage and living income. This will be through sustainability differential and sustainability investment</p> <p>The merger with UTZ, RA using new standards will introduce social premiums paid to the farmer</p> <p>They have a focus on farmers and a number of same value chains such as tea, cocoa and coffee.</p> <p>Works towards a sustainable future, promoting thoughtful consumerism and global conscience.</p> <p>Members of ISEA</p>
<p>Alliance for responsible mining</p>	<p>Leading global expert on artisanal and small-scale mining (ASM). We work to transform the ASM sector into a socially and environmentally responsible activity, while improving the quality of life of artisanal miners, their families and communities.</p> <p>Work to empower artisanal and small-scale miners, their organization and the adoption of good practices, promoting favorable environments for the inclusion of artisanal and small-scale miners in the formal economy. We create voluntary standard systems for production and trade and support the creation of responsible supply chains.</p>	<p>Sustainable approach to enhance inclusion and improve local communities.</p>

Company	Differences	Similarities
Biodegradable Product Institute	<p>Provide technically and scientifically credible certifications for materials that biodegrade in biologically active environments.</p> <p>Drive awareness and understanding of composting systems that include certified products, in the context of the circular economy and diversion of organics from landfill.</p> <p>Expand opportunities and access for systems that accept and process certified products in the context of zero waste.</p>	<p>Applies sustainable practices.</p> <p>Offers certification to companies</p> <p>Applies minimum standards to be adhered to.</p>
BSR	<p>BSR is a team of sustainable business experts that works with its global network of more than 250 member companies to build a just and sustainable world. They provide insight, advice, and collaborative initiatives to create long-term business value, and scale impact.</p> <p>BSR works to mainstream sustainable business practices in the global economy by promoting business transformation and powerful collaborations that take progress to scale. The role of business is to create and deliver products and services in a way that treats people fairly, meets peoples' needs and aspirations within the boundaries of our planet, and encourages market and policy frameworks that enable a sustainable future. BSR's role is to provide insights which help business leaders see a changing world more clearly, advice to create long-term strategic value, and collaborations that scale impact.</p> <p>They consult, collaborate and do research.</p>	<p>Applies sustainable practices</p> <p>Gender is a critical component in the business strategy</p>
Ethical Trading Initiative	<p>The Ethical Trading Initiative (ETI) is an alliance of companies, trade unions and voluntary organisations that share a commitment to improved working conditions throughout the supply chains. The focus is more on labour issues. They promote freedom of association, collective bargaining and stronger labour movements</p>	<p>Working conditions are conducive including health and safety</p> <p>Living and minimum wage income</p> <p>Advocates against child labour</p>
Ethical Tea Partnership (ETP)	<p>The Ethical Tea Partnership (ETP) is a not-for-profit organization that convenes the tea industry, development partners, NGOs and governments to improve the lives of tea workers, farmers and the environment in which they live and work. It has brought together. Although it is not a certification body it brings together a number of buyers, retail chains that are members of FTA to promote better incomes, empowering women and environment</p>	<p>Coordinating a Coalition on tea to talk about living wage and income</p> <p>Heavily works in a tea, a key product that FTA certifies</p> <p>Gender is a key focus</p>

Recommendation

We recommend that FTA does an elaborate competitive analysis that will give in-depth and valuable information to identify competitors, evaluate their strategies to determine strengths and weaknesses relative to FTA's brand. This would further assist FTA to develop a competitive business and marketing plan. The analysis will generate relevant information on current and projected market share. In addition, this analysis would support defining new product markets that offer opportunities for FTA; set strategic priorities; examine consumer preferences and; forecast future trends and new product markets.

Key Recommendations.

The study makes key recommendations across the levels that were analyzed. At the micro level, FTA through its programmatic approaches can foster more gender transformative approaches. This means designing programs that build the agency of women and marginalized persons such as persons with disability. It also unpacks ways that programs can be designed to be gender transformative.

Recommendations at the meso level are made both for internal structures and policies for FTA and that of producer organizations. To this end, FTA can continue to influence adoption of standards that foster gender equality and women's empowerment. It can do this by specifically advancing programs that promote zero tolerance to sexual harassment and gender-based violence, adoption of minimum living wage for women and men, and recognition, reduction, and redistribution of women's disproportionate share of unpaid care work. Internally, FTA can further strengthen its policies and structures for gender equality and women's empowerment by drawing its own gender strategy to frame and guide its program design and its internal structure. Regarding staff capacity, FTA can further strengthen awareness and staff capacity as per the recommendations in the report. Since gender equality and women's empowerment cannot be achieved by a singular organisation, FTA can leverage different synergies from different strategic partners. The strategic allies that FTA can work with to strengthen its gender approach include, private sector, government bodies such as justice and police department, labour, gender, and children, as well as other INGOs and local partners including local women's rights organisations. These partnerships are useful for influencing the enabling environment at the macro level discussed below.

At the macro level, which focused on the broader policy framework (policies, Fairtrade standards and SDGs), the study examined how FTA programs and gender interventions were aligned to Fairtrade standards and SDG goals. FTA policies and programs are well aligned with Fairtrade standards and SDG goals. The study recommends that FTA creates an enabling environment by convening strategic stakeholders/partners and advocating for adoption of minimum living wage, recognition, reduction and redistribution of unpaid care work on women and girls, zero tolerance to sexual harassment and gender-based violence. Additionally, FTA can leverage its regional (FTA has considerable footprint in Africa) positioning to influence and advocate to diverse stakeholders on reducing the gender pay gap and more broadly to influence on progressive policy and practice for gender equality and women's empowerment. Additionally, at this level FTA can strengthen local institutions in gender equality and women's empowerment initiatives through, supporting structural changes to accommodate more women in leadership spaces, institutionalising gender equality and women's empowerment initiatives in company service delivery processes. FTA can further formulate strategic partnerships to work with leaders of cooperatives to address norms limiting men's and women's participation (e.g., by setting gender targets of how many women are in leadership positions advancing gender progressive policy). The risk of not applying gender transformative approaches means that sustainable outcomes are not secure because the power imbalances embedded in gender inequality over a period, negate short term programmatic on institutional gains.



6.0

CONCLUSION

Agnes Chebii, Chairperson of Gender Committee at Karen Roses Flower farm, Kenya

Findings from the literature review of the gender country profiles demonstrated that the contexts at the macro level that FTA operate in are structured in a patriarchal system. The gender analysis found that this also applies in the meso (institutional) and micro (smallholder) contexts that FTA operates in. In all countries gender equality and women's empowerment are anchored on international and regional frameworks, protocols and treaties that advance gender equality and women's empowerment. At national level, the respective country's national frameworks also advance gender progressive agenda. Literature shows that despite these gains, gender inequality persists, and women's empowerment remains marginal. This marginalization was evident in the respective value chains and contexts that FTA works in. Gender inequality and women's disempowerment still manifests in precarious working conditions. Women work in conditions that offer them little to no safety nets in the event of shocks, their contracts are temporary and much of this work pays little. Further to this, they are clustered at the lower ends of value chains-meaning they obtain the least value capture. Their work conditions are often poor, with extremely long hours added on to the usual female responsibility for unpaid care work. These challenges cut across all the value chains/products under this study.

Notably, FTA has worked with producer organisations and has made commendable progress in advancing gender equality and women's empowerment. In these organisations, FTA has contributed to institutionalisation of gender equality and women's empowerment initiatives. The committees formed with support from FTA have been influential and could be pivotal in the next strategic agenda for FTA. Additionally, testimonies from personnel in producer organisations indicated that there is increased awareness on inclusive workspaces and establishment of enabling norms. FTA is also walking this talk as a gender intentional organisation, because women at FTA are also part of leadership and senior positions in the organisation. Internally, FTA has sound policy on gender equality and women's empowerment as demonstrated by staff who have full confidence that they can progress in the organisation their sex notwithstanding.

The study made recommendations based on the gender gaps that were identified in the study. While FTA can apply gender sensitive approaches, the study defined specific gender transformative approaches to apply. Consequently, at these levels the following gender transformative approaches were proposed. At the micro level- Micro level emphasis has been placed on sensitization of women about their rights, body autonomy, reproductive health issues and sexually transmitted diseases. Building the agency of women and marginalised persons and fostering their leadership and decision making are considered as some gender transformative interventions at this level. At the meso level, focus is on fostering dignity & voice for small producers & workers at local, national & global levels-this would tie in well with efforts to foster gender transformative programming (the individual pathway). At this level, FTA can work with leaders of cooperatives to address norms limiting men's and women's participation. At the macro level, efforts to foster gender transformative change can be obtained from institutionalising market linkages for certified buyers for farmers to get a good price.



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