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Introduction to Gender Equality & Testing





Canada

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Housekeeping

- Recording will be available on FIT website
- Please submit questions in the Q&A (in English or French)
- Choose your preferred presentation language (EN/FR) using “Interpretation” button → A black rectangular button with a white globe icon and the word "Interpretation" in white text below it.
- Download French ppt from chat if needed
- Please complete the feedback survey to help us improve!



Sarah Harrison



Sarah is an international gender equality specialist with over 15 years of experience mainstreaming gender equality with specialties in innovation, inclusive market systems, and women's economic empowerment.



Session Objectives

To enhance our understanding about:

1. Gender
2. Gender equality
3. The importance of gender equality
4. FIT case study example
5. FIT gender equality resources





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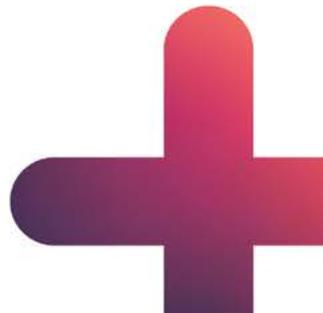
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What is Gender?

Sex

- **Sex** refers to the biological attributes in humans (and animals).
- It is primarily associated with the physical features, chromosomes, gene expression, hormones and anatomy.

Sex and gender are different concepts that are often used interchangeably.



Gender

- **Gender** refers to the socially constructed roles, behaviors, expressions and identities of girls, women, boys, men, and gender diverse people.
- Gender influences how people perceive themselves and each other, and how they act and interact.
- Gender is dynamic, exists along a continuum and can change over time.



Examples

Sex (Biological Attributes)

- Women have babies
- Men's veins tend to be larger than women's

Gender (Socially Constructed Roles)

- Women should do housework
- Men are better at math



Intersectionality

- **Intersectionality** is a framework for conceptualizing a person as affected by a few discriminations or disadvantages.
- It considers people's overlapping identities: race, ethnicity, class, gender identity, sexual orientation, religion, age and mental or physical disability.



Ultimately, it is your understanding of gender that will be integrated throughout your innovative solution's design and testing framework in order to ensure your innovative solution will achieve its intended results.





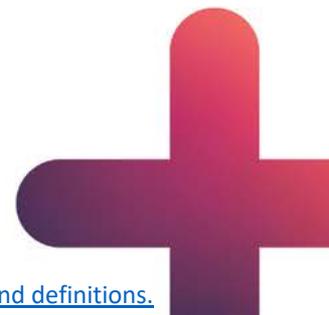
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What is Gender Equality?

Gender Equality

- **Gender equality** refers to the equal rights, responsibilities, and opportunities of women and men and girls and boys, and all genders.
- Gender equality implies that the interests, needs and priorities of both women and men (and all genders) are taken into consideration.



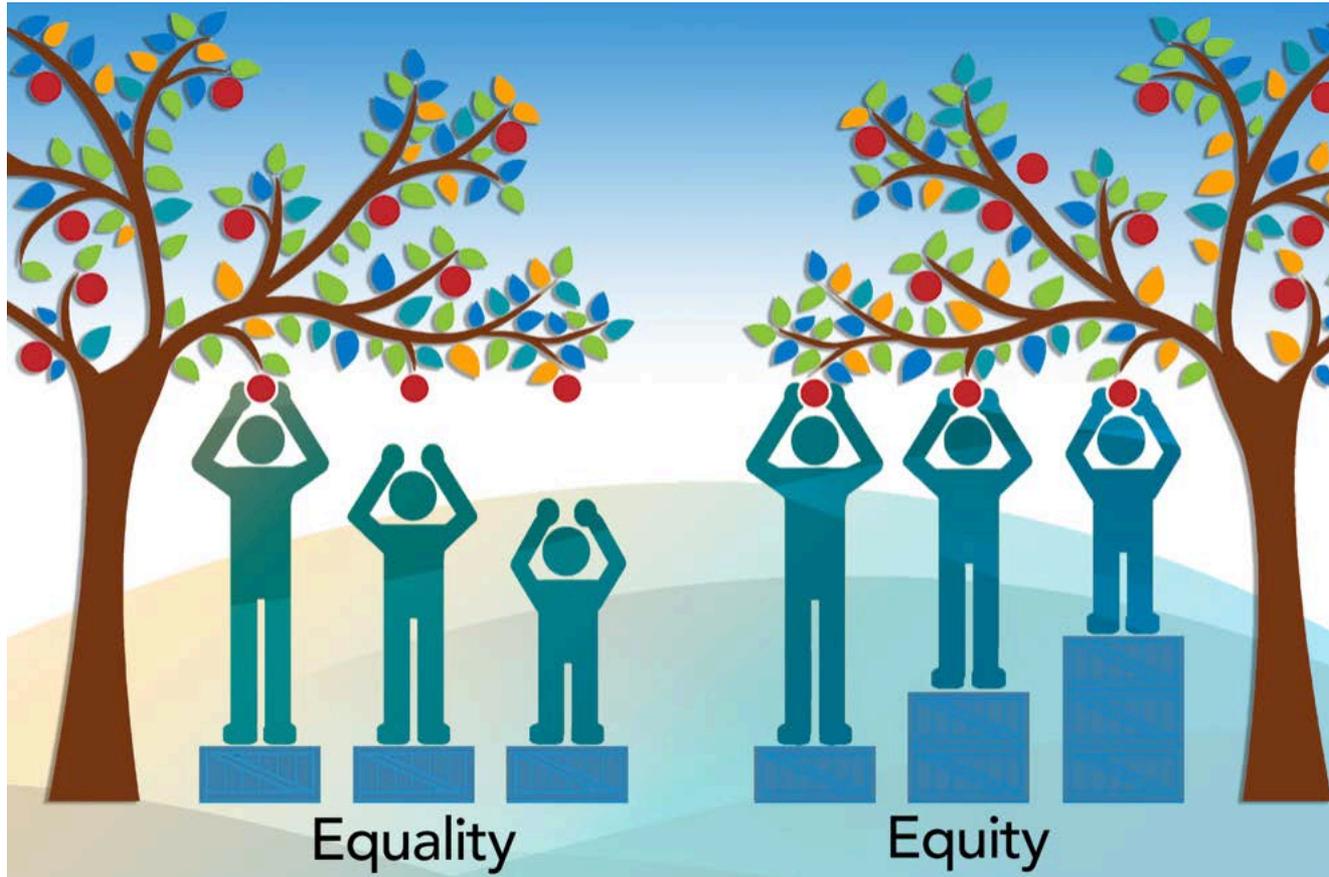
Gender Equity

- **Gender equity** is the process of being fair to women and men (and all genders).
- To ensure fairness, strategies and measures must often be available to compensate for (women's or other vulnerable groups) historical and social disadvantages that prevent people from operating on a level playing field.

Equity leads to equality!



Equity Versus Equality





Women's Empowerment

- **Women's empowerment** is a process by which women gain power and control over their own lives and acquire the ability to make strategic choices.
- The empowerment of women and girls is shaped by agency, resources, and structures.

It is important to ensure that everyone's needs and priorities, particularly women and girls, have been considered throughout your innovative solution's design and testing framework.





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Why is Gender Equality Important?



The Importance of Gender Equality

1. Human rights
2. Sustainable development and social progress
3. Long-term economic growth



Sustainable Development Goals (SDGs)

- Adopted by the United Nations in 2015
- 17 Sustainable Development Goals (SDGs)
- SDGs span end of poverty, inequality and violence against women, improving health and education and climate change.

Canadian Feminist International Assistance Policy (FIAP)

- Primary objective of the policy is to contribute to global efforts to eradicate poverty around the world.
- Six action areas:
 - Gender equality and the empowerment of women
 - Human dignity
 - Growth that works for everyone
 - Environment and climate action
 - Inclusive governance
 - Peace and security



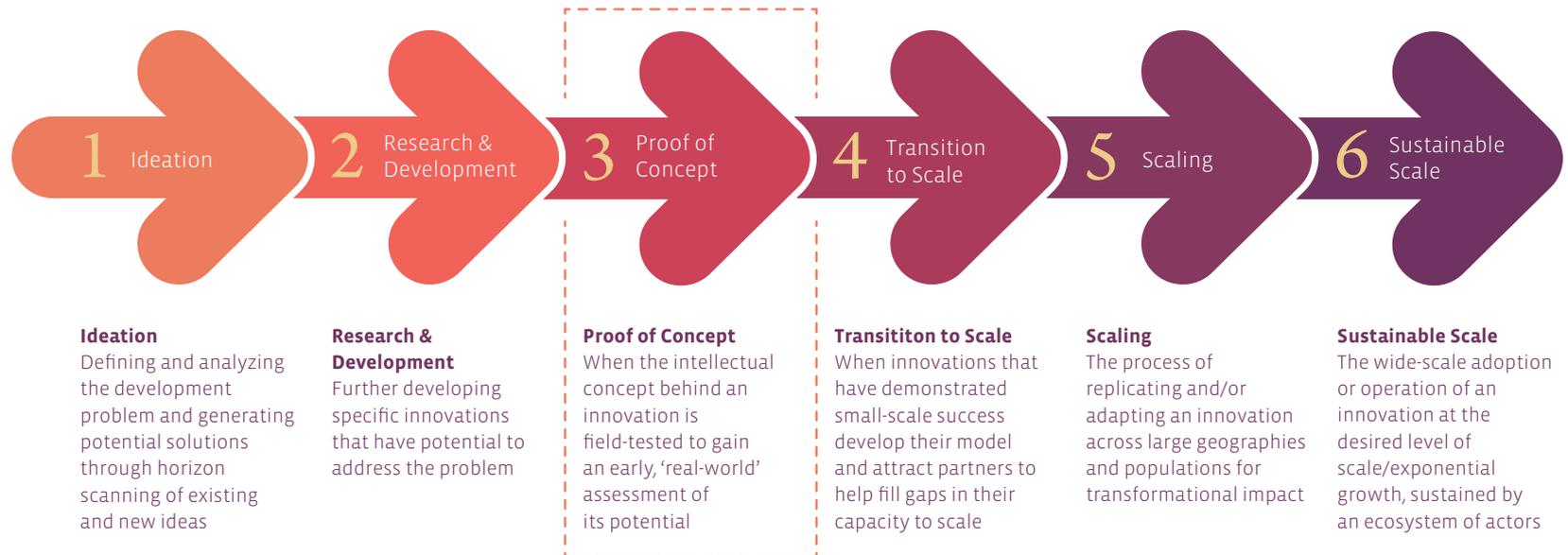
“By eliminating barriers to equality and helping to create better opportunities, women and girls can be powerful agents of change and improve their own lives and those of their families, communities and countries. This is a powerful way to reduce poverty for everyone.”



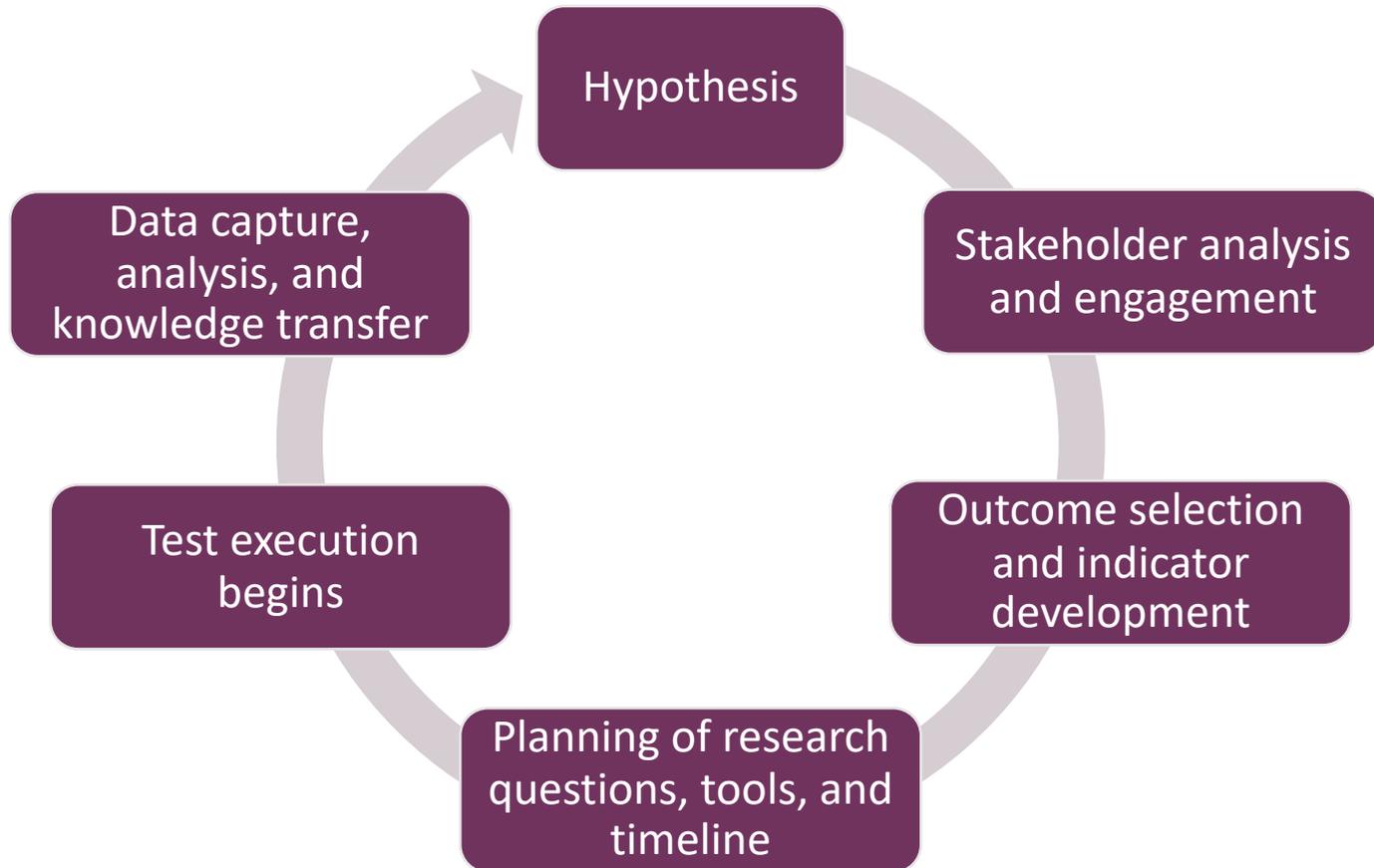
A Quick Note...

The six stages of scaling identified by IDIA

(Source: Insights on Scaling Innovation, IDIA 2017)



Testing Framework





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Why is Gender Equality Important for Testing?

The Importance of Gender Equality for Testing

1. Differences in roles require different approaches
2. Innovative solutions can impact women and men (and all genders) differently
3. Power dynamics can positively *or* negatively affect testing results
4. Other identity can also play a role into the success or failure of testing





Expected Benefits

- Improved effectiveness
- Gender sensitive testing framework
- Gender responsive (or transformative) innovative solution with more sustainable and gender responsive results)
- Equal participation and contribution
- Genuine opportunities that advance gender equality

Potential Risks

- Ineffective (or gender blind) innovative solution
- Difficult (or impossible) to advance gender equality
- Ineffectual innovative solution testing
- Unequal access to products or services
- Innovative solution that is unresponsive to women's or other vulnerable population's needs



It is difficult, if not impossible, to test an innovative solution that advances gender equality or empowers women and girls, without considering the influence of gender equality in both the design and testing of the innovative solution and its testing framework.

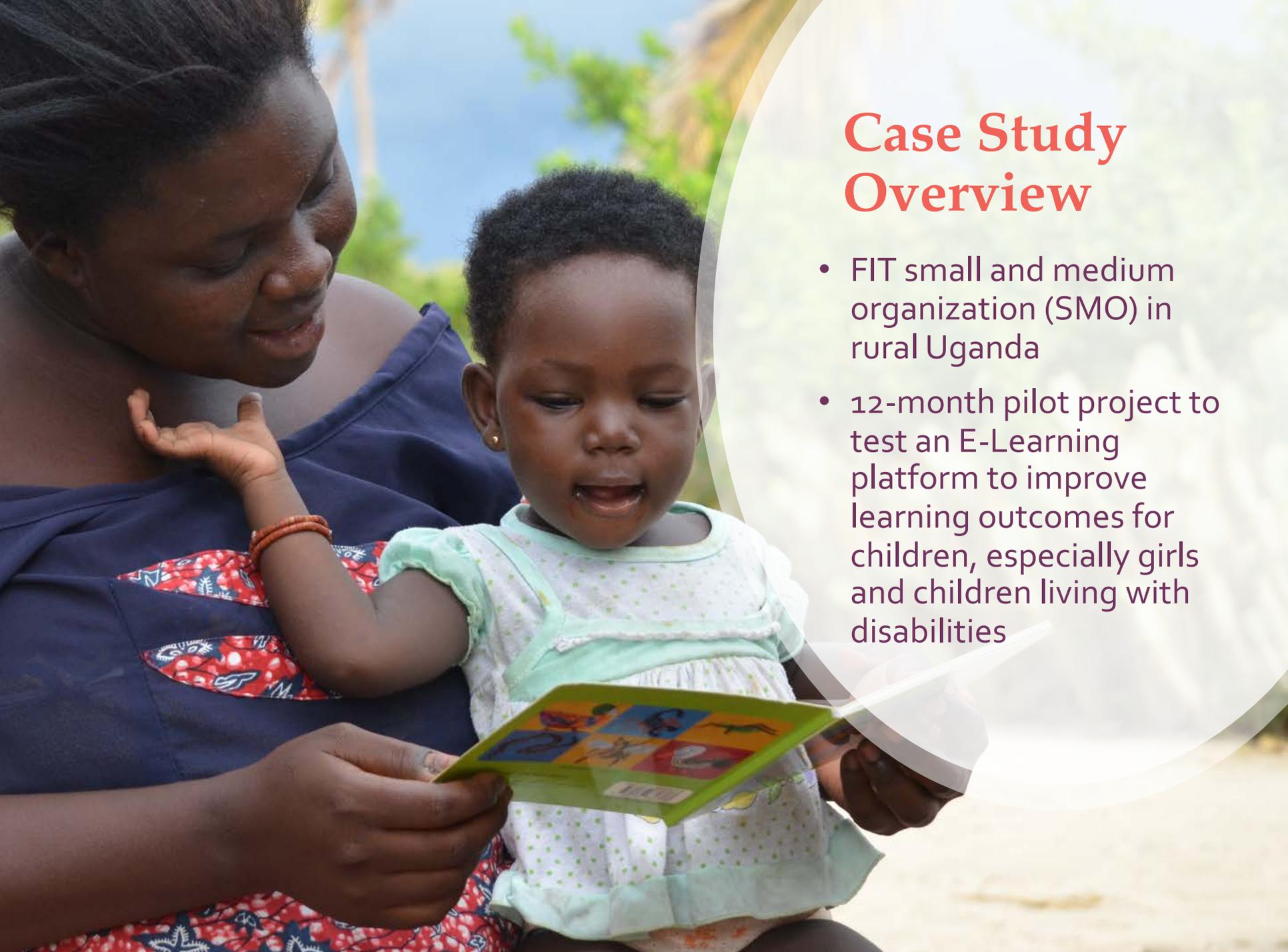




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FIT Case Study Example



Case Study Overview

- FIT small and medium organization (SMO) in rural Uganda
- 12-month pilot project to test an E-Learning platform to improve learning outcomes for children, especially girls and children living with disabilities

Approach

- Gender analysis
- Gender sensitive baseline data
- Mainstreamed gender equality and specifically, girls' rights considerations across all interventions
- Gender equality advisor





Gender Equality Strategies

- Field researchers and Education Assistants will be a minimum of 50% female
- Engaging parents and community members
- Ensure participation to testing activities
- Gender equality capacity building
- Ensuring E-Learning Labs are a safe space

Gender Equality Outcomes

- 1. Increased safe and equitable access** to inclusive, gender sensitive, quality, educational opportunities by young women and girls, including children living with disabilities, through self-directed e-learning
- 2. Improved quality** of inclusive education for primary students, especially girls and those living with disabilities, through the use of innovative, technology-facilitated, self-directed e-learning



Gender Sensitive Monitoring & Evaluation

- Baseline and Endline incorporated gender
- Disaggregated data by sex, age, and disability
- Gender equality indicators for girls such as self-esteem
- Methods included focus group discussions that address gender barriers



Benefits

- Creation of a safe environment
- Increased mutual respect
- Gender sensitive data collection with clear progress toward gender outcomes
- Increased knowledge and understanding
- Equitable access of e-learning tablets
- Equitable access to a broad range of information





Lessons Learned

- Potential to reinforce gender inequalities in the local context
- Improved achievement of gender equality outcomes
- Gender equality advisor



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FIT Gender Equality Resources



FIT Gender Resources

There are three key tools available on FIT's website:

1. FIT Gender Equality and Testing Business Case
2. FIT Rapid Gender Scan for the Social Innovation Space
3. FIT Gender Equality Strategy for the Social Innovation Space

Summary Points

- Different from sex, gender is about socially constructed roles and responsibilities.
- Gender equality refers to the equal rights, responsibilities, and opportunities for women, men, girls, boys, and all genders.
- It is important to ensure that everyone's needs, particularly women's and girl's, have been considered throughout your innovative solution's design and testing framework.
- Utilize FIT's gender equality resources in order to develop a gender sensitive testing framework and more gender responsive/transformational innovative solution.





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Questions?

Gender Equality & Testing Q&A

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- Check out our website (www.fit-fit.ca) for more resources and to sign up for program updates
- Follow us on Twitter ([@fit_fit_ca](https://twitter.com/@fit_fit_ca)), [Facebook](#) and [LinkedIn](#)
- Next event:
 - ✓ Micro-learning 2 : Rapid Gender Scan (Dec 2nd, 2020)

***Don't forget to complete the survey!**





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Thank You!