

## BEHAVIOR CHANGE PERSPECTIVES ON GENDER AND VALUE CHAIN DEVELOPMENT

**Pathway Component:** women's empowerment; agricultural income; food production; processing & storage

**Search Category:** agricultural production; gender & women's empowerment; value chains & market systems

**Date of Design:** 2011

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**URL:** <http://www.microlinks.org/library/field-report-11-behavior-change-perspectives-gender-and-value-chain-development-tools-research>

### CONTENT SUMMARY

**Brief Description:** The five tools presented in this report are designed to study how gender affects three categories of behavior related to upgrading: money management, business practices, and value chain relationships. Upgrading involves innovations or investments within a value chain that respond to changing market conditions and new market opportunities to maintain the competitiveness of that value chain. Analyzing the current behaviors of men and women offers a window for identifying gender-based constraints to upgrading, and approaches to promoting upgrading activities that are inclusive of and benefit both men and women.

**Uses:** This tool helps users to better understand how gender conditions, behaviors, and practices (and ultimately the overall dynamics of value chains) can help practitioners to:

- Identify interventions that are more tailored to women's needs.
- Reduce the risks for women participating in the value chains.
- Improve the overall functioning, growth, and competitiveness of value chains.

**Tool Components:** The report contains five tools:

1. Focus Group Discussion Guide: Gendered Roles and Responsibilities in a Value Chain
2. Focus Group Discussion Guide: Examining Value Chain Relationships
3. Individual Interview Guide
4. Research Plan Outline and Example
5. Facilitation Guide for Consultative Workshops with Field Partners (with example)

### OPERATIONS

**Number of Staff Required:** Not specified; the example provided in the report requires two primary researchers who are supported by logistics staff and translators in each country.

**Time:** This will vary depending on the scope of the research. The example research plan provided included two weeks per country for data collection.

**Cost of Assessment:** The budget will vary; the report provides some example line items for the local budget, including logistics coordinator honorarium, translator fees, transport costs, and snacks for focus group discussion participants.

**Training:** Not specified; one or two experienced researchers could likely use these tools without training.

**Geographic Targeting:** The value chain selected for analysis will define the geographic areas included in the research.

**Type of Data Collection:** The tools use focus group discussions and individual interviews.

**Degree of Technical Difficulty:** The five tools provided are detailed and clearly explained. Staff members with prior qualitative assessment experience will likely find this guide easy to follow.

**Complements other Resources:** These tools focus on gathering qualitative data. Quantitative data on related topics could be a useful complement.