

Gender impact assessment guide

Best practices and indicators to monitor and assess impact of gender transformative activities

Farmer facing organizations and grantmakers and investors can use this guide to learn how to organize and analyse data on the socio-economic impacts of their activities on women smallholder farmers. This guide and the accompanying template is meant to be customisable and buildable by the organizations using it and the sections are meant to be a guiding framework for assessment rather than mandatory sections to fill. The template has been adapted from the current work in the space by GIIN and Impact Management Project.

This tool provides an overview of a framework to monitor and evaluate impact, and sample and non-exhaustive questions and indicators to measure impact.

This tool is best used with other tools which provide complementary details and information such as persona profiles of customers ([access here](#)), journey maps of clients ([access here](#)), sex disaggregated data collection tools ([access here](#)) and gender integration guide ([access here](#)).

Directions to use the gender impact assessment guide:

1. Go through the impact assessment framework and sample indicators and questions to familiarise yourself with the key types of data and information required to measure and evaluate impact.
2. Collect data on the indicators that are best suited for your organization. It is key that such data is collected through the lifecycle of a product or service and is also collected periodically to evaluate the changes in impact.
3. Evaluate your organization's (or key business activities') impact based on the criteria and map what your current impact looks like versus an ideal impact score.
4. Based on the above evaluation, determine which are the areas where you can continue to drive greater impact or channel additional resources.
5. At the end of the tool we have provided a glossary of some commonly used terms which will aid in better understanding of some of the language.



Primary audience: Funders,
Gender transformative



Tool type
Guide



Personnel
Department heads, impact
assessment expert



Duration
6-8 hours

GOALS

(1) Understand how to codify the impacts of your gender transformative approaches.

REQUIREMENTS

(1) Utilizing this tool will require availability of accurate and complete data and information on business activities.

(2) Availability of an impact lead or expert is advised.

(3) Availability of a gender advisor or expert will be beneficial.

(4) If there are terms which are unclear we suggest referring to [Gender concepts glossary](#) tool or consult your Gender Advisor if you have one.

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FRAMEWORK AND SAMPLE INDICATORS TO MONITOR AND EVALUATE IMPACT

Below framework provide a guide on how organizations can think about monitoring and evaluating impact on women smallholders. There are also specific sample questions for each category that organizations should aim to answer during their journey to monitor and evaluate impact.

WHAT : *What is(are) the impact goal(s) of the organization / project / product or service line?*

- Support (women) smallholder farmers increase yields through good agriculture practices
- Support (women) smallholders to become more climate resilient
- Support increased financial inclusion of (women) smallholder farmers
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WHO : *Who are the primary and secondary beneficiaries?*

- Rural smallholders in East Africa
- Women smallholder farmers in Kenya
- Older women smallholders in East Africa
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IMPACT : *What are the indicators to measure scale and depth of impact at an aggregate and intra-household level?*

- Number of unique (women) smallholder farmers reporting changes (increase / decrease) in agriculture yields
- Number of unique (women) smallholder farmers reporting increased access to training and rural advisory services
- Number of unique (women) smallholder farmers reporting an increase in the approval and redemption of agriculture credit products
- Number and percentage of women smallholder farmers reporting an increase in decision-making power over credit and financial decisions
- Number and percentage of women smallholder farmers participating in farming associations
- Number and percentage of women smallholder farmers who are members of informal or formal farming groups
- Percentage increase in (women) smallholder farmers access and ownership to productive resources (e.g., land, machinery, irrigation facilities, etc.)
- Number and percentage of (women) smallholder farmers using mobile phones to access and adopt agriculture innovations
- Number and percentage of (women) smallholder farmers reporting increased financial independence
- Number and percentage of (women) smallholder farmers reporting making their own decisions when it comes to purchasing inputs or other financial outlay
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ADDITIONALITY : *Would the contribution to impact have happened either way, without the intervention?*

- Counterfactual depth of impact which would have happened anyway due to broader market or social system evolution
- Evidence from other organizations (competitors) who are already performing similar activities with similar target customer segments
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RISKS : *What is the likelihood and scale of risk of impact being different that expected or intended?*

- Probability that activities are not delivered as planned and thus do not have the desired outcome (execution risk)
- Probability that needs and expectations of stakeholders are not accounted or misrepresented (stakeholder risk)
- Probability that impact is not in lockstep with the enterprise business model (alignment risk)
- Probability that positive impact does not endure (drop off risk)
- Probably that the activities might create some gender-related backlash or violence within the community or households
- Probability that assets might be lost from women if they become too valuable
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COMMON DATA COLLECTION METHODS

Below are some of the common ways to collect qualitative and quantitative sex disaggregated data to do impact assessments:

- **Company data** - use sex disaggregated data collected by the organization during core business activities to understand the gender composition and orientation of internal organization and business activities
- **Focus group discussions** - discussions of target beneficiaries or other key stakeholders in a moderated environment
- **In-person surveys** - one on one interviews with stakeholders to allow for exploring more complex questions
- **Mobile surveys** - SMS or IVR short surveys
- **Diaries / journals / log keeping** - records of activities of target stakeholders / beneficiaries or other key stakeholders over time to understand the changes in behaviour and impact

While collecting data through any of the above methods, it is key to be aware of inherent gender biases in various data collection methods, some examples of which are mentioned below.

- **Company data** - some companies may not have complete or accurate sex disaggregated data or there might be potential bias in the way the data was collected in the first place
- **Focus group discussions** - if men's and women's value are not equally valued in a community then in a mixed gender group discussion women may be hesitant to voice opinions and there might be a need to have separate group discussions for men and women participants
- **In-person surveys** - due to time poverty, women respondents may not be able to devote as much time and attention as needed for in person surveys.
- **Mobile surveys** - women may lack ownership of devices or may not be able to use them as much as men and thus may not be able to respond to surveys through devices

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FRAMEWORK TO ASSESS IMPACT

For each of the categories and questions mentioned previously, organizations should reflect on they would score towards achieving high impact and then assess their top level impact. Based on this evaluation an organization will be able to map which are the areas they need to channel more efforts towards to reach a high score. An ideal score will be 'High' across all categories.

As this is an internal assessment of an organization, we recommend following the rubric as honestly as possible to accurately understand where impact can be created.

CATEGORY and CRITERIA	IMPACT SCORE		
WHAT: Clear articulation of impact goals and theory of change	HIGH (<i>very clear articulation and understanding of impact goals and theory of change</i>)	MEDIUM (<i>there is some high level articulation of the impact goals but the clarity can be improved</i>)	LOW (<i>no clear articulation and understanding of impact goals and theory of change</i>)
WHO: Clear understanding of beneficiaries	HIGH (<i>clear identification and understanding of beneficiary profiles</i>)	MEDIUM (<i>identification of beneficiaries but insufficient understanding of profiles</i>)	LOW (<i>no identification or understanding of beneficiary profiles</i>)
IMPACT: Evidence of outcomes	HIGH (<i>exhaustive monitoring of impact metrics to measure breadth and depth of impact</i>)	MEDIUM (<i>insufficient monitoring of impact metrics to measure breadth and depth of impact</i>)	LOW (<i>no monitoring of impact metrics to measure breadth and depth of impact</i>)
ADDITIONALITY: Evidence of contribution	HIGH (<i>the level of socio-economic impact would not have happened without the current intervention</i>)	MEDIUM (<i>the level of socio-economic impact would have happened but has been speedened due to the current intervention</i>)	LOW (<i>the level of socio-economic impact would have happened any way due to market evolution and policy changes</i>)
RISKS: Clear understanding of risks and mitigation plans	HIGH (<i>clear understanding of risks and presence of mitigation plans</i>)	MEDIUM (<i>understanding of risks but no presence of mitigation plans</i>)	LOW (<i>no understanding of risks or presence of mitigation plans</i>)

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RELEVANT GLOSSARY

As you work through this tool, you may have come across terms that are unfamiliar or confusing. Below is a list of some terms, knowing which would aid in better understanding of the tool. If there still are terms that you do not understand, it is recommended to refer to the [Gender Glossary](#) and other linked sources or consult with your Gender Advisor (if your organization has one).

Advisory and information services refers to digitally delivered information on topics such as agronomic best practices, pests and diseases, market prices, farming techniques that are tailored to specific farmer segments and that enable farmers to make informed decisions that maximise their agricultural output. Increasing access to advisory and information services for women farmers increases their productivity.

Gender analysis refers to the critical examination of the differences between men and women, boys and girls, in their access to and control of resources, their roles and responsibilities, and the constraints they face in a given situation or context relative to each other. For instance, an assessment of the differences in access to and control of digital agricultural solutions between women and men smallholder farmers.

Gender bias refers to the conscious or unconscious, explicit or implicit prejudiced actions or thoughts that could lead to unfair treatment of people based on their perceived gender. For instance, male farm laborers hired by women farm owners are likely to be less hardworking and reliable due to the lower perceived strictness of women.

Gender lens refers to a perspective that aims to identify and understand gendered power differences and biases among different groups in economic, social and legal contexts by analysing the relationship between different gendered groups, their access to resources and opportunities, and the constraints they face relative to each other.

Sex disaggregated data refers to quantitative and qualitative data collected and presented by sex that allows for measurement of socio-economic and socio-cultural differences between men and women. For example, collection of data on the number of women and men smallholder farmers that use digital tools for agriculture separately in order to measure the gendered differences.