MODULE 1

INTRODUCTION TO GENDER EQUALITY

This module was designed with the intention of equipping you with the basics of gender equality integration.

By the end of the module, you should:
- Have an understanding of key concepts in gender equality
- Know what gender support is available to you from GCC
- Have some concrete ideas of how to integrate gender in your innovation and in your organization

Key tools:
- Glossary of key gender concepts
- Gender continuum
- Gender integration across the project cycle

OVERVIEW OF MODULE 1

In this first module, we will focus on the following topics:

1. Key concepts and definitions related to gender equality

2. GCC's approach and commitment to gender equality

3. Why and how to integrate gender equality in your innovation

4. The gender continuum

5. Gender integration across the project cycle

6. Gender equality in your organization

Sex: A set of biological characteristics associated with being male, female, or intersex, attributed at birth.

Gender: A context-specific, socially constructed set of attributes of girls, women, boys, men and gender-diverse people.

Gender identity: A person's internal sense of their own gender, which may be female, male, non-binary or transgender, amongst others. This may or may not align with their sex at birth.

Sexual orientation: The attraction a person feels towards people of a particular sex or gender.

Gender norms: The informal standards or expectations of how people of different genders should act and interact, the resources and opportunities they should have access to and their roles in a given context.

Gender Lens Investing: An approach to investing that considers gender-based factors across the investment process to advance gender equality.

4

Gender equality: The achievement of equal rights, status and equal access to knowledge, resources and opportunities regardless of gender identity and/or expression.

Gender integration: An approach to ensure the inclusion of gender equality across an organization's policies, strategies, program activities and expected results as well as its culture and operational processes.

Intersectionality: Acknowledging and understanding people's multiple and overlapping identities that intersect with gender, including age, race, religion, ability and sexual orientation, and the way in which people experience compounded advantages and/or discrimination based on how these identities are viewed in a given context.

Social inclusion: A process by which measures are taken to enable all people, regardless of their identity, to have equal access to services and to participate in decision-making processes.

BOLD IDEAS WITH BIG IMPACT®

Grand Challenges Canada (GCC) shares the Government of Canada's commitment to gender equality as articulated in Canada's <u>Feminist International Assistance Policy</u>. GCC recognizes that the achievement of gender equality and social inclusion requires a particular focus on populations that have been historically discriminated against on the basis of their gender and intersecting identities, such as race, sexual orientation, ability, etc.

GCC aims to address inequitable access to resources and services. As such, it is critical to understand how the innovations it funds have differing impacts on men, women, and gender-diverse people. It is also essential to analyze how gender, race, age, sex, religion, ability, caste, and ethnicity, amongst others, can influence to what extent people are able to access and utilize the services provided by the innovations.

6

What does GCC's commitment to gender equality mean for you?

The following priorities have been identified to support innovators to meaningfully integrate gender into their innovations:

1. Tailored technical support to innovators that are developing gender strategies
2. Integration of gender across monitoring, evaluation and learning (MEL)
3. Establishment of a Community of Practice (CoP) on Gender Equality for innovators

Community of Practice

GCC's priorities on gender equality

Gender strategy support

Gender in MEL

7
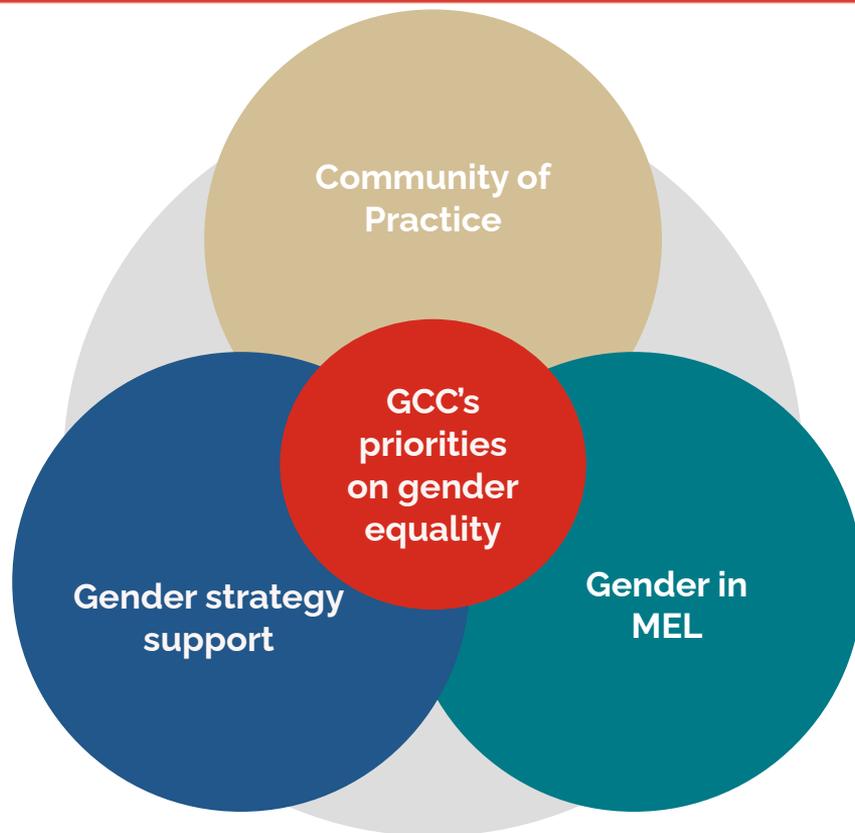
WHY INTEGRATE GENDER EQUALITY IN YOUR INNOVATION?

Globally, women, girls, people of diverse genders and marginalized groups face barriers to the realization of their rights, including access to health services, education, economic assets and their ability to participate in public life. Systemic and structural gender inequalities are fueled by inequitable gender norms and result in poorer health outcomes, increased child and maternal mortality, and increased gender-based violence, amongst others.

Supporting gender equality and the rights of women, girls, and marginalized groups is an important goal in and of itself, and working towards gender equality and social inclusion will result in better outcomes for all. By expanding the reach of your innovation and removing access barriers, or by providing targeted services to women and marginalized groups, your innovation will be more responsive to the needs of end users and result in higher performance.

What does this look like in practice? As a starting point, it's important to understand how your innovation could benefit women, girls and people from marginalized groups. Are there any measures you can put in place to remove barriers these groups face to accessing your innovation?

Here is an example of some gender equality challenges that an innovator identified:

CASE STUDY

Innovation: Aquacare Initiative provides sustainable and inclusive access to clean water, sanitation and hygiene (WASH) facilities in refugee camps in Uganda.

Gender Equality challenges: Through a gender analysis, Aquacare found that gender norms in the community had a significant impact on women's access to camp hygiene facilities. Stigma associated with menstruation along with a lack of washing, drying and disposal facilities for menstrual products meant that women and girls experienced barriers in addressing their menstrual health needs. Women and girls did not feel secure when using facilities at night due to poor lighting and the absence of locks on doors. This meant that women's and girls' hygiene needs were not being adequately met. Women were also unable to contribute to decisions about camp WASH practices as they were not equitably represented in decision-making bodies.

Grand Challenges Canada®
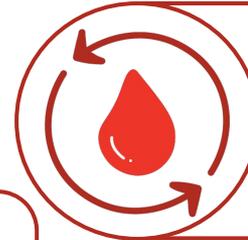**Grands Défis Canada**

Key adaptations to address the identified barriers
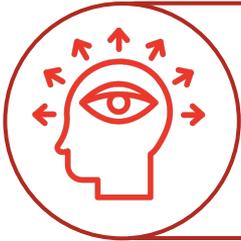
Aquacare adopted culturally-sensitive design elements to ensure the privacy and security of facilities for women and girls. This included improving lighting and enhancing facilities to address menstrual hygiene needs.

They also created community awareness programs to relay the importance of these facilities, challenge gender norms around hygiene practices and debunk associated stigmas.

Finally, Aquacare implemented strategies for strengthening women's participation in water decision-making, including gender-responsive training sessions and mentorship.

10

THE GENDER CONTINUUM

WHAT IS IT? The gender continuum can be used to assess the extent to which your innovation contributes to gender equality. Not all GCC-funded innovations can be gender transformative, as that will depend on the focus of your innovation and the extent to which it can challenge structural and underlying causes of gender inequality. However, all innovations should aim to be gender intentional, at a minimum.

Gender unintentional	Gender intentional	Gender transformative
The innovation maintains gender norms and has no positive impact on increasing gender equality.	The innovation includes specific measures to address gender issues. However, it does not challenge established gender norms, power dynamics or structures of inequality.	The innovation addresses the root causes of gender inequality including discriminatory gender norms, policies and institutions.

Grand Challenges Canada®
Grands Défis Canada

CASE STUDY

Innovation: Gram Health Connect (GHC), a telehealth platform using a mobile app in rural India.

Problem: Using the gender continuum and after consulting with end users, GHC realized that their innovation was gender unintentional, as it did not consider the specific health and accessibility needs of rural women in the design and implementation of the innovation. The majority of women in the community i) did not have smartphones and ii) had low levels of literacy. The women also mentioned that there was a lack of female doctors at the local health facility and some women said they did not know who to reach out to in cases of gender based violence (GBV).

How did they address it? GHC adapted the app to make it accessible to users with low literacy. They also provided a text and call service for those without access to a smartphone. The innovator recruited enough female doctors to provide consultations for female patients and ensured all health providers were trained in GBV support services.

What was the end result? Through its actions, GHC moved along the gender continuum, from gender unintentional to gender intentional, providing a service to meet the specific needs identified by women in the community. By increasing the number of end users who regularly used the innovation, GHC was able to demonstrate better performance to investors which in turn, enabled them to scale their innovation more quickly.

GENEREN INTEGRATION ACROSS THE PROJECT CYCLE

Grand Challenges Canada®
Grands Défis Canada

Ways to integrate gender across the project cycle:
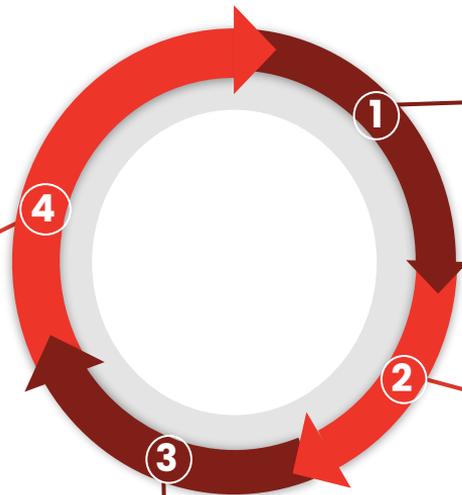
DESIGN
- Conduct a gender analysis to inform your theory of change and help to identify gender-related outcomes.
- Involve female, male and gender-diverse end users in the design of the innovation through focus group discussions and surveys.

PLANNING
- Determine gender equality focused M&E question(s).
- Develop gender sensitive indicator(s).
- Allocate adequate funds to gender integration.
- Establish feedback mechanisms to ensure the innovation is meeting the needs of female, male and gender-diverse end users.

EVALUATION AND LEARNING
- Analyze sex disaggregated data and use findings to make improvements.
- Analyze and elevate gender related insights and learning.
- Share learning and reflections with others, including women end users.

IMPLEMENTATION & MONITORING
- Conduct gender training for staff.
- Develop a gender strategy establishing key actions and accountabilities.
- Appoint a gender champion or focal point to monitor and report on gender outcomes.
- Ongoing monitoring of feedback from end users and adaptation.

13

GENDER EQUALITY IN YOUR ORGANIZATION

So far we've looked at how to integrate gender in your innovation. However, there are also lots of things you can do at the organizational level to ensure your workplace reflects commitments to gender equality. Some things to consider include the following:

WHAT?	WHY?	HOW?
Equitable representation at all levels of the organization.	Women are often overrepresented in lower paid roles and underrepresented in senior management.	Ensure there are opportunities for career progression for female staff through training, coaching and mentoring. Include women in senior leadership positions.
Equal pay for female and male employees.	Women are paid less than men for the same work.	Ensure transparency in pay scales.
Equal treatment and non discrimination.	Women and marginalized groups often face discrimination and harassment in the workplace.	Develop policies and guidelines for equal treatment, including measures to respond to workplace harassment, discrimination and abuse. Ensure there are protocols for confidentiality and safeguarding.
Policies that reflect the needs and interests of all staff and their families.	Women shoulder the heaviest burden of care work at home, including caring for children, elderly and sick relatives.	Consider flexible work arrangements to enable staff to accommodate their care responsibilities. Provide paid parental leave.
Values and attitudes of staff.	Staff may have discriminatory attitudes towards people who are different from them, influenced by social norms.	Conduct staff surveys and address issues through regular meetings and gender sensitization trainings for all staff.

14

FURTHER RESOURCES

For more resources on gender equality, see the following:

- 2X Global, 2X Investment Criteria
- The Global Goals, Goal 5: Gender equality
- UNFPA, Frequently asked questions about gender equality
- Government of Canada, Gender-based Analysis Plus
- The European Institute for Gender Equality, Gender Mainstreaming Toolkit
- Global Affairs Canada, Feminist International Assistance Gender Equality Toolkit for Projects