

FLOWII Project Theory of Change

Notes to Reader:

- Please refer to the Theory of Change Diagram for a pictorial representation of our theory of change (Appendix 6.1).
- Please refer to Appendix 7 for the detailed programme proposal for year one
- Please refer to Appendix 10 for project logframe, and Appendix 9 for Monitoring and Evaluation Framework for details of how outputs, outcomes and impact will be monitored.

VISION, UNDERLYING CONTEXTUAL, ACTOR AND GENDER ANALYSIS

Our **vision** for women's economic empowerment is of a world in which women have equal access to and control over resources and opportunities, including control over their time and their income. Across all societies this vision is far from realised due to a combination of interlinked social, economic and political factors.

Evidence suggests that economic empowerment cannot be achieved without addressing women's **unequal workload**, which reinforces gender inequalities by impinging upon education, **restricting opportunities** for paid work, putting women at greater **risk of gender-based violence (GBV)**, and limiting women's political participation¹.

We believe that prevailing gender norms and power relations which justify women's heavy workload and limited control over productive resources must be challenged if the economic participation of women is to be improved. A balance between paid work and unpaid care work (UCW) would enable women to have the time to participate equally in the society and the economy.

Currently **time poverty** limits women's opportunity to learn how to increase sustainable productivity and how to better access markets; to know how to claim their rights; and to participate in decision making which affects control over their resources. For this reason, women are less likely to take full advantage of economic opportunities and to participate in income-generating activities (IGAs).

In **Ghana, Rwanda, Bangladesh and Pakistan** women live in patriarchal societies in which attitudes and practices restrict their access to rights and prevent them from taking control over their lives.

In these countries, UCW confines most women to the private sphere with limited time for other activities, thus limiting their economic empowerment. Other key contributors to the persistence of gender inequality are **women's limited knowledge and mobilisation around their rights, women's limited representation in decision making spaces, and violence against women**. Only by recognising and addressing these issues women's economic empowerment will be realised.

¹ Esplen, E. (2009) Gender and Care Overview Report, BRIDGE Institute of Development Studies

Ghana, Rwanda, Bangladesh and Pakistan² all rank high for **climate vulnerability** on the ND GAIN³ index and Global Climate Risk Index. Given the significance of agricultural production to these economies it is vital that new environmentally sustainable techniques are tested and disseminated to ensure economic activities will not deplete existing natural resources, and that women can maintain their livelihoods in the long-term.

Climate Resilient Sustainable Agriculture (CRSA), an approach developed by ActionAid (AA), encompasses site-specific adaptation strategies aimed at increasing productivity, reducing vulnerability and increasing the resistance and resilience of smallholder production systems. CRSA also reduces dependency on external inputs and is a tool for increasing the preparedness of women smallholder farmers to face the impacts of climate change, thus ensuring they continue to have sustainable livelihoods. However, in order to successfully practice CRSA techniques women must first have the time available to learn about the practice and then implement initiatives, but **women's effective participation** and resultant gains are only possible when the burden of UCW is recognised, reduced and redistributed.

In all four countries **women's economic participation in paid work is low and time spent on UCW disproportionately high** compared to men. **Pakistan and Ghana** rank particularly poorly on the Global Gender Gap Index Report 2014⁴ (141 and 101 of 142 countries respectively). A UN Women Report from 2015⁵ found that **rural women in Pakistan** were doing almost 5 hours of UCW and domestic work per day compared to 0.5 hours for rural men. In **Bangladesh** women spend an average of 6.2 hours per day confined to their home undertaking care work⁶ In **Ghana and Rwanda**, the baseline study completed as part of FLOW1 showed rural women spending 3-4 hours per day collecting water and firewood for household use.

In **Ghana**, the FAO reports that 'very few rural women engage in paid labour and when opportunities exist they are at a disadvantage because they are more likely to be found engaged in unpaid family work'.⁷ 84% of **Rwandans** live in rural areas with agriculture comprising the backbone of the country's economy⁸, yet women have lower earnings and economic opportunities than men.⁹ In **Bangladesh**, where three quarters of the population live in rural areas, rural women are said to be 'silent workers' with low labour force participation particularly for women who are married and have children.¹⁰ In **Pakistan** where the majority of the population live in rural areas, 87% of rural women work in the informal agriculture sector and unpaid care economy and experience seclusion and limited mobility, with no access to information, training skills, and credit opportunities.¹¹

² <https://germanwatch.org/en/download/8551.pdf>

³ Notre Dame Global Adaptation Index (ND-GAIN) is part of the Climate Change Adaptation Program of the University of Notre Dame's Environmental Change initiative (ND-ECI).

⁴ http://www3.weforum.org/docs/GGGR14/GGGR_CompleteReport_2014.pdf

⁵ http://progress.unwomen.org/en/2015/pdf/UNW_progressreport.pdf

⁶ <http://203.112.218.66/WebTestApplication/userfiles/Image/Latest%20Statistics%20Release/TUSReport2012.pdf>

⁷ <http://www.fao.org/docrep/016/ap090e/ap090e00.pdf>

⁸ http://www.ifad.org/operations/projects/regions/pf/factsheets/rwanda_e.pdf

⁹ [https://www.usaid.gov/sites/default/files/documents/1860/GA%20-%20VOICE%20project%20-%20FINAL%20Jan%2021%202015%20-%20Public%20Version%20\(1\).pdf](https://www.usaid.gov/sites/default/files/documents/1860/GA%20-%20VOICE%20project%20-%20FINAL%20Jan%2021%202015%20-%20Public%20Version%20(1).pdf)

¹⁰ http://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---sro-new_delhi/documents/publication/wcms_250112.pdf

¹¹ http://www.academia.edu/1914799/Rural_Women_in_Pakistan

Even when rural women in these countries manage to have sufficient time to focus on IGAs, **access to markets** is a major barrier to increasing their income. They receive unfair treatment from buyers, they often lack knowledge regarding the current market situation, finance and other productive resources required to get their produce to market. Many women consequently utilise ‘middle-men’ to market their products which reduces profits and maintains gender imbalance.

In addition in Ghana, Rwanda, Bangladesh and Pakistan women are underrepresented in decision-making spaces both in the public and private sphere. At community level, the low representation of women in decision making spaces and leadership roles limits their influence on decisions affecting their lives and their ability to access resources. At household level women have no influence over how the income they earn should be spent. Therefore, **increasing household and community influence** is crucial to women’s economic empowerment because interventions aimed at increasing women’s income do not automatically lead to economic empowerment.

In addition women’s unpaid reproductive, household and caring responsibilities can compound discriminatory social norms and vastly increase **vulnerability to violence**.¹² Rwanda continues to have one of the highest incidences of gender-based and domestic violence in Africa. In **Bangladesh**, 87% of married women reported experiencing both physical and psychological violence in the last 12 months (BBS, 2011) and in **Pakistan’s** rural areas, VAW through so-called ‘honour’ killings, child marriages, acid attacks, and domestic and sexual abuse are frequent.¹³

Our approach recognises that women have multiple identities (as individuals, mothers, wives, workers, community members) and do not live single issue lives. We are therefore tackling all of the above issues simultaneously since barriers to markets and economic participation as well as an unequal burden of UCW and widespread GBV are all results of and drivers of gender inequality. In doing this we’ll engage with the main stakeholders in each country as follows:

¹² Georgia, T. (2015) DFID Guidance Note on Addressing Violence Against Women and Girls (VAWG) Through DFID’s Economic Development and Women’s Economic Empowerment Programmes – Part A, London: VAWG Helpdesk.

¹³ <http://ohrh.law.ox.ac.uk/violence-against-women-in-pakistan-between-law-and-reality/>

Actor(s)	Countries
LOCAL/PROVINCIAL	
Women and women's groups in target communities	G/R/B/P
Men/male relatives	G/R/B/P
Leaders (traditional/religious)	G/R/B/P
Local Officials/Government representatives/agencies on local/provincial levels	G/R/B/P
NATIONAL	
Media	G/R/B/P
Relevant Ministries (Gender/Food/Land etc.)	G/R/B/P
Government Commissions/Agencies/Offices/	G/R/B/P
MPs	G/R/B/P
Unions	G/?
International NGOs (in-country)	G/R/B/P
Working Groups/Platforms/Networks/NGOs	G/R/B/P
Governmental Research Bodies/Research Institutions	G/R/B/P
INTERNATIONAL	
Multilateral/UN agencies	G/R/B/P/AAI
Foreign Donor Agencies/Programmes	G/R/B/P/AAI
Regional/International Networks/Associations/NGOs	G/R/B/P/AAI

We believe that **IF** rural women in Ghana, Rwanda, Bangladesh and Pakistan organise themselves: to demand their rights as farmers and carers; to increase their representation in decision making spaces; to advocate at the household, community and government level for enhanced awareness about UCW and increased resources to address UCW; are supported to practice CRSA interventions as well as to access markets to sell their produce; **AND IF** evidence of the correlation between CRSA, UCW and economic participation are disseminated at national and international level with policy and decision makers to influence relevant policies, **THEN** they will have enhanced influence over their households and communities, increased income and control over it, and greater recognition and reduction of UCW, leading to their improved economic empowerment.

SHORT AND MEDIUM TERM OBJECTIVES AND CHOSEN STRATEGY

The specific objective of the intervention is to increase the income of 21,000 women in Ghana, Rwanda, Bangladesh and Pakistan and their ability to control their income, through practicing CRSA, accessing markets and reducing, recognising and redistributing UCW by 2020.

AA and its local partners in the four target countries have the expertise and strategies to achieve this objective (see Track Record Cases, P11). We will focus on four interlinked areas:

- The empowerment of women at household and community level, raising awareness of and claiming their rights;
- The recognition, redistribution and reduction of UCW which keeps women in the private sphere;
- The increase of women's access to productive resources, markets and knowledge of sustainable practices, which will ensure women continue to have a livelihood in the longer term, and;
- Effecting policy and institutional change to provide an enabling environment that supports women's economic empowerment.

Achieving our objective requires the following medium term (outcomes) and short term (outputs) steps:

- **Outcome 1: By the end of 2020, 21,000 rural women are organised, able to demand their rights as farmers and carers and have greater influence in their households and communities**
 - The experience of group solidarity can contribute to individual and collective self-affirmation, support and legitimise gender equality agendas and enable women to exert the collective power to shift gender norms.¹⁴
 - We will **establish and strengthen women's groups through** enabling platforms where women can learn about their rights and begin to challenge socially ascribed roles, which restrict opportunities.
 - Building on learning from FLOW1, we will incorporate interventions to address VAW at household and community level and build awareness of how to challenge and report cases of VAW.
- Women will be trained in leadership skills and effective participation in meetings and will be supported to **participate in relevant community decision-making structures**
- **Outcome 2: By the end of 2020 Women's UCW is more highly valued within households, communities and government, more evenly distributed within households, and hours spent by women on UCW is reduced, resulting in more free time for women to engage in social, economic and political activities.**

Through our FLOW1 programme, Ghanaian and Rwandan women saw a 15% and 10% reduction in time spent on UCW and an increase in time spent on paid work. Based on this evidence, we will:

- **Engage with local level government** to advocate for their support to reduce UCW through in kind support such as provision of buildings for child care and increased budgetary allocation for interventions proven to reduce time spent on UCW
- **Sensitise women, men and boys** about the time women spend on UCW. In FLOW1, **time diaries** proved effective in sensitising not just men and boys to the amount of UCW women do, but the women themselves who often did not recognise the scale of caring work they undertook.
- **Test and scale up interventions to reduce the time spent on UCW** in new contexts to build evidence of which interventions are most effective. We learned from FLOW1 that child care

¹⁴ Women's voice and leadership in decision-making: Assessing the evidence, ODI March 2015

initiatives, water harvesting and woodlots reduced the time Ghanaian and Rwandan women spend on UCW. We will further test and scale up these initiatives in new locations of Ghana and Rwanda and in Bangladesh and Pakistan.

- **Outcome 3: By the end of 2020, 21,000 rural women have more secure and sustainable access to markets and productive resources leading to increased income.**

Women's equal access to and control over economic and financial resources is critical to empowering women economically, and achieving equitable and sustainable economic growth.

To this end we will:

- **Support women to access productive resources and practice CRSA.** CRSA, particularly in countries vulnerable to climate change, is crucial to secure women's livelihoods and productivity in the longer-term. However, women need time and opportunities to invest in learning and practicing these methods. Women will be directly supported through provision of input such as seeds and livestock and we will address the barriers to accessing such resources in the longer term.
 - **Train women on market access, processing, packaging and marketing methodologies.** Access to productive resources and markets is a barrier for rural women to increase their income. During FLOW1, successes in practicing CRSA led women to have surplus produce, however continuing barriers to market kept them from capitalising on this to increase their income. Using AA's newly developed participatory methodology on gender sensitive access to markets, this programme will support women to understand markets, add value to their produce and sell it within profitable markets.
- **Outcome 4: Greater visibility of intersections of CRSA, women's UCW and women's economic participation leads to changes in policy and practice by sub-national, national, regional and international stakeholders by 2020.**
 - The inequality around UCW is a key marker of unequal gender relations. To effect sustained change we must address barriers to women's economic participation at all levels.
 - AA, working through local partners at country level will advocate for increased recognition of women's multiple roles and financial commitments to reduce time spent on UCW and support women's economic participation.
 - We will **link women's groups to alliances, networks and coalitions at local and national level to develop and implement advocacy** plans to demand their rights, and raise issues regarding their UCW and access to resources and ability to practice CSRA.
 - **Building on the body of evidence** collected during FLOW1, we will broaden the evidence base on time use by rural women and the most effective interventions to reduce UCW within four country contexts across two continents.
 - We will explore **further the cause and effect relationship of practicing CRSA and time spent on UCW.** From this research, **national and regional evidence documents will be produced to improve the evidence base** of successful interventions to remove barriers to women's economic participation.

Added Value of ActionAid and partners

This programme is based on successes and learning from FLOW 1 and by extending this programme to Bangladesh and Pakistan we increase scope for advocating for structural change as well as

increasing the body of (comparable) evidence regarding effective interventions to reduce UCW across four country contexts in two different regions. Bangladesh and Pakistan have been selected for the next phase based on the overwhelming need in these countries and on their strong track record in addressing UCW and supporting rural women's economic participation. Both countries are connected through membership of SAARC and will collaborate to ensure strong regional advocacy.

ActionAid International also adds value through integrating agricultural and women's rights programmes as we did in FLOW 1. We will continue to plan and implement through a multi-thematic team of agricultural and women's rights experts for greater impact and to maximise future advocacy opportunities.

RISK ANALYSIS AND MITIGATION

Please refer to Appendix 8 for full risk analysis

Risk	Potential Impact	Probability	Mitigation measures
Resistance to change in culture, norms and traditions	Medium	Medium	<ul style="list-style-type: none"> • Engagement with traditional/community leaders to create a supportive environment. • Use of time diaries to compare men and women's time
Uptake of CRSA technologies by target group is low	Low	Low	<ul style="list-style-type: none"> • Training of Trainers increases flexibility ensuring support is given in a way and at a time suitable to women. • AA has experts on sustainable agricultural techniques • Regular follow up visits have been incorporated into plans as well as promoting examples of successful CRSA techniques in communities.
Resistance of men to challenging gender norms and their unequal workloads	High	Medium	<ul style="list-style-type: none"> • Project will engage with and sensitize men • Women will be mobilized to raise awareness at all levels. • Capacity building for community facilitators and partners will increase ability to address challenges presented by men • Engage with traditional leaders in community to build support for addressing UCW.
Women challenging social norms leads to increased instances of VAW (women unwilling/unable to participate fully in project activities).	High	Medium	<ul style="list-style-type: none"> • Women's groups will be trained reporting and responding to cases of violence • Activities incorporated into the programme will sensitize communities in women's rights and address VAW key barrier of increased economic participation. • Women in need will be referred to appropriate support services
Use of new Access to Market Handbook leads to delays in implementation/less effective support in this area.	High	Low	<ul style="list-style-type: none"> • Handbook has been developed and tested previously and the project timeline has been developed to account for the intensive nature of this 7 step methodology. • The methodology has been developed based on existing knowledge and using AA extensive experience and learning of working with women to support access to market. • Project will be supported by CRSA expertise
Women's networks /alliances are unwilling to work with women's	Medium	Medium	<ul style="list-style-type: none"> • All implementing partners have longstanding relationships with key stakeholders in the areas in which this project will be implemented.

groups in developing and implementing advocacy plans			
Regional platform (e.g. AU, SAARC) and international stakeholders (UN, FAO) are unwilling to engage with the project	High	Medium	<ul style="list-style-type: none"> • AA has existing regional relationships with the African Union. This will enable AA and its partners to easily gain access to some of the key advocacy spaces for African Union and New Economic Partnership for Africa's Development • AA also has strong advocacy capacity with FAO as well as a coordinating role in the International Food Security Network (IFSN). AA is also part of the Asian Food Security Network (AFSN)
Limited resources for national advocacy work	Medium	Medium	<ul style="list-style-type: none"> • Project activities will build capacity of local women's groups and link them to established networks and alliances. • Ghana and Rwanda will build on momentum gained under FLOW 1 programme and learning will be shared with Bangladesh and Pakistan • At international level an M&E Coordinator will be in post to support effective monitoring and building of evidence to support advocacy initiatives.

WORD COUNT = 2940