The Gender Integration Continuum

Session Objectives

By the end of the training session, participants will be able to:

1. Understand the continuum of gender as it relates to integrating gendered approaches in projects and activities.

2. Understand the four approaches to gender integration in project and activities.

3. Identify strategies to move a project along the continuum toward a gender transformative approach.

IGWG

Gender Blind

Policies and programs that ignore gender considerations altogether. Designed without prior analysis of the culturally-defined set of economic, social, and political roles; responsibilities; rights; entitlements; obligations; and power relations associated with being female and male; and the dynamics between and among men and women, boys and girls.

IGWG

Gender Aware

Policies and programs that examine and address the culturally-defined set of economic, social, and political roles; responsibilities; rights; entitlements; obligations; and power relations associated with being female and male; and the dynamics between and among men and women, boys and girls.

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Gender Exploitative

Policies and programs that intentionally or unintentionally reinforce or take advantage of gender inequalities and stereotypes in pursuit of project outcomes, or whose approach exacerbates inequalities. These inequalities and stereotypes are harmful and can undermine program objectives in the long run.

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Scenario

The goal of a social marketing campaign in a Latin American country was to increase condom sales. The campaign capitalized on social and cultural values that focus on male virility, sexual conquest, and control in order to sell condoms. It depicted macho men having multiple female partners and using different colored condoms with them.

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Gender Accommodating

Policies and programs that acknowledge but work around gender differences and inequalities to achieve project objectives. Although this approach may result in short-term benefits and realization of outcomes, it does not attempt to reduce gender inequality or address gender systems that contribute to differences and inequalities.

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Scenario

A project in Asia had an objective of providing mobile phones and mobile reproductive health services to women who had limited mobility in their communities. These women had to have their husband's permission to leave their compound. The project helped women access services without leaving the compound.

Gender Transformative

Policies and programs that seek to transform gender relations to promote equality and achieve program objectives by:

1. Fostering critical examination of inequalities and gender roles, norms, and dynamics.

2. Recognizing and strengthening positive norms that support equality and an enabling environment.

3. Promoting the relative position of women, girls, and marginalized groups, and transforming the underlying social structures, policies, and broadly held social norms that perpetuate gender inequalities.

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Scenario

In Bolivia a municipal strategic planning process was proceeding with no participation from women. Before continuing with the planning process, project staff decided to conduct gender workshops for women and men in target municipalities in order to create a public space for women's voices and to challenge norms about women's participation in public policy.

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Gender Integration Continuum

Ignores:
- The set of economic, social, political roles; rights; entitlements; responsibilities; and obligations associated with being female & male.
- Power dynamics between and among men & women, boys & girls.

Gender Blind

Gender Aware

Exploitative

Reinforces or takes advantage of gender inequalities and stereotypes.

Accommodating

Works around existing gender differences and inequalities.

Transformative

- Fosters critical examination of gender norms* and dynamics.
- Strengthens or creates systems* that support gender equality.
- Strengthens or creates equitable gender norms and dynamics.
- Changes inequitable gender norms and dynamics.

GOAL

Gender equality and better development outcomes.

* Norms encompass attitudes and practices.
* A system consists of a set of interacting structures, practices, and relations.

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Please Remember…

- **Under no circumstances should projects or activities adopt an exploitative approach** since one of the fundamental principles of development is to "do no harm."

- **The overall objective of gender integration is to move toward gender transformative programs and policies**, thus gradually challenging existing gender inequities and promoting positive changes in gender roles, norms, and power dynamics.

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Thank you!