

The Canopy Cut

a curated list of GESI in
MSD/PSD resources for
practitioners

January 2021

Trade Facilitation

Guidance



Gender

- **WEEGE in Trade Facilitation: the role of customs and border services** (Savitri Singh and Karine Lepillez, Banyan Global)
- **Women and Trade: The role of Trade in Promoting Women's Equality** (World Bank)
- **Gender sensitizing trade facilitation reform: lessons from the Global Alliance for Trade Facilitation (GATF)** (Candice white, GATF)
- **Gender, Inclusion and Trade Thematic Brief** (Amanda Shaw and Katja Jobs, Work and Opportunities for Women)

Market system & private sector development

Quickish Reads



Gender

- **Gender Dynamics in Seed Systems Development** (Berber Kramer and Alessandra Galie, IFPRI)
- **Women Direct Sales Agents: insights and recommendations** (Holly Lard Krueger, Khairunnisa Usman and Mediane Nurul Fuadah, AIP-Rural)
- **Agricultural Inputs in Liberia: an inclusive business model to close the gender gap** (Sabine Garbarino, Mardoe Gizea, Lucinda Rouse and Kim Beevers, Grow Liberia)
- **What Does Building Back Better Look Like for African Women Engaged in Smallholder Agriculture and Food businesses** (Dr. Jemimah Njuki)
- **Husbands' and Wives' Risk Preferences** (Nicholas Magnan and Abby Love, CGIAR)

Youth

- **Advancing Positive Youth Development to Help Young People Thrive** (Lindsay Bigda, ICRW)

Market system & private sector development Guidance



Gender

- **Measuring Women's Economic Empowerment: A Compendium of Selected Tools** (Mayra Buvinic, Megan O'Donnell, James Knowles, Shelby Bourgault, CGD and Data2X)
- **Addressing Gender-Based Violence and Harassment: emerging practices for the private sector** (Sally Neville, Tasneem Salam, Vidya Naidu and Erika Fraser, Social Development Direct)
- **Adapting Skills Training to Address Constraints to Women's Participation** (Kathleen Beegle and Eliana Rubiano-Matulevich, World Bank)
- **Sectoral Assessment of Women's Entrepreneurship Development in Agriculture and Renewable Energy in Somalia** (Amelie Duval, ILO)
- **Hidden in Plain Sight: why we need more data about women in global value chains** (Stephanie Barrientos, Charlotte Pallangyo and Eva Ehoke, Work and Opportunities for Women)

Market system & private sector development

Guidance



Youth

- **Engaging Youth Agripreneurs: options to include youth in private extension and advisory services in Rwanda and Uganda** (Franzel, S., Miiro, R., Uwitonze, N., Davis, K., Luzobe, B. and Rurangwa, R., Digital Green)

Disability Inclusion

- **Research for All: making research inclusive of people with disabilities** (RDI Network, CBM Australia and Nossal Institute for Global Health)

Financial Inclusion/ DFS

Quick Reads & Guidance



Gender

- **Six Principles for Inclusive Agent Networks** (CGAP)
- **A Phone Can Only Do So Much: why mobile access isn't leading to DFS usage among women in India** (Akhand Jyoti Tiwari, MSC and James Steady, BSR)
- **Will the Pandemic Exacerbate or Mitigate the Digital Gender Gap** (Parul Tandon & Sonal Jaitly, MSC)
- **Non-Financial Services: the key to unlocking the growth of women led SMEs for banks** (FMO and IFC)

COVID-19

Quick Reads & Guidance



Gender

- **Rethinking the Future of Women's Empowerment: economic engagement and COVID-19 guidance** (Ania Chaluda & Iman El Shayeb, FHI 360)
- **Women Direct Sales Agents: COVID-19 update** (Holly Lard Krueger, Khairunnisa Usman and Mediane Nurul Fuadah, AIP-Rural)
- **Bridging the Gap: emerging private sector response and recovery measures for gender equality amid COVID-19** (UN Women & WE EMPOWER – G7 Programme IFC)


Fun infographics

7 Ways To Make Evaluations More Gender-Responsive



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1 Use methods that foster participation and inclusion
What this means: Participatory methods actively involve stakeholders throughout the evaluation process rather than being just a source of data. Stakeholders are included in the data collection, analysis, interpretation, reporting and feedback phases. Examples of participatory methods include Appreciative Inquiry and Real-World Change.



2 Collect and present sex-disaggregated data
What this means: The data should be broken down by sex and other traits. Disaggregated data that is relevant to the evaluation, including age, ethnicity, nationality, marital status, occupation, their ability to read, household membership, and so on, should be collected. As such, the scope and use of the data should be clearly explained.




3 Select data collection methods that are adaptable
What this means: Some data collection methods may not be appropriate for certain respondents. For example, a focus group with only men and women 18 years and older persons may actually disadvantage persons in the group in a disadvantage. Thus, the data collection methods should be flexible to account for these nuances.




Identify and address potential biases

4


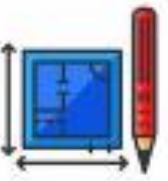
What this means: The evaluation should try to identify any potential biases that may exist and take appropriate action. Biases may involve gender power dynamics, class or caste and distance. Biases may be more accessible. The stress of inclusion and timing of the evaluation may affect the ability of participants to respond to the issues. Some persons may not be able to express themselves fully because of their illiterate or inadequate command of the language. Where possible, priority and vulnerability should be assessed.



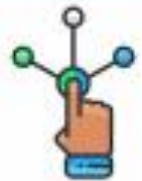
5 Probe gender roles
What this means: The evaluation should address the broader gender issues of a particular intervention. For example, the project location or the involvement of women through supporting micro-enterprises, are the women actually allowed to keep the profit from their earnings by their husbands? The evaluation would drive into how the particular societal gender roles affect the results of the project.



6 Adopt a human rights approach
What this means: Gender, age, class, geography, ethnic matter, class, race, language, culture, and other issues are greatly influenced by a country's institutions, practices, and laws. It is important to understand that the rights of women and girls to freedom from the violence and to the highest standard of living are universal. Cultural norms, discrimination, to work to justify their inclusion.



7 Use mixed qualitative and quantitative methods.
What this means: Mixed methods approach is widely used in development. It also increases the reliability and validity of the results. The findings, and ways to protect whether or not different stakeholders groups involved differently and why.



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About

The 'Canopy Cut'

The 'Canopy Cut' is a quick reference resource for market systems and private sector development practitioners interested in the practical application of and current trends in Gender Equality and Social Inclusion. It is a curated list comprising a range of resources from blogs to detailed guidance to infographic which have been published and circulated on public platforms like the Beam Exchange, LinkedIn, Marketlinks.

The 'Canopy Cut' is not intended to be comprehensive and the emphasis on different angles of gender and social inclusion may vary from edition to edition.

The Canopy Lab

[The Canopy Lab](#), a US small business, provides tailored and actionable solutions to a diverse range of international and domestic clients in four service areas: systems change, evaluation and learning, research and organizational development.

Our three Managing Partners have led and built teams to implement multimillion-dollar private sector development programs. They are also recognized for their work in adaptive management, monitoring and evaluating impact, and advancing approaches to women's economic empowerment and youth employment in market systems programs.

Together, they have over 55 years of experience delivering innovative, high quality work in 30+ African, Asian, Eastern European and Latin American countries for a diverse range of clients including Bill & Melinda Gates Foundation, DFAT, DFID, SDC, World Bank, and USAID. Recent examples of this work are highlighted below.

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Email holly@thecanopylab.com

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