Health investments:

The Grounds for Health model for establishing sustainable cervical cancer care involves a one-of-a-kind partnership between public and private sectors. The entire process starts with an invitation from a co-op to screen and treat women in the community, and ends with Grounds for Health leaving a strong and sustainable cervical cancer programme in the hands of the community. The programme increases access to a range of reproductive health services in addition to cervical cancer screening, including family planning and prevention and treatment of sexually transmitted infections. It also facilitates connections between the community organization and local health services. The work is funded by the industry and the methodology is developed in conjunction with the community including a strong presence of women.

Figure 53 Health partnership model

Prevent domestic violence:

Fair Trade USA: *"One of the farms we are working with, Finca La Revancha in Nicaragua, has implemented several trainings to prevent domestic abuse against women."* (and other general training to support women at the farm and in the communities around the farm).

Credits

Oxfam International, 2013, Behind the Brands campaign. www.behindthebrands.org
Oxfam International, 2012, Gender equality, it's your business. Briefings for Business No 7. International Edition. © Oxfam International February 2012.

Grounds for Health
http://www.youtube.com/user/GroundsforHealth

IFC & GRI, 2009, Embedding Gender in Sustainability Reporting, A Practitioner's Guide Executive Summary. IFC In partnership with the governments of Germany, Iceland, and Switzerland.

3.5 Standards and certification

Tool 3.5 a - Gender, standards and certification
From ISEAL, Hivos and Oxfam

Why use this tool?
Gender rights offer an opportunity for standards and certification systems to reach higher impact in tackling gender inequity, especially within the social criteria dimension. Furthermore, sustainability standards and certification systems are an important component of companies' corporate responsibility programmes. A recent report called "The State of Sustainability Initiatives Review 2014 – Standards and the green economy" published by IISD shows that gender is usually not explicitly mentioned within standards criteria, but is a factor in auditing practices when looking at governance/empowerment, labour rights and health and safety issues. This makes standards and certification systems less gender-blind than they seem at a first glance, but it needs a closer look.

What do you gain from using it?
- Avoid reputational damage and strengthening your brand.

Being aware of the real conditions in your value chain, and knowing which standard(s) and certification system(s) pay adequate attention to gender equity, greatly reduces a company's risk of sudden reputational damage. Consumers are sensitive to stories on sexual violence, child labour and the position of women in the work force or farmer group. Selecting a standard becomes crucial especially when you as a company want to combine it with a supplier support program (organised by the standard or yourself).

- Increased crop quality and productivity.

As mentioned earlier in this toolkit, there are also compelling business cases for purchasing more from women smallholders, and for providing better inputs and training to them. Evidence shows that enabling women to have equal access to inputs, services, and land improves yields. It shows that female smallholders and workers generally pay greater attention than men to crop quality once they receive proper technical training.

- Growing the supply base.

Research shows that women can be particularly effective at recruiting new members to out-grower schemes and producer groups. Successfully attracting female members can therefore help to establish new out-grower schemes, as well as expand existing operations. Moreover, successfully bringing women smallholders into supply chains is likely to be even more important in the longer term, because it is generally known that men are increasingly leaving rural areas in search of alternative employment, leaving the women to take charge of smallholder farms.

Who applies this tool and for whom?
This tool provides a checklist of elements to look at by company staff while selecting a code of conduct or standard. The checklist can also be used by practitioners to encourage companies to address gender equality in their supply chain.

How does it work?
The tool deals with the following 3 steps, which can be considered as consecutive steps; in reality they will be dealt with interchangeably:

Step 1: Implementation and practice

A. Selecting standard and certification system on gender inclusiveness:
It is important to assess codes and standards from a gender perspective, and assessing the gender sensitivity of the auditing process. The following list of gender issues can be used for coffee:

- Women's reproductive health and rights (maternity, pregnancy, breastfeeding) including access to medical services
- Scope of the code, meaning status of temporary workers
- Sexual harassment, violence against women, risk of HIV/Aids infection
- Access to childcare and separate changing facilities
- Compulsory overtime and access to safe transport

Background to some of these elements:

- Many laws and codes do not apply to temporary workers, creating a gap between the permanent and the informal workforce. Women are often the majority of temporary/non-permanent workers. Codes of conduct should explicitly include permanent as well as temporary workers, and include that temporary workers should receive equal benefits.
- Forced and unexpected overtime work is especially problematic for women, as it might be difficult to arrange childcare and children will be left unattended.
- If no public transportation is available, safe transportation home must be provided after dark.
- Sexual harassment must be prohibited. Including more women in senior/management positions must be stimulated, also because this might give women a better opportunity to safely report incidences of sexual harassment.
- Health and safety: Special protection for pregnant of breastfeeding women should be included: they should not carry heavy loads or apply toxic agrochemicals. Access to sanitary facilities and dressing rooms in case of changing into protective clothing are also especially important for women. In addition, medical assistance is especially important for women, including maternal health care for pregnant women. Special attention should be given to HIV/AIDS in the code.

Generally audit teams are set up using a mix of experience levels and technical expertise, but gender is not always part of the equation. This should be actively promoted and can be requested by businesses and/or producer organizations.

B. Increase women's membership and participation in smallholder sourcing schemes:
Please see tool 3.4 a "Business as a direct employer" for elements to address the typically low level of female membership in contract farming schemes and producer groups. This tool also addresses the underrepresentation of women in leadership or management positions within producer groups and contract farming schemes.

C. Ensure that women workers benefit from services provided by or on behalf of your company
As in point b we refer to tool 3.4 a and b to read recommendations.

Step 2: Measurement

Figure 54: Suggested Measures of Gender-Equality Performance in the Supply Chain (Source: GRI & IFC, 2009)

Organizational objective	Measurement		
	Basic	*Moderate*	*Advanced*
Do business with organizations that respect gender equality	Description of gender equality in procurement policy and plans	Percentage of suppliers that have gender- equality policies or programmes	Percentage of suppliers that report on their gender-equality policies and practices
			Gender composition of supplier workforce
			Percentage of suppliers' managerial posts, by gender
Promote women's entrepreneurship and supplier diversity			Financial value and percentage of total procurement by supplier company and type of good or service, broken down by gender and type of supplier
			Male - female ratio suppliers' shareholders
Promote use of standards with clear gender-inclusive criteria	Description of gender equality in criteria (governance, health & safety section and basic labour rights)	Standard systems working with mixed audit teams (male/female)	Gender-inclusive audit reports received

Red = qualitative performance measurement examples
Orange = quantitative performance measurement examples

Step 3: Reporting on achievements
Report regularly on achievements made. Management and reporting of sustainability issues, including gender, are typically considered the domain of large organizations, but are increasingly being embraced by SMEs within the global supply chain.
A scorecard developed by Oxfam for their Behind the Brand campaign gives useful indicators for following and reporting on achievements.

EXAMPLE: AUDIT EXPERIENCE OF IMAFLORA, BRAZIL

Recently a team of auditors from Imaflora, the Brazilian member of the Sustainable Agriculture Network (SAN), met with unfortunate circumstances during an audit to the Rainforest Alliance / SAN standard. On a farm in the south-central region of Brazil, an area considered to have very modern agriculture and a strong level of governance, auditors discovered that female rural workers hired for the same job as their male counterparts were being paid lower salaries. Although the farm managers attempted to justify the difference in pay, the farm owner was surprised by this evidence of gender discrimination when contacted by the auditors.

Circumstances such as these prevent approval of the farm for certification because the SAN standard has a critical criterion that deals with discrimination against workers on the basis of gender, ethnicity, race, age or religion. Unlike non-critical criteria, upon which compliance can be improved gradually, full compliance with critical criteria is mandatory to achieve certification. As a result, this indicator of gender discrimination requires immediate resolution for the farm in order to move forward in the certification process.

There are many ways that certification can impact women and have implications for gender equity. SAN and Rainforest Alliance have identified different strategies for identifying gender issues and promoting gender rights.

For example, the situation described was discovered by an audit team composed of both a man and a woman. In general, women auditors have more awareness and sensitivity to investigate this type of situation; conversely, female workers and community members often do not feel comfortable communicating with male auditors. SAN will soon be adopting an auditor training policy that requires certification bodies to include women on their staff. This should ensure that female workers or community members impacted by certification have more input in audits.

The experience at Imaflora of actively involving women in the audit team has also shown the potential to create indirect outcomes that have a broader impact on gender equity. For instance, women who are given the opportunity to lead auditing teams are empowered to take up strong roles in the certification process, which advances their professional trajectories and improves the gender equity of the standards sector as a whole.

In many cases these same lead auditors interact from a position of authority with farm managers and company owners who are accustomed to a traditionally male-dominated world where women are not typically part of decision-making. This supports gradual change in agriculture towards the recognition of women as important and equal social actors.

Credits

International Institute for Sustainable
Development: State of Sustainability Initiatives
Review 2014,
http://www.iisd.org/pdf/2014/ssi_2014.pdf

Workshop on Gender, Standards and
Certification with ISEAL members organised by
Hivos May 2014

ISEAL program on impacts and gender;
experiences of ISEAL members.
www.isealalliance.org

Oxfam: Behind the brand campaign.
www.behindthebrands.org

Tool 3.5 b - New standard development specifically targeting women: W+
From Hivos and WOCAN

W+ Standard is a unique certification label developed by Women Organizing for Change in Agriculture and Natural Resource Management (WOCAN) that endorses projects that create increased social and economic benefits for women participating in economic development projects or environment projects, including those that provide renewable energy technologies, time and labour-saving devices, forest and agriculture activities, and employment opportunities. W+ is thus an innovative framework to quantify and monetize the social capital created by women, and to recognize and reward their contributions to sustainable environments and communities.

Why use this tool?
Women still form the majority of farmers and natural resource managers, yet are often excluded from decision-making and do not have equal access to resources. Strengthening women's empowerment will provide environmental, social and economic benefits for climate change adaptation and mitigation, resilience, and food security.

Governments, development agencies and investors are increasingly funding women's empowerment and gender equality, based on women's rights and on evidence of improved project outcomes. However, many still lack any robust means of measuring these outcomes in a way that can be simply communicated.

W+ measures women's empowerment in six domains: Time, Income & Assets, Health, Leadership, Education & Knowledge, and Food Security. It produces quantified women-benefit units that contribute towards post-2015 Sustainability Goals (SDGs), Climate Financing, or Corporate Social Responsibility (CSR) targets.

Who applies this tool and for whom?
This tool provides a checklist of elements to look at by company staff.

How does it work?
Existing or new projects should assess how the W+ Standard can be integrated into their project. Any type of economic development project or environment project is potentially applicable: forest, renewable energy, clean water, agriculture, etc. Projects must plan for and measure progress in at least one of the six domains: Income and Assets, Time, Education and Knowledge, Leadership, Food Security, and Health. Once projects are defined and underway, their outcomes will be monitored and measured and verified by an external auditor approved by WOCAN. Organizations/projects that have obtained satisfactory results will be issued W+ certificates for a specific number of units which can then be sold to corporations, investors and individual buyers. W+ will also provide a new revenue stream to women and their groups through the benefit- sharing mechanisms required by the Standard.

Step 1: Implementation and practice

A. Selecting a project
Any carbon offset project (carbon project activity) for which there is an existing standard, methodology or protocol is eligible for incorporating W+ into their offset project or carbon project activity. Some types of projects are likely to lend themselves better to the implementation of W+, but project developers are encouraged to examine all possible applications of the W+ Standard.

B. Present a project idea

A project developer submits a Project Idea Note which present the main aspects of the project, including:

- type of project,
- location,
- goals and objectives and specific activities envisioned for the implementation of W+ to achieve measurable benefits in the six domains identified in W+.

It is strongly recommended that project developers discuss their Project Idea with WOCAN in order to ensure they have considered and incorporated site, community and country-specific conditions into their project plans. Gender issues vary significantly from region to region. In order to avoid creating conflicts of interest, WOCAN wishes to provide project developers the benefit of their extensive network and experience in the area of gender and women's empowerment in developing economies.

Step 2: Implementation and external verification / measurement

Certification to the W+ Standard requires measureable improvements from a baseline established at the time of Project Idea Note submittal and acceptance. The following performance descriptions are intended to serve as guides in assessing project performance. The project scope or sphere of influence determines the boundaries of the issue being measured. For example, one project may choose to report on the domain of Leadership just within the operations of the project itself, while another may choose to include labour, services, or stakeholder engagement from the wider community. Not all domains must be acted upon, but all must be taken into consideration when designing a W+ project. Inclusion of outcomes or goals for each of the domain areas in a project is mandatory.The project must provide an assessment that it will 'do no harm' in these six domains as a result of project implementation, even if activities spanning each domain are not included in the W+ project.

Projects must undergo an independent third-party verification of project implementation. Project developers select the verifier for their project, but WOCAN must approve the verifier. Approved verifiers may either be auditing firms already approved by other standards bodies (VCS, Gold Standard, CDM, etc. for the project type) or they may be W+ approved auditors who are assigned to the W+ component of a project.

Domains and Outcomes with Illustrative Examples of Indicators, Activities and Means of Verification:

Figure 55: Domains of Outcomes with illustrative examples of Indicators, Activities and Means of Verification. Source: WPlus Programme Guide V1.0: April 2013

Domain	Outcome	Indicator	Activity	Means of Verification
Income and Assets	• Increased income in households • Increased ownership of assets • Increased community funds under women's control	• Increase in women's income generation • Control over use of household income by women • Access to business management development initiatives • Increase in assets (land, trees, equipment, livestock)	• Facilitate linkages to micro finance institutions • Support development of women's savings and loan initiatives (e.g. through seed funds) • Facilitate links to new business opportunities based on agro-enterprise development • Development of projects and proposals for funding • Provide seed funding for or investments in women's cooperatives • Advocacy for women to obtain titles, certificates of ownership and leasehold	• Record-keeping, business papers, savings records, schemes for savings • Titles, bank accounts, journals, local records, money, record-keeping (women's access to local funds) • Daily wage payment records • Bank accounts in women's names • Certificate of ownership or leasehold over land/forests, tools, animals, jewelry, household assets and community assets • Ownership of business or partial ownership within cooperative • Women's statements of increased control; itemized expenditures for which they no longer need to consult, or seek permission from, husbands • Documentation of loans applied for and loans approved • Invitations to participate in trainings; training schedules adjusted for women's convenience

Domain	Outcome	Indicator	Activity	Means of Verification
Time	Improved well-being and increased productivity	• Reduced drudgery • Increased discretionary time • Increased sharing of work traditionally done only by women by men	• Provision of time saving technologies and tools (ex. hand held tractors, biogas or solar cook stoves, water pumps, water purification systems displacing the use of wood or coal for boiling, storage facilities, etc.) • Gender awareness	• Time spent in gathering fuel, fodder, and water • Times spent in tasks such as weeding, where labour and time saving options can be applied. • Time spent cooking • Time spent managing/working with livestock • Time spent hauling manure and soil nutrients to the field • Time spent in post-harvest activities • Time spent in family care • Numbers of hours/day spent on leisure/rest • Time spent on community activities • Time spent on self-improvement
Education (and Knowledge)	Increased knowledge and skills	• Increased access to literacy/numeracy and business skills • Increased access to new ideas • Increased access to extension services, including agriculture and health	• Provision of classes or training on basic reading and writing, numeracy, business skills, GPS and computer skills, banking, leadership, gender awareness language, health (general, reproductive), technical skills for agriculture, forest management, livestock • Provision of exposure visits to see successful activities of others • Coordinated local activities to share knowledge and skills • Establishment of mentorship programmes	• Records of classes, certificates of completion, attendance lists, etc. • Invitations to participate in skills development trainings • Accommodations made to meet women's schedules and facility/logistic needs • Records of exposure visits • Records of local cooperative learning events • Records of mentorship programmes and their outcomes

Domain	Outcome	Indicator	Activity	Means of Verification
Leadership	Increased decision-making roles for women	• Increased representation in governance bodies • Increased numbers of women in executive positions of governance bodies • Increased quality of participation in community groups • Women are actively supported /encouraged (by men) to participate and voice their opinions • Increased numbers of women's groups	• Establish quotas for representation of women in governance bodies • Increased effectiveness of women's groups to advocate, manage funds, negotiate and network through leadership and entrepreneurship skill development and coaching	• Number of women members, and women's groups • Meeting minutes that document decision-making processes • Interviews and documentation of household changes in decision-making • Target representation rates or quotas (e.g. 33% as in India)