



Guiding Document for Mainstreaming Gender in Project Implementation and Management

SwitchMed II national projects

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SwitchMed Programme is an EU-funded initiative fostering Sustainable Consumption and Production patterns in the Southern Mediterranean (Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia) and stimulating the creation of new greener business opportunities and decent employment while reducing the environmental footprint of consumption and production activities. This is being achieved through directly support to the private sector, creation of enabling policy environment and facilitation of experiences sharing among stakeholders.

Under SwitchMed I (2013-2018) the United Nations Environment Programme (UNEP) worked with the project countries in developing Sustainable Consumption and Production National Action Plans (SCP-NAPs). UNEP will collaborate with the countries under SwitchMed II (2019-2023) on (i) monitoring the implementation of their Sustainable Consumption and Production National Action Plans (SCP-NAPs) (SDG 12) and (ii) supporting concrete projects at country level.

Implementing agencies: United Nations Industrial Development Organization (UNIDO), United Nations Environment Programme (UNEP), UN Environment Programme - Mediterranean Action Plan (UNEP-MAP) and its Regional Activity Centre for Sustainable Consumption and Production (SCP-RAC).





“We envisage a world of universal respect for human rights and human dignity, the rule of law, justice, equality and non-discrimination; of respect for race, ethnicity and cultural diversity; and of equal opportunity permitting the full realization of human potential and contributing to shared prosperity. A world which invests in its children and in which every child grows up free from violence and exploitation. A world in which every woman and girl enjoys full gender equality and all legal, social and economic barriers to their empowerment have been removed. A just, equitable, tolerant, open and socially inclusive world in which the needs of the most vulnerable are met”.

Transforming our world: The 2030 Agenda for Sustainable Development, adopted at the UN Sustainable Development Summit, September 2015

Overview

Women and men have distinct needs and priorities and will therefore use environmental resources and services differently. Gender roles often create differences in the way that men and women act in relation to the environment, and in the ways men and women are enabled or prevented from acting as agents of environmental change. Due to these differentiated roles, men and women adopt different strategies and have different types of knowledge regarding environmental protection.

Across the globe, inequalities between women and men persist. These structural inequalities cannot be ignored when planning effective environmental sustainability projects. When addressing gender issues in the context of the environment, it is important to recognize that women and men are not homogeneous groups. Age, social class, ethnicity, religion, sexual orientation and other variables interact in shaping the links between gender and the environment. This complexity must be accounted for in approaches to participation, needs analysis and programme design.

Applying a gender analysis can bring projects closer to the reality on the ground and help develop more effective solutions. Whether we are talking about policies, projects or nexus issues, the notion of gender is essential for understanding complexities. It can help shape how we reach out to people and how we create the most sustainable solutions to environmental challenges. It can ensure that the different positions and knowledge of men and women in relation to the environment are integrated in the different stages of environmental project management and contributes to more effective and sustainable projects.

Objective

Building on the UNEP’s Policy and Strategy for Gender and the Environment 2014–2017, the purpose of this guiding document is to help implementing partners understand the relevance of gender in their specific field of projects and provide entry points for integration of gender in project cycle activities and



communications and aims to provide practical guidance for strengthening gender considerations within the management of the SwitchMed II implementation at country level.

Gender and SDG 12 (Sustainable Consumption and Production)

In the process of achieving Sustainable Development Goal (SDG) 12, gender equality is key for the switch to sustainable consumption and production patterns, which promote equitable access to and control over resources and services as well as access to decision-making.



The production of goods and services, including manufacturing and agriculture, has a substantial impact on air, soil and water pollution levels, water and energy usage, natural resource extraction and waste management. As household managers of food, water and energy and entrepreneurs of sustainable solutions, women can play a critical role in the transition to sustainable consumption and production patterns, however they are often excluded from decision-making processes in both the public and private spheres.



Sustainable consumption and production policies provide important opportunities to trigger transformative changes in economic and social systems and promote the human rights of women and girls as well as men and boys. It is imperative to integrate a gender perspective into sustainable consumption and production work in general and national action plans, which are the key policy instruments at national level that create the enabling policy environment to achieve SDG 12.

Recommended actions

- Use existing sustainable consumption and production national action plans as entry points for the systematic integration of a gender perspective;
- Build upon existing guidelines on gender equality (e.g. Global Environment Facility) when developing proposals and implementing environmental projects/programmes;
- Share and consider good practices from SwitchMed I on gender inclusion at the level of governments, public institutions, civil society and private sectors including the small enterprises, from design, planning to monitoring and evaluation of the projects and activities;
- Collect and distribute case studies that show how sustainable consumption and production policies can improve the lives of women and their communities, and support applied research to measure the cost of inaction by not addressing gender issues on sustainable consumption and production policies;
- Develop/encourage trainings at the level of policymakers, as well as institutions, enterprises and communities to take appropriate action to empower women to take environmental action and make sure appropriate action is taken that there is equal representation/participation of men and women at decision-making as well as at implementation level;
- Strengthen the participation of women's organizations in networks and partnerships among national and local governments, civil society organizations, private sector and international organizations to enable synergies among SDGs, especially SDG 5 (gender equality) SDG 6 (water and sanitation), SDG 9 (industry innovation and infrastructures) and SDG 12 (sustainable consumption and production), on resource efficiency and allow for widespread participation of stakeholders;



- Encourage companies, especially large and multinational companies, to adopt gender-responsive sustainable practices and to integrate such sustainability information into their reporting cycle;
- Assure women benefit fully from job opportunities – as wage workers and entrepreneurs – in green industries – including in waste management, recycling, organic food production, renewable energy equipment providers, water pipe production and installation – by developing and implementing gender-responsive industrial policies;
- Strengthen the collection, analysis and use of data disaggregated by sex, age, geographic location and other relevant characteristics in order to strengthen the provision of basic services.

Opportunities for Gender Mainstreaming in SwitchMed II

The second phase of the project aims to continue integrating the application of sustainable consumption and production good practices that contribute to the development of enabling policies, green businesses and supports a transition toward new circular economy models. As a result, this action provides new employment opportunities, including for women. A special focus is encouraged to support their participation in trainings and capacity building activities and benefit from other supporting measures.

Throughout the project implementation, sex disaggregated data collection and analyses are carried out according to the project components. Based on a gender analysis, the project will identify beneficiaries. Furthermore, the project provides evidence of equal and meaningful participation of women and men in the project activities. The sex disaggregated data is used for monitoring project performance and for the evaluation of impact. Wherever possible, links with government agencies, NGOs, community-based organizations, and women’s associations or groups whose work focuses on gender and the specific area of intervention are utilized to mainstream country-specific gender sensitive actions to mirror the project’s log frame and to both strengthen and benefit from national expertise. Initial unanticipated risks and/or negative gender impacts of the project are discussed with the relevant groups and mitigating strategies developed.



Guidance for Mainstreaming Gender in the Project Implementation and Management

The inclusion of gender considerations is closely linked with results-based management by conducting a stakeholder analysis and focusing on expected outcomes. Gender considerations become an integral part of project development.

Situation Analysis

- Analyze gender gaps and differences in relation to specific environmental and sustainable development issues (e.g. how women and men are affected by environment changes - climate change, use of natural resources for consumption and production, gendered exposure to chemicals and waste);
- Check for available census data that is disaggregated by sex (e.g. land ownership, employment, heads of household, access to resources, education, literacy rates, environmental policymakers and ministries);
- Search for proxy studies: a gender analysis of the geographic region or thematic field might already be available and could inform the situation analysis;
- Consider existing gender policies at country/region level or in the thematic field;

- Conduct a national stakeholder analysis.

Designing Stage

- Analyze how the facts described in the situation analysis (differences between women's and men's roles, needs, responsibilities and priorities) relate to your project and how they can be considered. Can a project focused on policy or legislative changes, capacity building, new technologies that make an extra effort to include women if they are under-represented? Is there a need for awareness-raising?
- Ensure inclusive stakeholder engagement throughout the project. If possible, consult groups of both men and women on the 'problem' the project seeks to address, and ensure that women as well as men are directly involved in the development of the solution and throughout all phases of the project;



- Consider the composition of the project teams;
- Do key stakeholders include individuals or groups with a gender perspective (e.g. ministries of women and/or social affairs, a committee or NGO related to promoting gender equality)? If not, suggest inviting representatives from these entities and highlight their value of participation;
- Always be careful with gender-neutral terms such as youth, elderly, farmers, families, stakeholders, as they tend to hide gender implications. Studies have shown that women and men within families have different needs and priorities;
- Include gender knowledge as a requirement in the terms of reference for contracting implementing partners;
- Assess training needs of the project teams. Consider including project activities to sensitize staff on gender issues and training strategies for beneficiaries and partners;
- Plan to include a section or session on gender where appropriate, when writing a report or conducting a workshop;
- Be inclusive in your communication. Consider if the topic at hand has a gender perspective that has been included and ensure that language and images are inclusive;
- Use communication strategies that are accessible to all (for instance, in some contexts women are more likely to receive information from women influencers, family, friends and neighbors rather than through official channels).

Output and Activities

- Output level: Increase knowledge/awareness about gender-differentiated impacts of topic at hand among policymakers; policies should be gender-responsive;
- Activities: Conduct gender analyses, include gender perspective in training, consult groups of men and women, sensitize staff on gender issues, include perspectives of men and women in communications and outreach efforts;
- Include gender-differentiated results in reporting lessons learned from implementation.

Budgets

- When planning gender-related activities, include them in the budget if possible (for instance conducting gender analyses and/or vulnerability assessments, running workshops, etc.).



Communication

- *How to include gender in communication outreach?* It is important to reflect on how to present work related to gender in publications, reports and social media:
 - Ensure not to 'harm' or strengthen stereotypes or discriminate against certain groups;
 - If possible, make the links between gender and the environment explicit, including any potential trade-offs;
 - Consider possible entry points for gender in the topic at hand.
- *Key questions to consider when developing materials (publications, briefs, press releases, newsletters, social media outreaches etc.):*
 - Does the publication, brief or report indicate that men and women have different impacts on the environment?
 - Does the 'theme' of the publication, brief or report indicate that environmental challenges have differentiated impacts on women and men?
 - Does it suggest how both women and men can contribute to solve environmental problems?
 - Is there an interesting story to highlight that gives a good example of gender roles in relation to the environment?
 - Reflect on how images and pictures are portraying men and women and avoid stereotypical images depicting women as vulnerable or reinforcing gender roles.
 - Use social media highlighting the gender dimensions in reports and media campaigns.
- *Key points to consider for planning an agenda:*
 - Make sure that both men and women are represented in terms of speakers and leads for specific tasks, etc.
 - Speakers can also be requested to include a gender perspective in their intervention;
 - Gender equality cannot be measured by the mere 'presence' of men and women. Presence does not necessarily mean 'participation', and neither does it inherently imply 'influence': the nature of people's participation differs from context to context. It is therefore recommended to work with local partners to determine the best way to include gender perspectives.



Meeting Organization

- In some cultures, women do not speak up if men are present. This is due to cultural constraints; younger women's opinions in particular are often considered less valuable or important than, for instance, older men's opinions. Voicing opposing opinions in a larger group may also cause conflict. One way to ensure that women are also heard is to organize specific focus group discussions. These groups can be based on gender, age and/or socioeconomic background.
- In other contexts, female participants do voice their opinions, but we cannot expect all women to have gender expertise and we need to be aware of the needs and priorities of women from other socioeconomic backgrounds. It is therefore important to include a gender expert when designing a training or conducting a consultation. A gender expert has the expertise to analyze gender relations and the priorities and needs of different groups.

- Furthermore, potential gender issues relating to the topic being discussed should always be considered in advance and noted on the agenda. It is important that the facilitator or trainer is aware of gender issues and familiar with participatory methodologies. Sometimes capacity building of the facilitator should be considered.

- **Key messages:**
 - Invite women and men;
 - Ensure that different groups are heard, for instance through separate focus group discussions;
 - If working with marginalized groups, consider the need for empowerment activities (for instance in collaboration with partner organizations);
 - Involve gender expert(s) as appropriate;
 - Consider capacity building of facilitators in participatory and gender-sensitive methodologies;
 - Put gender issues on the agenda.





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Mainstreaming Gender in the Project Implementation and Management:

Situation Analysis

gender gaps; available sex disaggregated data; geographic/thematic areas; policies at country/region; stakeholder analysis

Designing Stage

the facts; stakeholder engagement; project team composition; training needs; inclusive in communication

Output and Activities

gender-differentiated impacts; knowledge/awareness; training; communications and outreach efforts; reporting

Budgets

inclusive in the budgets

Communication

How to include gender in communication outreach? Key questions to consider when developing materials; planning an agenda

Meeting Organization

Invite women and men; the need for empowerment activities; involve gender expert(s); put gender issues on the agenda

Gender equality cannot be measured by the mere 'presence' of men and women. Presence does not necessarily mean 'participation', and neither does it inherently imply 'influence': the nature of people's participation differs from context to context. It is therefore recommended to work with local partners to determine the best way to include gender perspectives.