

PHAMA Plus Gender Equality, Disability and Social Inclusion Research into Core Value Chains Proposal

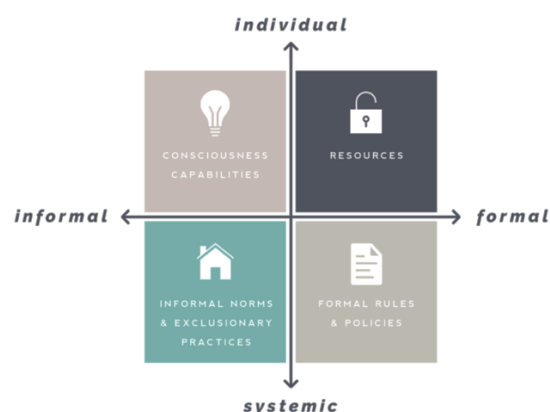
1. Introduction

The Pacific Horticultural and Market Access (PHAMA) Plus program supports economic growth and improved rural livelihoods for the people of ten Pacific countries (Cook Islands, Fiji, Kiribati, Niue, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu), by being market focused, export-oriented, sustainable and inclusive. We do this by ensuring that PHAMA Plus investments are inclusive and benefit women, men, people with disabilities (PWD), youth, other marginalised groups, and people living in remote communities (RC) as articulated in the Program’s Gender Equality, Disability, and Social Inclusion (GEDSI) Strategy.

PHAMA Plus is commissioning research to help us to better understand the reasons why some groups are excluded from the market systems we are supporting, and to identify the barriers and opportunities for their full and beneficial inclusion in these systems. The research seeks to explore the relationship between gender, age, disability and different social identities and how this can impact the way individual actors can interact with the market system. PHAMA Plus recognises that the identity of an individual has many layers, each of which can be associated with positive and negative status and can impact on their role and responsibilities and the socio-cultural and institutional rules that govern these. The research will seek, where possible, to explore the impacts of this intersectionality on inclusive participation in the market system. Undertaken in two separate but inter-related streams, the research will explore the GEDSI dynamics at an individual/household level, and also the institutional and systemic GEDSI dynamics, including barriers, opportunities, commitment and enabling environment for gender equality and social inclusion.

The research methodology draws on the Gender at Work¹ framework which explores the interrelationship between GEDSI, business practice and the formal and informal ‘rules of the game’ based on the pre-existing power dynamics and socio-cultural norms.

Figure 1: Gender at Work Framework



Exploring both the formal and informal spheres, individual and collective, the research will focus its data collection on gathering information aligned to the four PHAMA Plus drivers of empowerment, central to our GEDSI Strategy. This will ensure the information and analysis is relevant to, and can

¹ Gender at Work Framework available [here](#)

inform opportunities and entry points for, PHAMA Plus GEDSI efforts, and support the selection of appropriate tools to address exclusion within the target market-systems. The four PHAMA Plus GEDSI Drivers are:

- Addressing negative socio-cultural norms and practices.
- Strengthening visibility, voice and representation of women, youth, PWDs, people from remote communities (RCs) and other marginalised groups in decision-making processes.
- Changing business culture and practices to be more inclusive of women, youth, PWDs, RCs.
- Building assets and access to assets (such as training, support, information, services, land and other assets) for women, youth, PWDs, RCs and other marginalised groups.

Underpinned by the principle of ‘do no harm’, the research design is cognizant of the possible risks, both intended and unintended, on participants in the research and stakeholders in its outputs. A risk-management approach will be applied to reviewing tools, approaches, and engagement with stakeholders, ensuring that their safety and security (emotional, physical and sexual) is of primary concern. Such risks potentially include survey respondents being the subject of gender based or domestic violence because of their participation or responses to the survey. Or the research unintentionally reinforcing power imbalances and contributing to the further exclusion of vulnerable groups from the market system.

This research will initially be trialed in Samoa before rolling out to other PHAMA Plus countries. This research proposal outlines PHAMA Plus objectives, key research questions, sampling approach and methodology.

2. Background and Purpose

Pacific market systems are not equal. Men, women, people with disability, youth, other marginalised groups and RC participate in market systems differently, and often perform pre-determined roles that reflect existing socio-cultural norms and values. To address issues of exclusion and discrimination and to improve the overall performance of Pacific market systems, it is important to understand what these are and to identify how they can be addressed.

Earlier PHAMA work included some research into core value chains, including some investigation of the GEDSI dynamics. However, this research is dated (more than five years old) and doesn’t reflect recent system level and individual developments or the impact of COVID on GEDSI – whereby in many areas, COVID saw a re-traditionalisation of gender roles and declines in gender equality and social inclusion.

Discrimination and exclusion stems from the pre-existing power imbalances and socio-cultural norms within which a market system operates. These barriers to inclusion, or causes of exclusion, are both formal (legislation, policies etc.) and informal (socio-cultural norms, beliefs and practices) and relates to both individual (voice, agency, capacity and confidence) and systemic (institutionalised formal and informal rules of the game) conditions.

The findings of this research will be used to inform PHAMA Plus strategy at a sector, country and GEDSI level. The PHAMA Plus GEDSI Strategy includes a toolkit of possible activities that could foster great inclusion in partner interventions. This research will support the PHAMA Plus team in selecting

the most appropriate activities to target the identified, sector-specific barriers to inclusion, and in selecting indicators to track progress and evaluate the impact of GEDSI efforts.

PHAMA Plus adopts a twin-track approach to GEDSI – whereby we mainstream GEDSI through deliberate consideration in all aspects of our work, including activity and partnership planning, program operations, governance, communications, monitoring and results measurement. We also develop targeted interventions that are specifically designed to address persistent challenges and barriers holding women, PWD, youth, and RC back from fully participating in agricultural value chains. This research will help PHAMA Plus to further design and refine our approach to both mainstreaming GEDSI, and in selecting and designing specific, targeted interventions.

3. Research Objective

The objective of this GEDSI research is to gather insights from market system actors (women and men farmers, exporters, processors, agents/aggregators, farmer groups etc.), intermediary service providers (input suppliers, training service providers, transport service providers etc.), non-government organizations, public bodies and agencies of the prioritized commodities.

Objective 1:	To better understand the roles, responsibilities of men, women, youth, other marginalized groups and people with disabilities as core value chain actors, participants, service providers, influencers and policymakers within the targeted market systems and identify potential sources, nature and impact of exclusion.
Objective 2:	To better understand the capacities, capabilities, confidence, agency, voice, social norms, beliefs, attitudes and perceptions around gender equality, disability and social inclusion that are prevalent within the targeted market systems.
Objective 3:	To assess the extent and manner to which gender, disability, and social exclusion are addressed within the market systems through identifiable policies, practices, programs or other approaches.
Objective 4:	To identify continuing instances, sources and causes of exclusion within the targeted market systems and how these could be addressed.

Key Research Questions – Objective 1

‘To better understand the roles, responsibilities of men, women, youth, other marginalized groups and PWD as core value chain actors, as participants, service providers and policy-makers within the targeted market systems and identify potential sources and nature of exclusion’.

1. What are the specific roles and responsibilities that are explicitly or implicitly assigned to men, women, youth, other marginalized groups and people with disabilities within the targeted market system?
2. Who is responsible for various domestic and care activities, and for meeting church and community commitments and responsibilities?
3. What challenges do individuals from these groups face in relation to their equitable participation within the targeted market system?
4. What barriers exist to men, women, youth, other marginalized groups and people with disabilities participating equitably and beneficially in the target market system? And what opportunities exist to empower them to participate equitably and beneficially within the targeted market system and contribute to its improved performance?

Key Research Questions – Objective 2

'To better understand the capacities, capabilities, confidence, agency, voice, social norms, beliefs, attitudes and perceptions around gender equality, disability and social inclusion that are prevalent within the targeted market systems.'

1. What prevailing socio-cultural norms, beliefs and attitudes can be identified amongst key value chain actors, intermediary service providers, non-government organizations and public bodies regarding the inclusive participation of women, youth, other marginalized groups and people living with disabilities in the targeted market system?
2. How are women, youth, other marginalized groups and PWDs involved in lobbying, policy and strategy formulation and decision-making at different areas or levels of the targeted market systems (including in decision-making about land use and resource allocation)?
3. Where women, youth, other marginalized groups and PWDs have limited influence and visibility in the targeted market system, where, how and why does this exclusion occur?²
4. Do men, women, youth, other marginalized groups and PWDs have equal access to the factors of production (land, labor, capital) and other supporting services (such as training) to participate beneficially in the targeted market system?
5. Do men, women, youth, other marginalized groups and PWDs have confidence in their abilities, including with regards to agricultural practices, financial management and business management?
6. What kind of specific support do men, women, other marginalized groups, youth and PWD require to participate beneficially in the targeted market system and contribute to its improved performance.

Key Research Questions – Objective 3

'To assess the extent to which sources of gender, disability, and social exclusion are currently addressed within the targeted market systems through identifiable policies, practices or other approaches.'

1. To what extent are key actors in the value chains committed to equality?
2. What specific strategies, plans or other initiatives can be identified where value chain actors, intermediary service providers, non-government organizations and/or government bodies have sought to address market system exclusion?
3. To what extent have these strategies, plans or other initiatives been tailored to address the specific exclusion challenges faces by women, other marginalized groups, youth and PWD to their beneficial participation in the targeted market system?

² For example, if decisions on land use are made by the village council, women may be excluded because they are not allowed to participate in the village council/decision-making functions in that village/district?

4. What evidence exists to indicate the relevance and effectiveness of identified strategies, plans or other initiatives at increasing the beneficial participation of women, other marginalized groups, youth and PWD in the targeted market system?

Key Research Questions – Objective 4

To identify continuing instances, sources and causes of exclusion within the targeted market systems and how these could be addressed.

1. What specific continuing instances of exclusion can be identified within the target market system and how do these relate to the respective roles and responsibilities of value chain actors, intermediary service providers, non-government organizations and/or government bodies?
2. What future strategies, plans or other initiatives can be identified which could address specific instances of target market system exclusion?
3. What incentives or motivation to adopt strategies, plans or other initiatives that address continuing exclusion are at play within the target market system?

4. Methodology and Approach

The research will be undertaken in two distinct but interrelated streams. The first will explore the GEDSI dynamics within the market system and enabling environment, and the second seeks to understand the GEDSI dynamics, barriers and opportunities for men, women, people with disabilities, youth, and other marginalized groups from farming households in the PHAMA Plus core value chains. This section will outline the approach that will be applied to each research stream.

Stream 1 – Systems Level Research

PHAMA Plus's core value chain systems level research aims to analyze and identify the underlying factors that contribute to, or enable, GEDSI within the market system. Such a study requires a rigorous and comprehensive approach to data collection from multiple sources to gather diverse perspectives and ensure that the proposed solutions are informed by a broad range of stakeholder insights. The system-level research will explore both the formal (policies, programs, laws etc.) and informal (socio-cultural norms, competencies, commitments, and capacities) 'rules of the game' to better understand the enabling and supporting environment for GEDSI in the core PHAMA Plus value chains.

The system-level research will draw on disaggregated statistical and industry relevant data, where available, and will involve qualitative research through key informant interviews with a diverse range of key stakeholder groups. Stakeholders will be determined based on the specific conditions and actors involved in each value chain, but will likely include processors, agents and intermediaries, exporters, transport companies, government, industry groups and associations, women's groups, other special interest groups, organizations for people with disabilities, training providers, development partners/donors and policymakers.

Table 1 below outlines the key areas of investigation and exploration with the different groups of stakeholders.

Table 1 Key Stakeholder Groups and Purpose of Analysis

Stakeholder Group	Purpose of Analysis
Key Ministries, national and provincial level government agencies.	<p>To understand the legislative and policy framework, government commitment, and legal environment for inclusive agricultural development.</p> <p>To identify and understand key government programs including training and extension services, for men, women, youth, people with disabilities and other marginalised groups.</p> <p>To collect disaggregated (where possible) statistical information relevant to the value chain.</p>
Development partners and other like-minded programs and organisations	<p>To understand the commitment and approach of development partners, donors, and like-minded organisations to GEDSI, including identifying what other agriculture or GEDSI programs or opportunities exist for supporting inclusive markets systems.</p> <p>To identify opportunities for synergies between programs and to share learnings.</p>
Exporters and other value chain actors (Intermediaries, Processors, Banking institutions/ Community Leaders etc.)	<p>To map and understand the roles played by men, women, youth, people with disabilities and other marginalised groups in the value chain and to explore their commitment to inclusive market systems.</p> <p>To understand the barriers and opportunities for promoting inclusive market systems.</p> <p>To better understand socio-cultural norms and practices related to the value chain and trade.</p>
Governance and Working Groups (e.g., MAWG/ Growers Group/ Industry Working Groups & Cooperatives)	<p>To understand the level of awareness and commitment to inclusive market systems and to explore constraints and opportunities for promoting these.</p> <p>To explore the governance structures, and to better understand the visibility and voice of women, men, youth, people with disabilities and other marginalised groups in industry decision-making and planning processes.</p> <p>To understand stakeholders' confidence in the capacity and capabilities of men, women, youth, people with disabilities and other marginalised groups to effectively operate and manage their farming businesses.</p>
Special interest groups such as women's rights groups, youth groups, organisations for people with disabilities and organisations for people of alternative genders or sexual orientation	<p>To understand the specific barriers and opportunities faced by marginalised and disadvantaged groups and to engage them in determining possible responses to address these barriers.</p> <p>To identify where there are positive social norms or examples of socio-cultural outliers that could be modelled or explored.</p>

<p>Industry organisations, such as agricultural associations, grower’s associations, chambers of commerce etc.</p>	<p>To understand the training and support services available to men, women, youth, people with disabilities and other marginalised groups.</p> <p>To understand governance structures, and the involvement of men, women, people with disabilities, youth, and other marginalised groups in decision-making processes.</p> <p>To understand the availability and support provided through business and other professional networks, and of training and other resources to men, women, youth, people with disabilities and other marginalised groups.</p>
<p>Village leaders, council, representatives</p>	<p>To explore and map the decision-making structures, particularly in relation to key productive assets such as land, resources, finances, and training.</p> <p>Community commitment to inclusive village governance and market system practices.</p>

Stream 2 – Individual / Household Level Analysis

Stream 2 will focus on exploring the GEDSI dynamics at the household level by engaging with women and men farmers of different ages and socio-economic status within the respective value chain through a household survey. The survey will seek to engage both the male and female household head separately in a ‘safe’ space to allow for the most honest and candid responses.

The survey will explore individual capacities and capabilities, and seek to better understand household decision-making, division of labour and socio-cultural norms. It will engage with at least 35 households from each of the priority value chains. The insights gained through this research will be used to inform and update the PHAMA Plus sector strategies, to guide intervention development, establish a GEDSI baseline and to inform indicators for performance monitoring.

An indicative survey questionnaire is found here: [Draft Farming Household-Level Questionnaire](#). The survey tool will be refined in partnership with the Research Lead prior to commencing the survey. Further amendments and refinements may be made as the survey is implemented, and the team learn from this process. The survey will be conducted using Kobo Tool and will be implemented through a survey team, managed by the Research Lead with a team of enumerators. The Research Lead will be responsible for cleaning and analysing the data, and for reporting the findings.

Sampling Strategy Samoa

Stream 1

Stream 1 research will use a purposive approach to sampling, selecting key relevant stakeholders from each value chain to provide insights and information through key informant, semi-structured interviews. Table 2 below presents PHAMA Plus’s sampling approach to the System-level research.

Table 2 Sampling Approach and Stakeholders System-Level Research Samoa

Respondent Group	Sample size	Type of sampling
Value Chain Actors:		
Exporters (including Farmer Joe, Wilex, Satuala Kava Exports) and/ or Domestic Actors (including FAMA-OMONEA)	At least 2 for each core sector	Purposive
Agents or Aggregators	At least 1 for each core sector	
Growers Groups	2 per core sector	Purposive
Local market and supermarkets	At least 2	
Enabling Actors:		
Key Ministries/ SOEs (Ministry of Agriculture & Fisheries, Ministry of Commerce, Industry and Labour, Samoa Ports Authority, Ministry of Women, Community and Social Development and Scientific Research Organisation of Samoa)	At least 5	Purposive
Shipping Logistics (Pacific Forum Line)	At least 1	Purposive
Support Actors:		
Donors (DFAT, MFAT, World Bank and ADB)	At least 4	Purposive
Other likeminded programs and organisations (Market Development Facility, UN Markets for Change, Tautua and Tautai Facilities, Kolone Vaai Associates, Ministry of Primary Industries, Nuanua o le Alofa (Organisation for PWDs), Samoa Fa’afine Association, Nofotane Project)	At least 7	Purposive
Community Leaders	At least 1 for each value chain	Purposive
Industry Working Groups	1 per core sector	Purposive
MAWG	1	Purposive

Stream 2

Purposive sampling has been selected for the household study as it aims to collect data from women and men farmers in PHAMA Plus four key priority sectors in Samoa (Taro, Kava, Nonu and Ornamental Horticulture). Respondents will be selected based on an agreed criteria,³ from farming households who are part of current PHAMA Plus interventions (for example as part of the FAMA-OMONEA Horticulture ornamental and the MAF taro nursery interventions) or farmers who were part of past interventions in the Taro sector (for example, who were part of the MAF and Farmer Jo intervention) or other farmers (for example, in the emerging kava sector) as advised by the Samoa team. Note that an additional 5 samples for each sector group have been allocated in case there were additional marginalised farming households recommended from stream 1, to be surveyed.

³ Criteria to be developed by PHAMA Plus in consultation with the Samoa Ministry of Agriculture and Fisheries.

Table 3: Sampling Approach and Stakeholders Farming Household-Level Research Samoa

Respondent Group	Sample size	Type of sampling	Tools
Taro farmers	35 households, plus 5 if needed	Purposive sampling	In-depth interview
Nonu farmers	35 households, plus 5 if needed	Purposive sampling	In-depth interview
Kava farmers	35 households, plus 5 if needed	Purposive sampling	In-depth interview
Ornamental farmers	35 households, plus 5 if needed	Purposive sampling	In-depth interview