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# Gender and Social Inclusion Mainstreaming Strategy



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BushProof



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# ACRONYMS AND ABBREVIATIONS

CARE	Cooperative for Assistance and Relief Everywhere
CEDAW	Convention on the Elimination of All Forms of Discrimination against Women
CIDE	Convention Internationale des droits de l'enfant
CSO	Civil Society Organization
CRS	Catholic Relief Services
GEWV	Gender Equality and Women's Voice
PANAGED	National Action Plan for Gender and Development
ODDIT	Organe de Développement de la Diocèse de Toamasina
PNPF	National Policy for the Promotion of Women
RANO WASH	Rural Access and New Opportunities for Water, Sanitation and Hygiene
SAF FJKM	Sampan'Asa Fampanandrosoana – Fiangonan'i Jesoa Kristy eto Madagasikara
SLC	Structure Locale de Concertation
WASH	Water Sanitation and Hygiene

# I. OVERVIEW

This document has been developed to determine the main guidelines for gender mainstreaming and inclusive approach for RANO WASH. The document includes the basic elements as well as the different normative frameworks at international and national levels, related to the aspect of promoting gender equality in the RANO WASH project. It identifies the purpose of the gender strategy, and sets the objectives with reference to the project's three strategic objectives: promotion of local governance, private sector engagement in the provision of WASH services and products, and the promotion of healthy behaviors. Performance indicators are defined based on proposals for actions to be arranged in the project period, from 2019 to 2022.

This document should be treated as a living document, which can be adapted with new information and context as the implementation continues. In particular, the ongoing gender analysis in selected regions and new needs or opportunities identified by the RANO WASH consortium partners and stakeholders, requires that this strategy evolve over the coming years. This strategy is sufficiently focused to drive real change in the WASH sector while remaining flexible and adaptive to be able to respond to new needs or ideas.

# II. OBJECTIVE, KEY ISSUES, BACKGROUND AND APPROACH FOR GENDER AND SOCIAL INCLUSION

## 2.1. RANO WASH PROJECT

The Rural Access to New Opportunities in Water, Sanitation, and Hygiene (RANO WASH) Project aims to increase equitable and sustainable access to water, sanitation, and hygiene services; maximize the impact on human health and nutrition; and preserve the environment in 250 rural communes in six high-priority regions: Vatovavy Fitovinany, Atsinanana, Alaotra Mangoro, Amoron'i Mania, Haute Matsiatra, and Vakinankaratra.

A CARE International-led consortium that includes Catholic Relief Services (CRS), WaterAid, BushProof, and Sandandrano is implementing the RANO WASH project.

To accomplish this goal, the project is developing a systematic partnership with national and regional governments, water and sanitation institutions, communities, private sector actors, civil society organizations, and beneficiaries.

The aim is to implement a strategic set of mutually supporting activities that contribute to three interlinked strategic objectives:

1. Strengthening the governance and monitoring of water and sanitation;
2. Increasing the engagement of the private sector in the delivery of WASH services;
3. Accelerating the adoption of healthy behaviors and the use of WASH services.

## 2.2. OBJECTIVE

The gender and social inclusion mainstreaming objective of RANO WASH is to identify opportunities and points of entry for gender integration into all program activities.

To achieve the development objectives of the United States Agency for International Development, it is essential to promote gender equality and to promote the status of women and girls, with special emphasis on:

- i) promoting inclusive growth by strengthening women's economic empowerment;
- ii) ending gender-based violence through programs for the most vulnerable populations, with a focus on violence prevention;
- iii) increase the voice of women and girls in decision-making, leadership and science, including through innovative methodologies;
- iv) encourage traditional and non-traditional partners to invest.

The strategy aims to guide the RANO WASH project on its interventions in approach and strengthening activities, aiming for a greater and lasting impact at the level of women, men, girls and boys, women and men, children and people with disabilities, different social strata in access and control of services related to water, sanitation and hygiene, promoting gender equality.

The strategy also incorporates a 'Do no Harm' approach and tools to avoid reinforcing existing gender stereotypes.

## 2.3. KEY STAKEHOLDERS

- CARE, Wateraid, CRS, Sandandrano and BushProof, as consortium members, integrate the aspects of gender equality, social inclusion and principles of protection of sexual exploitation and abuse in their respective project activities and project locations and into their staff onboarding and training.
- Sandandrano and BushProof, responsible for the technical surveys, technical oversight over the construction of water infrastructures, and capacity building activities of WASH service / product companies, ensure that i) services and products provided are accessible to all social categories without discrimination, and ii) women and men have the opportunity to use their talents and abilities to become professional providers of WASH services / products.
- Regional implementing partners such as ODDIT, Ny Tanintsika, SAF FJKM, CARITAS Antsirabe can overcome the various obstacles related to marginalization and inclusion through their connections to the community.
- The different ministries, state departments, local authorities are also involved in the strategy by stimulating an environment conducive to gender equality and social inclusion. They will ensure the sustainability and scaling up of the project's efforts through our partnership.

## 2.4. KEY ISSUES FOR THE RANO WASH PROJECT

In line with CARE International's unified framework on women's empowerment promoting gender equality and CARE Madagascar's gender strategy, the challenges and context for gender are based on three main themes:

## BUILD AGENCY

Building consciousness, confidence, self-esteem and aspirations (non-formal sphere) and knowledge, skills and capabilities (formal sphere).



## CHANGE RELATIONS

The power relations through which people live their lives through intimate relations and social networks (non-formal sphere) and group membership and activism, and citizen and market negotiations (formal sphere).

## TRANSFORM STRUCTURES

Discriminatory social norms, customs, values and exclusionary practices (non-formal sphere) and laws, policies, procedures and services (formal sphere).

### **Build agency - self-esteem**

Building agency focuses on an individual's self-confidence, knowledge, aspirations and skills. This is an essential piece of increasing gender equity for women and girls in Madagascar due to traditional inequalities. In terms of access to education, young boys are much more privileged than girls. The often excessive work of girls and housewives, especially in rural areas, prevents them from getting information or training. Women and girls mostly operate in informal spaces. The specific hygiene needs of women and girls are poorly understood and considered at the household, community and institutional levels. Women's mobility is limited, which hinders opportunities to access training sessions or meetings. Low levels of education, illiteracy and women's economic dependence on their husbands are major constraints to the dignity and independence of women and girls.

### **Change relations - change relationship between women and men**

The Malagasy socio-cultural environment is based on the supremacy of man. Malagasy customs grant privileges to the man. The major decisions at the household level and at the community level, and especially at the institutional level, are mainly made by men: choice of latrine site, expenditure on hygiene or sanitation services or products, etc. not entitled to land inheritance and they have difficulties to access the means of production (e.g lands, cattle, technology). This situation puts the woman in a relationship of dependence, even submission, that prevents her from engaging in viable economic actions and contributing to decision-making.

### **Transform structures – social norms and policies**

It isn't enough to change individual levels – or the relationship between men and women in the home. It is also essential to look at how policies and norms affect gender inequality and reduce the ability of females to reach their full potential. Social norms dictate the silence of women in the public sector, the low representation of women and girls in spaces for consultation, or decision-making. The specific needs of women and girls in menstrual hygiene are compounded by society's misperception of menstruation, which is commonly referred to as "fadimbolana", literally translated "it's taboo to talk about it." Importantly, many places in Madagascar have a history of child marriages – parents essentially selling their young daughters to another family for a bride price. The Constitution and laws in Madagascar do not restrict or promote gender equality in political and public participation. However, in relation to male participation, women's participation is minimal, due to social, cultural and traditional constraints.



The traditional gender roles and constraints are found in all RANO WASH project intervention areas. However, in the region of Vatovavy Fitovinany, especially with the Antemoro ethnic group, women's status is noticeably below that of women in other contexts. This situation presents barriers for women to enjoy their right to expression, decision-making, participation in management and access to water, sanitation and hygiene services.

## 2.5. NORMATIVE FRAMEWORKS

The following conventions, policies and strategies have been taken into account in the development of this strategy:

- **The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)** was adopted on 18 December 1979 by the United Nations General Assembly. The Convention recalls the inalienable rights of women, half of the world's population. The spirit of the Convention is inspired by the fundamental principles of the United Nations, which once again proclaimed their faith in the fundamental rights of man, in the dignity and worth of the human person and in the equal rights of men and women. In Madagascar, especially in view of the reality in the RANO WASH intervention areas, fundamental human rights are still far from being respected due to the lack of a favorable system.

- **The International Convention on the Rights of the Child (CRC), or the Convention on the Rights of the Child**, is an international treaty adopted by the United Nations General Assembly on November 20, 1989. Many initiatives are emerging in recent times in Madagascar to fight against the non-respect of children's rights. Good results have been recorded, but major challenges remain, especially for children in rural areas, in terms of access to basic socio-sanitary and educational services.

- **The National Policy for the Promotion of Women (PNPF)** was elaborated in 1995 by the Government of Madagascar, with the objectives of studying the problem of women's rights and the enhancement of the legal status of women. This policy demonstrates the State's commitment to the advancement of women by helping them to acquire their rights through various forms of intervention. The situation of the category of women grouped and working in formal economic spaces is more improved and not women living in the most remote areas.

- **The National Action Plan for Gender and Development (PANAGED)** was developed following a provincial and national participatory process in 2003. In the framework of the effective participation of women in economic growth, the Plan's document 'National Action Gender and Development aims to contribute to the improvement of the living conditions of populations, especially rural women, by achieving the goal of gender equality. The National Gender and Development Action Plan comprises three components: (i) the main program of gender mainstreaming in development institutions, programs and projects; (ii) improving the economic efficiency of women; (iii) the specific program and the improvement of the legal and social status of women. Although this action plan expired in 2008, it remains a reference framework for gender promotion activities. Many programs are making progress in promoting gender equality through health and education sectors specifically.

- **The Government of Madagascar has developed a strategic code** for the integration of the gender dimension in the projects and programs of each institution. Strategies to improve the status of women, increase their participation in community life, and promote and protect the rights of women have been developed. One of the strategies adopted was the involvement of men in promoting gender equality, to be understood by both sexes.

- **CARE International, which is the lead of the RANO WASH project, embraces the Gender Equality and Women's Voice (GEWV) approach.** CARE International is integrating GEWV activities into all its programming. CARE Madagascar has aligned itself to this agenda through this gender strategy and integrating the Women's Empowerment Framework (agency, relations, structure) into all relevant activities within RANO WASH.

# III. GENDER AND SOCIAL INCLUSION MAINSTREAMING STRATEGY FOR RANO WASH

## 3.1. RANO WASH VISION FOR GENDER EQUALITY AND SOCIAL INCLUSION

"By 2022, in the RANO WASH intervention zone, we see women, girls, men, young people, boys, children, people with disabilities, with access to WASH products and services. They become people responsible for their own development, living in an environment where social justice is conducive to the development of each and everyone."

This vision implies a state of improvement in access to services related to water, sanitation and hygiene and a level of control by the women, men and young people over the operations and management of the system. At the end of the project, RANO WASH aims to reduce the inequalities that present a major obstacle to the empowerment of women and girls. Among these inequalities: the tacit discrimination of women in the decision-making sphere, the non-consideration of the specific needs of women, girls and persons with disabilities, the failure to take into account ideas or opinions youth groups in social development, violence against women and girls, and the lack of female participation in the WASH sector.

To this end, the RANO WASH project adopts the "transformative gender" approach, which is a decisive factor in promoting gender equality and the principle of "leaving no one behind" to consider all social categories: vulnerable, marginalized, excluded, including people with disabilities and the elderly. The project intends to transform unequal gender relations to promote empowerment, control over resources, decision-making and support for women's empowerment, and include both men, youth and people having a disability in the process.

## 3.2. MEANS AND RESOURCES

The RANO WASH project proposes a gender strategy with reference to the three strategic objectives of the project and plans to mobilize resources and corresponding resources.

The project provides resources and tools to reduce gender inequalities among staff and partners through all of its approaches and intervention activities.

The principal initiative is the establishment of gender focal points and the organization of group to conduct learning and training sessions on gender and social inclusion in each region. The group of Gender Focal Points group is mandated to facilitate the mainstreaming of gender and social inclusion

within the project. It ensures the coordination and support of gender and social inclusion for reflections, orientations, common learning and contributions of elements for documentation. The gender focal points ensure that RANO WASH is continually learning and adapting its strategy to address needs and gaps of women, girls and other vulnerable groups.

As part of the training and consultation activities organized with the RANO WASH project, arrangements will be made to consider the specific needs of the participants to encourage attendance and comfort: infant areas for lactating women, a place to wash for women during menstruation, accessible toilets, facilities adapted for the disabled, etc.

### 3.3. GENDER AND SOCIAL INCLUSION STRATEGIC ACTIVITIES FOR RANO WASH

The gender strategy is based on the three strategic objectives of the project. Under each strategic objective we describe the activities which have been or will be designed to better integrate women and transform gender norms.

#### 1) Strengthening the governance and monitoring system of the WASH sector

Given the low representation of women in decision-making bodies, there is a risk that the specific needs of women and girls may not be taken into account through the WASH planning process. Thus, the RANO WASH project will mobilize all local actors for inclusive participation of women, men, youth and people with disabilities-groups. Feminist groups in the country will be consulted to ensure that RANO WASH approaches are inclusive or aware of all overlapping activities. For example, organizations that work on preventing child marriage might have activities that affect or are affected by RANO WASH activities. Women and girls want to participate, but often feel limited by their ability. Therefore, RANO WASH will partner with other organizations to ensure improvements for participants in the following areas: confidence and public communication, negotiation, leadership, group management.

- a. Reductions in gaps between males and females in access to/control over economic, political and social resources

Activity	Description (what are examples of how this will be done?)	Expected outcome (how is this transformative)
Set-up a local structure of consultation at the municipal level, including men, women, young people, people with disabilities	For municipal-level WASH activities RANO WASH will facilitate the creation of a group for the municipal authorities to consult on WASH works. The group will be made up of people with different socio-economic backgrounds and from different areas.	Development actions are concerted with the participation of citizens at the municipal level.  This activity is transformative because it a) consults beneficiaries on feasibility of WASH activities (giving them a voice and interaction with the local government) and b) consults women and people of diverse background.

Activity	Description (what are examples of how this will be done?)	Expected outcome (how is this transformative)
Strengthen communication on the rights of all, related to WASH and citizenship	The project will develop communication which views WASH from a rights perspective: behavior change activities and discussion topics.	This activity is transformative because it does not just inform people about the importance of WASH – but goes beyond to describe that this is a right that they should demand and respect.
Strengthen the capacities of partners (civil society, authority) to take gender and social inclusion (GESI) into account through their actions	Although not all partners can be thoroughly trained on gender and social inclusion – each partner will receive principles they are expected to adhere to in their work. Each partner will receive an explanation of GESI principles during a 2 hour meeting.	This activity is essential because it expands the focus of gender equality and social inclusion beyond the core RANO WASH partners to all partners working in the participant areas.
Support the Ministry of WASH’s Monitoring and Evaluation Directorate to adjust WASH sector monitoring indicators to be gender sensitive	The project will work with the WASH Ministry M&E staff to review and revise indicators	Gender-sensitive indicators for data collection will help with understanding of gaps or successes in certain areas.

b. Reductions in the prevalence of gender-based violence

Activity	Description	Expected outcome
Strengthen the communication of the rights of women and girls, WASH and beyond	The project will develop forms of communication promoting the rights of women and girls in WASH.	The rights and needs of females in the area of WASH is “easily” understood and communicated – so this will be a jumping-off point for discussing other sensitive issues surrounding females, such as gender-based violence or elevated risk due to lack of WASH.
Use and continually improve reporting mechanisms for people, particularly promoting women, youth, the elderly and the illiterate people to share feedback	RANO WASH will establish a Feedback and Complaints that static and feedback or complaints are given anonymously at any time.  Examples:	A feedback mechanism will enable anyone and everyone to give feedback on program design and interventions so RANO WASH activities can continually improve to serve those most in need.  Examples:

Activity	Description	Expected outcome
	<input type="checkbox"/> Share information with all community members, including the most marginalized, about: RANO WASH and its partners; the projects; <input type="checkbox"/> Ensure that awareness raising reaches people of all genders, ages and abilities in all locations where RANO WASH will operate. Consider literacy levels, local context, vulnerability, multiple languages, cultural as well as linguistic translation when designing information sharing materials.	<input type="checkbox"/> Consult with community members to understand their preferences for channels to provide feedback and complaint and receive responses, including preferences around how to provide sensitive complaints, particularly for women, children and other vulnerable groups. <input type="checkbox"/> Make all possible efforts to include the full spectrum of community members paying particular attention to different levels of ability, inclusion and power dynamics.
Conduct mobilization of women and young people to bring their voices to the different structures, i.e. starting with small groups	RANO WASH will initiate active discussions among women's groups and youth groups.	When women and youth come together with their peers they will have more confidence and agency to share their experiences, complaints and their needs.

c. Reductions in constraints that prevent women and girls from leading, participating fully in and influencing decisions in their societies

Activity	Description	Expected outcome
At national level support the Ministry of Population, Social Protection and Promotion of Women to finalize the national policy related on Gender Equality Policy	RANO WASH will participate technically and / or financially in the working sessions, formally or informally in the activities, following the collaboration with the Ministry of Social Protection, Population and Women's Empowerment.	A national policy will increase the government's accountability towards achieving gender equality in all programming activities.
At local level: strengthen civil society organizations (CSOs) to defend rights of customers in WASH services	As already mentioned in SOI, in the reinforcement of the local governance at the common level, this civil society will be composed of the users of the WASH services and products, which will ensure that the rights of the users are respected.	Organizations defending the rights of users in WASH right of users to have quality services and rights of communities to have fair and sustainable services.
At local level : strengthen the capacity of women in CSOs to promoting their leadership (e.g. public speaking, negotiation, conflict management)	Women members of these CSOs will benefit from capacity building on public communication modules, conflict management,	This will be transformative for women since it will give them the capacity for increased leadership and confidence in the public sphere, in committees, in their

Activity	Description	Expected outcome
		community and in their household.
Develop a country-level group, or if more feasible, local-level groups, where women leaders can come together to discuss challenges and solutions for WASH and leadership.	Women from the public and private sectors and from community groups will be mobilized to participate in these sharing forums	Women leaders will be united to brainstorm and encourage other women to transform their homes and their communities to respect and address their needs.
RANO WASH will develop a system to support female staff members	RANO WASH will develop a system available to all female staff members that consists of mentoring, coaching, sharing, etc.	Creating an internal group will allow female staff to voice their concerns, challenges and solutions together – both work related and personal.

Together with the Monitoring and Evaluation Directorate of the Ministry in charge of WASH, reflection and work sessions will be organized with a view to adjusting the monitoring and evaluation system integrating the gender dimension and social inclusion.

Gender specific objective related to SO 1: Promote the commitment of men, women and young people as decision-makers in the consultation spaces by strengthening responsive and gender-responsive governance in the sector Water Hygiene Sanitation.

Results	Indicators	Activities
Objective 1: The level of representation of women and youth in community organizations supported by the project is increasing.	Indicator 1: 30% of the members of the consultation structures are women and young people.	Strengthen the capacity of women in the field promoting their leadership (public communication, negotiation, leadership, group management)
Objective 2: The specific needs of women, girls and persons with disabilities in WASH are discussed openly	Indicator 2: The sector monitoring and evaluation system includes at least three indicators to assess the promotion of gender equality	Support the Monitoring and Evaluation Directorate of the Ministry in charge of WASH on the adjustment of the monitoring and evaluation system

## 2) Increasing private sector commitment to the provision of WASH services

RANO WASH will engage the private sector in the provision of services and products related to water, sanitation and hygiene, but more importantly for the gender strategy this project will build capacities of WASH service providers to provide universally accessible and non-discriminatory services. The project will implement activities aimed at women's economic empowerment by avoiding reinforcing the stereotype of activities traditionally assumed for women or men (local masons for men or women as seamstresses). This approach aims to improve their income through

economic activities around WASH. By exploring local talent, the project will develop training activities and connect these new entrepreneurs to financial institutions. Additionally, in terms of service users, the project provides for the promotion of WASH products and services that take into account the different specific needs of the socio-cultural and economic categories of households, men, boys, girls and persons with disabilities, based on their aspirations and ability to pay.

**a. Reductions in gaps between males and females in access to/control over economic, political and social resources**

Activity	Description	Expected outcome
Develop accessible, comfortable and suitable WASH service models that are sensitive to the needs of men, women, young people, children, and people with disability in homes, communities, schools and health centers	RANO WASH will consult men, women, young and people with disabilities to understand needs and desires in WASH services	Models will be better designed and re-designed to respond better to the needs of everyone, and will therefore be more sustainable
Establish a social connection for vulnerable households for water supply	As RANO WASH creates opportunities for household water connections, there will also be a model for example: female-headed HHs or vulnerable HHs: 10 HHs connected to a system share the total amount, so they divide by 10 / And between them, they can join a system of per-equity according to their contract and convenience.	Vulnerable households will access water services in a way that is most appropriate for their needs, but still being sustainably managed.
Set up a private water connection for HHs that can afford it	RANO WASH will facilitate private connections for households able to pay for water services.	Private connection for households will inevitably improve the quality of life of females living in that house due to more access to water and decreased time collecting water.
Promote local talent for making and producing WASH infrastructure and services	RANO WASH intends to include local people, interested or already investing in the production of WASH products and / or services.	RANO WASH will expand local talent so all have ability to improve their income through the production of WASH products and services



Activity	Description	Expected outcome
Adopt a market-based WASH approach with procedures for reaching the underserved	Although RANO WASH will promote a markets-based approach to delivering WASH services, there will also be a component built-in to bring WASH services to the vulnerable and/or underserved.	WASH services will be monitored for their success reaching the underserved.

**b. Reductions in the prevalence of gender-based violence**

Activity	Description	Expected outcome
Develop MOUs/training with WASH service providers on non-discriminatory policies	Organize training sessions with service providers on how to deliver services and make payment plans in non-discriminatory ways.	This activity will help WASH service providers to cater to the needs of the non-majority.
Organize technical trainings for the production and supply of WASH services and products (manufacture of san plat slab, manufacture of sanitary napkins)	RANO WASH will organize technical trainings where women will be highly encouraged to attend.	Women and men attending the technical training will also have a 30 minutes' introduction on gender equality and why any gender can do any job.

**c. Reductions in constraints that prevent women and girls from leading, participating fully in and influencing decisions in their societies**

Activity	Description	Expected outcome
Facilitate the link between WASH service providers with financial services and consulting services	RANO WASH will facilitate links between service providers and financial institutions in order to allow for access to capital that traditionally is unavailable to WASH businesses.	Women-led service providers have access to financial support services for their activities
Facilitate the link between WASH service providers and local community groups	RANO WASH will ensure that WASH service providers are communicating regularly with relevant community groups to ensure transparency and accountability.	WASH service providers consulting and communicating with local groups will increase the sustainability and effectiveness of WASH services for community members of diverse backgrounds

Gender specific objective related to SO 2: Engage the private sector in the provision of equitable services and products related to water, sanitation and hygiene for all.

Results	Indicators	Activities
Objective 1: WASH services and products are available and accessible to different community groups, including vulnerable groups, by promoting women's economic empowerment.	Indicator 3: WASH services and products adapted to households and individuals according to their respective specificities are developed	Promote WASH services / products that take into account the needs of households and individuals according to their specificities
	Indicator 4: Number of women and men reporting improved income through economic activities around WASH	Implement activities aimed at women's economic empowerment

### 3) Adoption of healthy behaviors and the use of WASH services

Multiple behavior change studies show that awareness-raising activities alone fail to ensure the adoption of a reliable and sustainable change in behavior. Through its interventions, RANO WASH implements a transformative approach facilitating the adoption of healthy behaviors that allow each person to live without WASH-related health problems, to live in safety and dignity in an environment where WASH is favorable to all.

The goal is for household members to adopt healthy behaviors through a supportive environment for gender equity.

Thus, RANO WASH will develop an approach facilitating the adoption of healthy behaviors, considering the gender-specific needs of members of the community. Social norms change will be achieved by:

- Promoting messages reflecting relevant standards at the community level and institutions.
- Organization of discussions on gender dynamics at the community level to influence decision-making at household and community level
- Initiation of discussion of women leaders on their experiences / challenges to become leaders and to exercise their position.

- a. Reductions in gaps between males and females in access to/control over economic, political and social resources

Activity	Description	Expected outcome
Adopt 3 levels to influence change: HH, community and mass media by using leaflets, radio, street drama, puppets, SmS, etc.	Key messages in WASH will be shared through mass communication for information to all, at the level of the men and women community groups for discussion and challenge of	Perceived level of change at the community and household levels tends to improve

Activity	Description	Expected outcome
	standards, and at the household level for support and support in the adoption of behaviors	
Broad communication on “easy” options for challenging harmful social norms	Through the use of messages that have not been used from now on affecting social norms and that have impacts in the adoption of social and individual behavior: call to action for men on menstrual hygiene, ...	Messages defying social norms, narrowing gaps between men and women to increase women's power of control over them.
Adopt peer to peer sharing and learning	Especially at the youth level, exchanges between pairs will be organized to discuss the benefits, the constraints of the adoption of a behavior. This in order to support each other for behavior change tips.	Groups of women, men and youth discussing themes emerge as social resources for empowering men and women
Use male champions, small doable actions and gender model (using grow-up stickers tool)	Through the ideation approach, the project congratulates households where men and women help each other to support their families in practicing healthy behaviors. The complementarity of men / boys and women / girls in daily tasks in the practice of recommended healthy behaviors is part of a criterion of being a model in gender.	Men and women both recognize the increased involvement of men and the benefit of their involvement.
Involve local groups, local leaders as promoters of gender equality and agents of change; partner & learn from existing groups	In order to gain the support of local leaders who hold community-accepted practices, the project works with these traditional local leaders to reach out to informal local groups.	The involvement of local groups and leaders in behavior change activities reinforces the roles of secondary target groups
Adopt models for WASH friendly schools and health facilities (including nudges)	At the level of institutions: health facilities and schools, project interventions target users of these institutions, including patients and those accompanying patients to health facilities and also school children. It is a model of the ministries of health and education by which the project aligns itself.	Behavioral change efforts focus not only at the community level but also at the level of institutions that present themselves as a formal space for the acquisition of good behavior, which will subsequently be scaled up.

b. Reductions in the prevalence of gender-based violence

Activity	Description	Expected outcome
Co-design infrastructure with access for women, children and people with disability	Future users of the infrastructure will be consulted to obtain their opinions, their aspirations on the model of adapted WASH infrastructure, and comfortable for better access to infrastructure.	The social dimensions of infrastructure that promote the full use of services by women, children and persons with disabilities are considered in the design of the infrastructure plan.
Strengthen link between VSLA and WASH	VSLA groups provide a channel for effective behavior change activities, and the provision of WASH products and services can be facilitated by their savings and credit provision.	VSLA group members are sourcing WASH products and services.
Promote messages against GBV – collaborate with local anti-violence groups and efforts	The project will align with the approaches and activities undertaken by local groups that are committed to gender-based violence, which is part of the Ministry's policy in charge, through WASH-related interventions.	Messages against gender-based violence are heard and understood and relevant.
Conduct training sessions near communes to facilitate women's mobility and availability	In order to provide complete and solid training for the development actors, the project taking into account the mobility capacity and their availability so that the sessions are held in the proximity of their municipality and according to their availability.	By training or capacity transfer and cascading skills, so that capacities remain at the local level.
Understand local schedules so people are available for behavior change activities (see daily used time and seasonal availability)	Conduct preparation activities during periods of unavailability of communities to be able to effectively grasp the seasons of availability, not only in time, but also resources (eg: investments in WASH products coinciding with the harvest period, the time for discussions groups / peers depending on the accessible place and the time available to not charge more women).	The organization of activities for behavioral change is implemented following consultations with targets according to their convenience (temporal, resource, aspiration, and motivation).

c. Reductions in constraints that prevent women and girls from leading, participating fully in and influencing decisions in their societies

Activity	Description	Expected outcome
At the national and regional level: hold discussion sessions for women leaders to discuss their challenges to exercise their position and power and share	Discussion spaces between women leaders (entrepreneurs, authorities, traditional, NGO / Association leaders) will be organized to share their challenges as leaders.	These sessions highlight the challenges and strategies developed by these women, which can be shared and motivated by other women to develop their leadership capacity.
At local and community level: * Promote VSLA group membership and strengthen engagement and transparency	VSLA groups provide spaces for mutual reinforcement among members of the group, where the learning of transparency is reinforced.	VSLA group members are gaining more and more empowerment capacity. The by-laws that bind group members help group members become more and more mature in life in a socially-accepted society.
At local level : Conduct interactive discussions at the using the men's engagement tool	Through the organization of the discussion sessions, the project initiates and reinforces the commitment of men / boys related to the WASH theme for the empowerment of women / girls	Interactive Discussion Sessions Contribute to Social Transformation Approaches, Targeting Men as Support and Support for Women's Empowerment

Gender Specific Objective for SO 3: to implement a transformative approach that facilitates the adoption of healthy behaviors and a gender equitable attitude

Results	Indicators	Activities
Objective 1: Household members adopt healthy behaviors through an environment conducive to gender equity.	Indicator 5: Number of broadcast messages defying harmful standards.	Promote communication messages that defy harmful standards
	Indicator 6: Number of model households taking common responsibilities between men and women in WASH activities.	Conduct interactive discussion sessions at the community level using the Men's Engagement approach for Women's Empowerment
	Indicator 7: Number of shared tools that describe the challenges faced by women leaders.	Organize discussion sessions with women leaders at the regional and national level to discuss their challenge to exercise their position

# IV. MONITORING AND EVALUATION

A monitoring and evaluation system accompanies the RANO WASH project's gender strategy. It includes quantitative and qualitative indicators that aim to evaluate the project's performance for a fixed period of time:

- The tool "gender marker" which is a tool developed by CARE International to appreciate gender mainstreaming will be used at the beginning, mid-term and at the end of the project in order for the project to evaluate the scope of activities.
- Evidence and capture tools will be developed, as well as qualitative data such as case studies, success stories, or stories of change.
- The monitoring indicators of this strategy feed into the monitoring system of the RANO WASH project.

## 4.1. GENDER MARKER

The gender marker is a self-assessment tool that measures the level of gender integration into a program (from harmful to transformative), according to the CARE Gender continuum. The gender marker can track, improve and support effective and gender-sensitive programming. The gender marker is used in addition to monitoring, evaluation and accountability systems, which measure results for all members of the target population.

Gender Marker	Initial evaluation	October 2018
	Mid-term evaluation	March 2020
	Final evaluation	March 2022

## 4.2. MONITORING OF RANO WASH GENDER STRATEGY

The following table summarizes the list of indicators to assess the implementation of the RANO WASH gender strategy. Among these indicators, there are indicators that relate to the project's performance monitoring indicators.

Indicator	Explanation	Data collection tools	periodicity
Indicator 1: 30% of the members of the consultation structures are women and young people	From the SLC identification sheet and CSO groups, evaluate the number of men, women and youth-youth in an organization for men and women under 30 years old	Refer to the tool already used in SOI on SLC and OSC	quarterly

Indicator	Explanation	Data collection tools	periodicity
Indicator 2: The sector monitoring and evaluation system includes at least three indicators to assess the promotion of gender equality	These are indicators related to access, control and change of social norms related to WASH.	Discussions and research of evidence with the SESAM manager on the nomenclature and indicators of the WASH sector	annually
Indicator 3: RANO WASH promoting WASH services / products tailored to vulnerable households and people with disabilities	Services and products in water, sanitation and hygiene newly promoted by RANO WASH that vulnerable households and people with disabilities have access to.	Photos / success story	quarterly
Indicator 4: Number of women and men reporting improved income through economic activities around WASH	These are women and men newly invested in the production or supply of WASH products or services following the intervention of the project	Data collection form	annually
Indicator 5: Number of broadcast messages defying harmful standards	These are the types of messages used by stakeholders, local promoters to challenge harmful social norm	List of messages from reports from local stakeholders or developers	quarterly
Indicator 6: Number of model households taking common responsibilities between men and women in WASH activities	Model households show a common decision, translated into a mutual support between woman-man, girl-boy, adult-young, valid person- person with a disability to adopt healthy behaviors	List of households have completed behavior change, and have six petals in the grow-up stickers approach	quarterly
Indicator 7: Number of Shared Capitalization Tools Reflecting the Challenges Facing Women Leaders	From the discussion sessions of women leaders at the regional and national level, the results of the discussion will be shared.	List of shared tools	annually