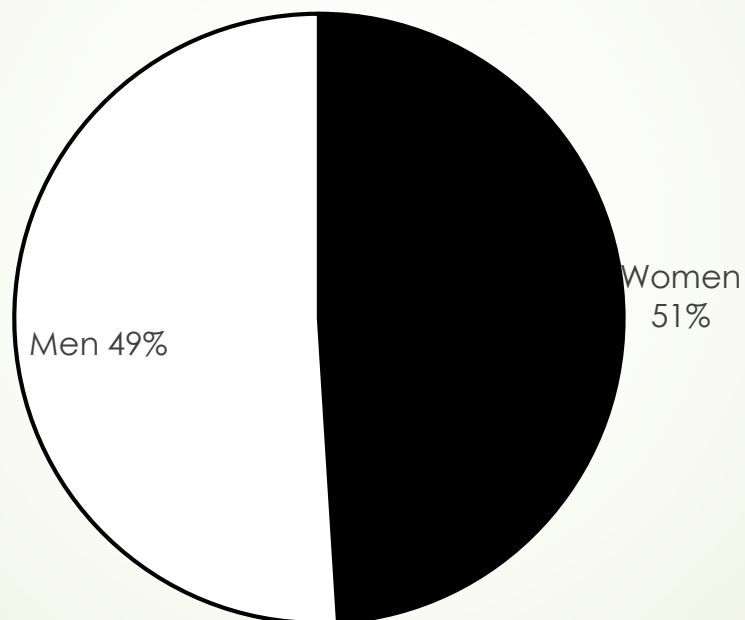


# Ensuring Gender Mainstreaming and gender inclusiveness in forestry projects



# Under representation of women in decision making and land ownership

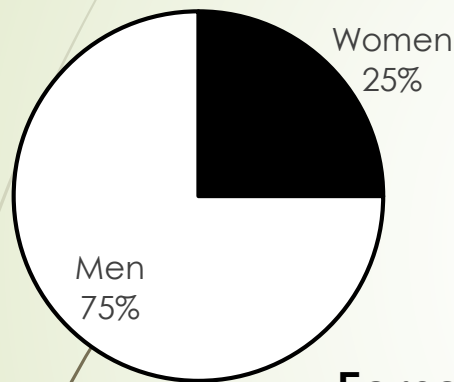
## Women/Men Ratio in rural areas



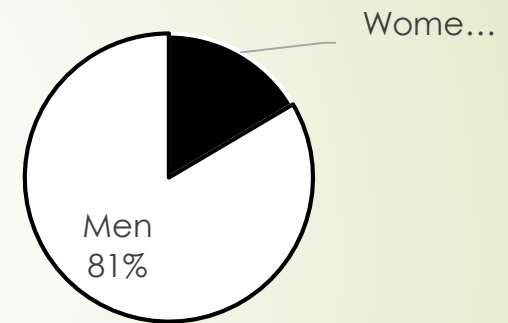
Source: INEGI (2011), INMUJERES (2013).

# Under representation of women in decision making

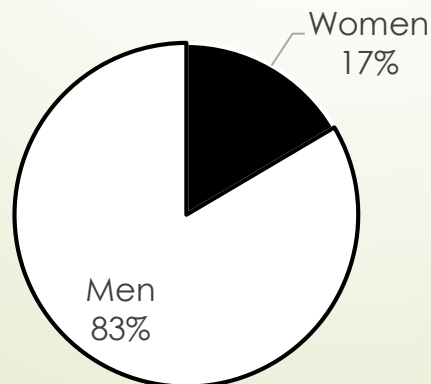
## Beneficiaries of forestry subsidy programs (self-declared; 2016)



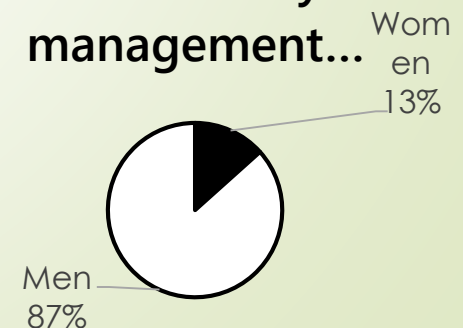
## Rural land owners with full community assembly decision-making rights



## Forestry technical advisor positions within communities

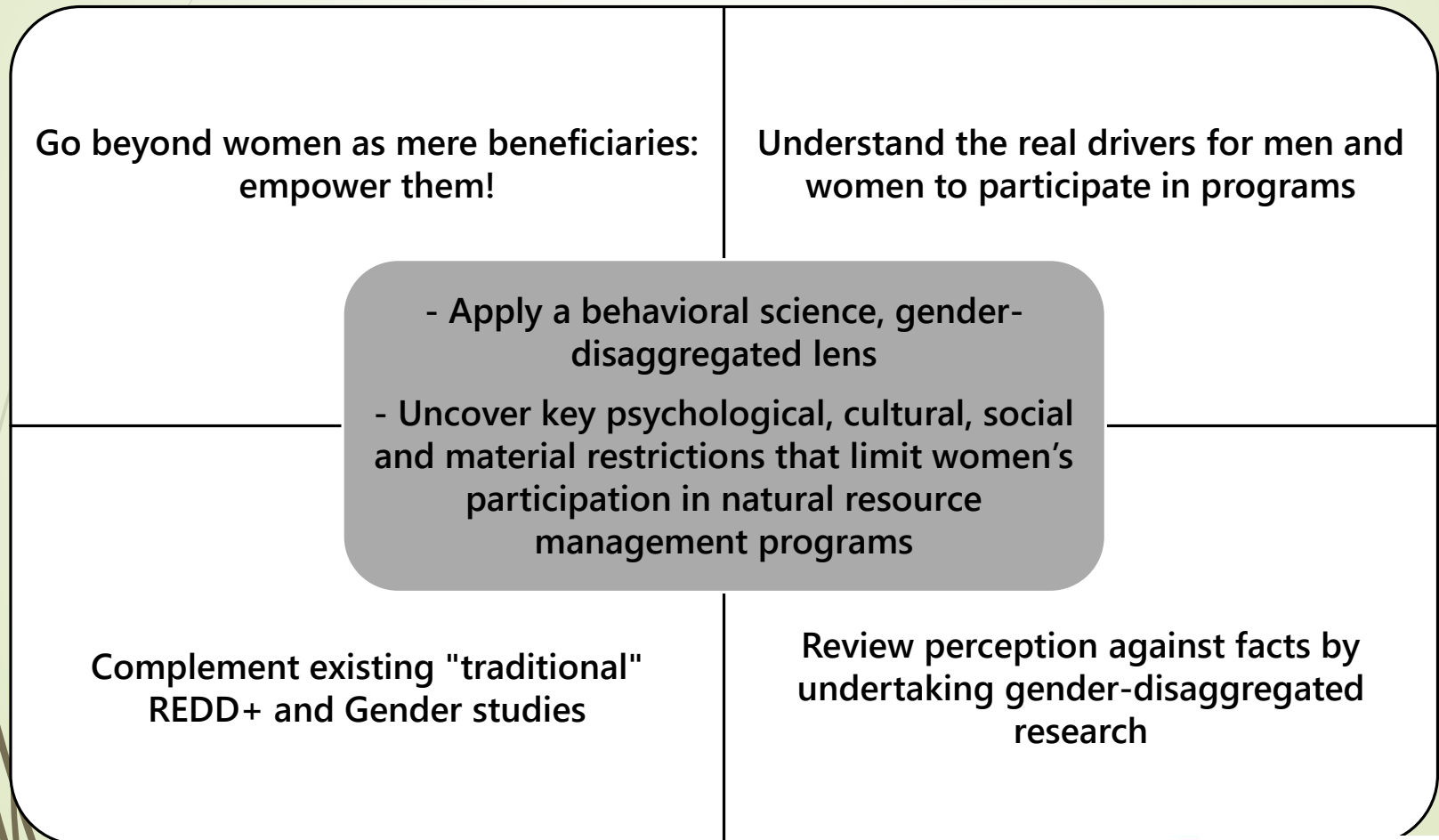


## Representatives in community management...



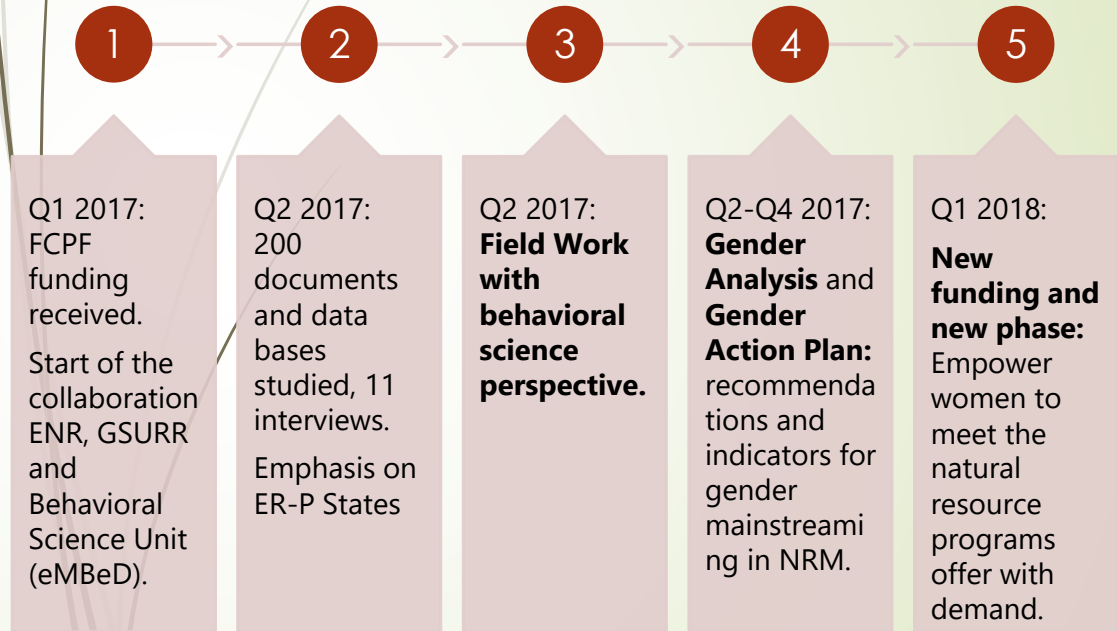
Source: CONAFOR, INMUJERES (2013), Almeida (2009), CONABIO (2016).

# OBJECTIVES OF THE GENDER STUDY





# Study design



# Design of behavioral science field intervention: Selection of intervention areas

Figure 7. The ER-P states and the 11 intervention areas



Source: CONAFOR (2016b).

## ► Chiapas:

- 20-80% IP
- high land access
- high poverty and marginalization index
- low women engagement in productive NRM activities.

## ► Yucatán:

- Majority IP
- low land access
- low poverty and marginalization index
- high women engagement in NRM and communal decision making.

# Design of behavioral science field intervention

- Include both men and women
- Different IP population related to localities, but overall in gender
- Yucatan mostly IP // Chiapas between 80-20%
- Field work (June and July 2017) reaching 228 people:
  - 16 focus groups
  - 30 observations documents
  - 15 community interviews in 8 municipalities with participation of 14 ejidos in Yucatan (8) and Chiapas (6)
- Collaboration with local consultant (organization of field work), a prestigious research institute (CIDE), staff of a national NGO (ODP) and support of two interpreters for indigenous languages (Mayan in Yucatan and Tojolaban, Chol, Tzotzil and Tzeltal in Chiapas)



➤ 4 focus groups to be held in each municipality:

- **FG1 Participants “Agency”**: Women who carry out agricultural and forestry activities and who are organized (formally or informally)
- **FG2 Participants “Aspiration”**: Women who carry out agricultural and forestry activities (not organized)
- **FG3 Participants “Social Bias”**: Women who do not carry out agricultural and forestry activities
- **FG4 Participants “Influencers and Agents of Change”**: Men participating in forestry activities

## Selection of Focus Groups Participants



# RESULTS OF THE BEHAVIORAL SCIENCE FIELD INTERVENTION (1)



**Traditional roles and stereotypes lead to gender bias** of both men and women.



**Women assume predefined identity:** primarily as community member and mother. Identification as a woman conform with traditional mental norms.



Women have much less time



Men expect women to fulfill their role in the household

# RESULTS OF THE BEHAVIORAL SCIENCE FIELD INTERVENTION (2)



**Time scarcity can be mitigated by designing programs close to household and supporting labor saving technologies, introducing choice simplification.**



**Correlation between degree of participation of women in productive activities and degree of their participation in communal decision making and empowerment (and vice versa).**



**Prevalent structural gender roles and norms are malleable and can be addressed by inducing normative, long-term change within the communities.**



**Women's participation in decision-making processes can be promoted by agents of change, role models and providing alternative meeting spaces.**

# Put the findings into practice



WITH DGM AND  
CIF FUNDING, WE  
DESIGNED A  
SPECIAL  
COMMUNICATION  
CAMPAIGN,  
IMPLEMENTED  
2019



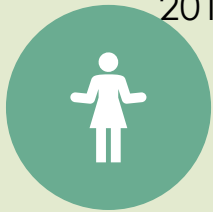
GO NOT ONLY TO  
ASSEMBLIES, BUT  
SCHOOLS AND  
HOSPITALS



TRANSLATE  
EVENTS, POSTER,  
PAMPHLETS INTO  
IP LANGUAGES



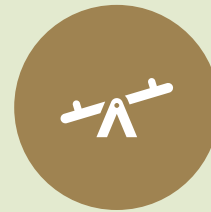
USE TRADITIONAL  
AND LESS  
TECHNICAL  
LANGUAGE



HAVE WOMEN  
WHO ALREADY  
RECEIVE SUPPORT  
PRESENT



NGO SUPPORT  
WOMEN WITH  
SPANISH PAPER  
WORK



PRESENT DGM SUPPORT  
OPPORTUNITY FOR FAMILY  
AND NOT NECESSARILY  
ONLY FOR THE INDIVIDUAL



... RESULTS TBD

# Environmental and Social Framework (ESF) and gender



## ESS1

Assessment and Management of Environmental and Social Risks and Impacts



## ESS2

Labor and Working Conditions



## ESS3

Resource Efficiency and Pollution Prevention and Management



## ESS4

Community Health and Safety



## ESS5

Land Acquisition, Restrictions on Land Use and Involuntary Resettlement



## ESS6

Biodiversity Conservation and Sustainable Management of Living Natural Resources



## ESS7

Indigenous Peoples/Sub-Saharan African Historically Underserved Traditional Local Communities



## ESS8

Cultural Heritage



## ESS9

Financial Intermediaries



## ESS10

Stakeholder Engagement and Information Disclosure



# How the Environmental and Social Framework (ESF) can support gender mainstreaming



Gender is mainstreamed – be creative



Take opportunity for an in depth social assessment



Use a behavioral lens to meet supply and demand, to better design projects



Bear in mind that instruments should be gender-inclusive: could be through IPPF with a gender focus, or through GAP



Collect and disaggregate socioeconomic data for indigenous populations (and by gender for this population).



Integrate gender analysis not only into project design but project implementation

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- In cooperation with WB: ENB, eMBeD, FCPF, FIP, CIF. MX: CIDE and ODP



THE WORLD BANK



## Closing The Gender Gap

In Natural Resource Management Programs In Mexico



**eMBeD**  
Mind, Behavior, and  
Development Unit

observatorio  
de desarrollo  
regional  
y promoción  
social ac.