



# GENDER

OUR RESULTS IN EAST AFRICA

Hanns R. Neumann Stiftung







# WHY GENDER EQUALITY MATTERS

## Increasing Gender Equality not only Empowers Women – it Empowers Everyone!

Throughout East Africa, patriarchal norms and customs often limit the voice of women in the household. This not only affects their access to household resources, but also their say in household finances and decision-making. Promoting a gender-conscious farming household allows for joint decision-making and planning, which not only benefits women, but the entire family. They ultimately profit from improved financial discussions and overall livelihood.

Hanns R. Neumann Stiftung (HRNS) has introduced the Gender Household Approach in Uganda, Tanzania and Ethiopia, with the objective of promoting coffee farming as a household enterprise. Joint goal-setting and joint decision-making, especially between spouses, are the two key components.

In total, more than

# 20,000 households

have been reached.







# THE HRNS GENDER HOUSEHOLD APPROACH

## Couple Sensitization

We start with raising awareness on the importance of involving both men and women in trainings and decision-making on household and farming activities. During couple seminars, they realize the unequal division of resources and responsibilities within the household and on the farm. This motivates them to improve their cooperation. They also share information and resources related to household and farming activities more equally.

## Change Agent Coaching

Change agent training involves intensive coaching activities for selected couples, also known as change agents. Training starts with coaching on how to consult each other, come to compromises, and include all household members in decisions. A household farm plan and budget is also developed in which the couples indicate their planned investments, necessary expenditures, and expected income. Continued support for these plans is offered with home visits from HRNS gender officers, while self-assessment workshops allow them to monitor their own progress.

## Community Sensitization

Women who are interested also receive women's leadership training. Change agents form drama groups and organize community discussions to sensitize their fellows on the benefits of joint household management.



A photograph of a man and a woman in a coffee field. The woman, on the left, is wearing a red patterned top and has her hair in braids. The man, on the right, is wearing a white polo shirt. They are both looking down at something in the coffee plants.

# MORE EFFICIENT AND GENDER-EQUAL COFFEE FARMING

## Changing the Way Households Make Decisions



Dr. Els Lecoutere

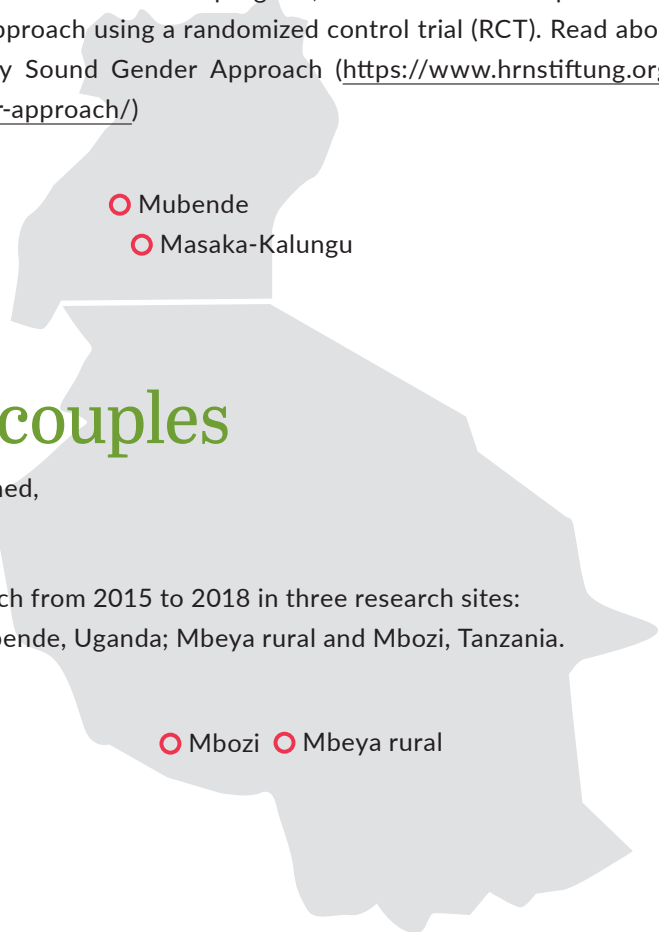
Together with Dr. Els Lecoutere, we explored whether or not better cooperation and joint decision-making in coffee farming households could improve farming efficiency. Els Lecoutere is a Marie Skłodowska-Curie Postdoctoral Fellow at the Institute of Development Policy (IOB) at University of Antwerp, Belgium. With funding from the European Union's Horizon 2020 research and innovation program, she assessed the impact of the HRNS Gender Household Approach using a randomized control trial (RCT). Read about her research: A Scientifically Sound Gender Approach (<https://www.hrnstiftung.org/a-scientifically-sound-gender-approach/>)

During her research,

**1,296 couples**

were interviewed by trained, external interviewers.

She conducted her research from 2015 to 2018 in three research sites: Masaka-Kalungu and Mubende, Uganda; Mbeya rural and Mbozi, Tanzania.

A grey silhouette map of East Africa. Two red circles mark the locations of Mubende and Masaka-Kalungu in Uganda. Two more red circles mark the locations of Mbozi and Mbeya rural in Tanzania.

○ Mubende  
○ Masaka-Kalungu

○ Mbozi ○ Mbeya rural





## RESULTS FROM UGANDA

### Increased well-being

A significant number of wives and husbands of intensively coached couples have reported increased well-being compared to couples who only received couple seminars.

### Cooperation matters

Improved cooperation between spouses has a significant, positive effect on household income per capita, food security, and the likelihood of investment in agricultural production.

### Higher coffee income and more transparency

Intensively-coached couples, as well as couples which only attended couple seminars, all report an increase in coffee incomes. Additionally, they report an increase in transparency on this income, meaning wives and husbands are equally aware of the money being received from coffee production.





## RESULTS FROM TANZANIA

### Improved food security and household well-being

The coaching sessions as well as the continued interaction of the intensively-coached couples with other community members has a positive impact on food security in the community. The reported food security of husbands and wives is about 25 % higher on average after being sensitized. The intervention has also impacted overall household well-being. An additional 18 % of the intensively coached women report being better off than before.

### Households adopt more Good Agricultural Practices (GAPs)

Intensively-coached couples adopt, on average, one more GAP for coffee than other couples.

### Increased cooperation between husbands and wives leads to increased household income

Significantly higher coffee incomes have been reported by wife and husband.

### Women are more involved in decisions about coffee production and better informed about coffee income

9 out of 10 of the supported couples report joint-management of their coffee farms after intensive coaching by the project (26 % higher than couples who were not trained). The involvement of women as co-owners of their land has increased for virtually all intensively-coached couples (45 % more compared to not-trained couples). The interaction of the intensively-coached couples with other community members has made joint land ownership in the community to increase by 35 %.





## RESULTS FROM ETHIOPIA

183

change agent couples  
have been trained

87 % of the change agents and  
28 % of the project beneficiaries report  
that they have started joint  
decision-making at the household  
and farm level.

The participation of women  
in trainings has increased to

29%.

### Shared activities

92 % of interviewed change agents and  
64 % of interviewed project beneficiaries  
report an increase in shared household  
activities, including men taking on a  
greater role in domestic life.

18% of the cooperative leaders  
were women in 2018

Leadership elections in cooperatives take place every 3  
years. The participation of women in leadership is expected  
to increase after the next elections, as further sensitization  
and leadership trainings are facilitated.

30 couple  
seminars

have been conducted with  
1,160 participants, in total.





## TESTIMONIAL



When I started the training, Mr. Tete was looking at me while holding his cheeks with his hands, until, towards the end of the seminar, he rose his hand and declared:

“

*"I was surprised that a woman was going to train us, and was even more shocked when she introduced the topic. I asked myself what was she going to tell us, how it was related to coffee and household development. But now I have realized that I can perform all the household chores and I am sure my wife can also do the same for the coffee farm.*

*To conclude, I want to thank the project for bringing this seminar to us."*

Mr. Tete, Mbeya, Tanzania 2018

He then held his wife's hand and told her that he was going to include her in all future plans and decisions.





# SUPPORT OUR GENDER ACTIVITIES

## Contact Us for more Information on Our Gender Household Approach.

At Hanns R. Neumann Stiftung, we implement programs to improve the living and working conditions of smallholder families in coffee communities around the world.

When farmers have the knowledge and skills to lift themselves out of poverty, everyone – farmer, smallholder communities, industries – wins.

Send us an Email to learn more:  
[info@hrnstiftung.org](mailto:info@hrnstiftung.org)

HRNS has operational offices in Guatemala, Brazil, Ethiopia, Uganda, Tanzania and Indonesia. The head office is in Hamburg, Germany and a strategic office is located in New York, USA.







[www.hrnstiftung.org](http://www.hrnstiftung.org)



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