Case study design template

How to socialise learnings and impact stories

This case study design template will enable an organisation to conduct a holistic and comprehensive review of their gender transformation experience.

It will help an organisation think through their entire gender transformation journey, outlining the key problem statement and objectives, the approach used, the results of the process, impact achieved and lessons learned through the experience.

Through this an organisation can design viable next steps to increase their impact.

Directions to use the case study design template:

1. Go through the case study design template to familiarize yourself with the data types of information you would need to create a compelling case study.

2. Collect information and data from various departments to start drafting the case study. Here you can also utilize data and information from the gender impact assessment (access guide here).

3. Outline next steps of where your organization can continue to work and create further impact.

4. Share the case study on your organization website, public sources (like ImpactAlpha, Next Billion etc.) and with other ecosystem players.

5. At the end of the tool we have provided a glossary of some commonly used terms which will aid in better understanding of some of the language.

Primary audience
Funders, Gender transformative

Tool type
Worksheet

Personnel
Impact assessment expert, communications team

Duration
6-8 hours

GOALS
(1) Understand how to evaluate your gender transformative journey and socialise learnings

REQUIREMENTS
(1) Utilizing this tool will require availability of accurate and complete data and information on business activities.

(2) Availability of a communications personnel is beneficial.

(3) Availability of a gender advisor or expert will be beneficial.

(4) If there are terms which are unclear we suggest referring to Gender concepts glossary tool or consult your Gender Advisor if you have one.

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FRAMEWORK TO DEVELOP YOUR CASE STUDY

Below framework provides a four-step process for organizations to develop their own case studies around the impact created by their gender transformative approaches.

INTRODUCE THE CASE STUDY

What is the problem statement?
- *Why did you decide to integrate gender into your work?*
- *Who are the key beneficiaries? Is there a particular segment of women farmers?*
- *What is the key issue you seek to address?*
- *How did you find out about this issue?*

  Use the space below to jot down ideas

What is the problem context?
- *How does your internal environment (i.e. integration of a gender lens in product design or lack thereof, etc) affect the uptake of your products or services by women farmers?*
- *How does your external environment (i.e social cultural norms, policies that don't favor women farmers, etc.) affect your work with women smallholder farmers?*

  Use the space below to jot down ideas

What are the key objectives?
- *What are the specific goals you hope to achieve with your gender transformation journey?*

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OUTLINE YOUR APPROACH

What research did you do to increase your understanding on the gender transformation process?

Use the space below to jot down ideas

What activities did you integrate into your work to increase your gender impact?

Use the space below to jot down ideas

How did you ensure that these changes has positive social impacts on women smallholders?

Use the space below to jot down ideas

How did you measure the impact on women smallholders? How do you measure your return on investment?

Use the space below to jot down ideas

How did you scale your impact? How did you collect feedback to iterate your activities?

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CODIFY YOUR LEARNINGS AND RESULTS

What were the results?
- What was the outcome from integrating gender in your work with smallholder farmers?
- Were you able to reach more women farmers?
- What was the impact on your business? I.e what was the impact on revenue, expenses, profits, etc.?

    Use the space below to jot down ideas

What were your learnings?
- What did you learn from the outcomes?
- What are the areas of improvement?
- What do you need to discard?

    Use the space below to jot down ideas

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DETAIL YOUR NEXT STEPS

What will be your short term next steps?
- What do you plan to do in the short-term to reach and meet the needs of more women farmers?
- Are there any quick win-opportunities you've identified?

  Use the space below to jot down ideas

What will be your medium term next steps?
- What do you plan to do in the mid-term to reach more women smallholder farmers?

  Use the space below to jot down ideas

What will be your long term next steps?
- What do you plan to do in the long-term to increase your gender impact?
- Are there any strategies in the pipeline?

  Use the space below to jot down ideas

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RELEVANT GLOSSARY
As you work through this tool, you may have come across terms that are unfamiliar or confusing. Below is a list of some terms, knowing which would aid in better understanding of the tool. If there still are terms that you do not understand, it is recommended to refer to the Gender Glossary and other linked sources or consult with your Gender Advisor (if your organization has one).

> **Gender analysis** refers to the critical examination of the differences between men and women, boys and girls, in their access to and control of resources, their roles and responsibilities, and the constraints they face in a given situation or context relative to each other. For instance, an assessment of the differences in access to and control of digital agricultural solutions between women and men smallholder farmers.

> **Gender bias** refers to the conscious or unconscious, explicit or implicit prejudiced actions or thoughts that could lead to unfair treatment of people based on their perceived gender. For instance, male farm laborers hired by women farm owners are likely to be less hardworking and reliable due to the lower perceived strictness of women.

> **Gender lens** refers to a perspective that aims to identify and understand gendered power differences and biases among different groups in economic, social and legal contexts by analysing the relationship between different gendered groups, their access to resources and opportunities, and the constraints they face relative to each other.

> **Gender mainstreaming / integration** is a process that involves embedding of a gender perspective into the entire spectrum of an organization's activities including its strategies, structures, policies, culture, systems and operations. It ensures that the needs and interests of all genders are included in the design, implementation, and M&E of any planned activity

> **Gender/ social norms** collectively held standards to which people are expected to conform at different stages of their lives based on their sex or gender identity. These are norms that seek to represent beliefs and values of what it means to male or female in different societal contexts. For instance gendered expectations for women to engage in unpaid caregiving work limits their time to engage in productive agricultural activities.

> **Gender transformative** refers to an organisation that aims to achieve gender empowerment and equity designs its products, service lines, and/or investments to reduce barriers in not only access to resources but also in agency and control over resources. For instance an agri-input loan provider can incorporate strategies to reach out to include women smallholder customers to make the final decision on loan disbursal after approval without spousal consent.

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