



ACTIVITY BRIEF

OCTOBER 10–12, 2018, JAKARTA, INDONESIA



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT

TPSA Project Conducts Workshop on Gender Sensitivity in Value-Chain Analysis

Raising awareness and enhancing knowledge of gender-sensitive value-chain analysis (GSVCA) will help to inform policy and develop interventions that could help both women and men benefit equitably from economic activities.

Background

A value chain describes the full range of inputs and activities that are required to develop a product or service.¹ These inputs, which include land, raw materials, capital, labour, and information, are then used in activities such as design, production, and distribution. The inputs and activities that comprise the value chain can be contained within a single firm or divided among different firms, and within a single geographical location or spread over wider areas.²

Analyzing the value chain is a way to identify the monetary value being created at each stage of production. A gender-sensitive value-chain analysis (GSVCA) examines the roles and contributions of women and men in the production chain, thus making these contributions visible. It can also help explain why a value chain or stage in the value chain is dominated by one gender.

GSVCA is a research method that yields evidence to inform policy and help policy-makers develop interventions that will help women and men benefit equitably as producers, workers, entrepreneurs, and customers in value chains. It enables researchers to identify the following:

- the differing positions and roles of women and men in a given chain within a market system;
- the barriers that women, in particular, experience when trying to engage in and benefit



Participants at the workshop on gender-sensitive value-chain analysis.

from the economic opportunities present in the market, including the disadvantages they face and the reasons for those disadvantages within the system;

- the opportunities that exist to support better inclusion of women in the market to ensure greater gender equality so that both women and men can benefit from economic opportunities.

The Canada-Indonesia Trade and Private Sector Assistance (TPSA) project aims to increase the capacity of its main partner, the Ministry of Trade (MoT), to formulate and promote trade policies that are gender-sensitive and gender-responsive in order to ensure that women and men benefit equitably from participation in trade. TPSA held a workshop on GSVCA for MoT's Trade Research and Development Agency (TREDA). To expand the outreach of this training, the research departments

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Workshop discussions.

of four other ministries with economic development mandates were also invited to participate: the Ministry of SMEs and Co-operatives, Ministry of Industry, Ministry of Agriculture, and Ministry of Women's Empowerment and Child Protection.

"I have learned so many things from this training. The tools can be applied in my daily work as a researcher on the socio-cultural aspects of agriculture. This training will impact our research so that we can produce more sound policy recommendations."

—RITA SUHAETI
Ministry of Agriculture

Objectives

From October 10 to 12, 2018, 28 researchers (10 men and 18 women) from the five ministries mentioned above and two research institutes took part in a training workshop on GSVCA held at the Aloft Hotel in Jakarta. The objective was that by the end of the workshop, participants would:

- understand the importance of ensuring that both women and men benefit from participation in value chains;
- learn how to apply a gender lens to value-chain analysis within a market system by:
 - becoming familiar with basic gender concepts such as gender equality, gender equity, women's economic empowerment, and gender mainstreaming or integration;
 - becoming familiar with research outlining key gender issues and roles in Indonesia;
 - understanding how to analyze the value chains of coffee, footwear, and apparel and their links to global value chains. This

analysis focuses on identifying the roles and responsibilities that women and men have in value chains, the barriers they each face to benefiting from participation in the chains, and the opportunities that can be leveraged to support their greater inclusion, using various analytical tools to support this work;

- determine how to use their newly developed GSVCA skills to inform policies and programs that minimize constraints and enhance more equitable opportunities for women and men in these value chains.

Workshop Highlights

The workshop was opened by three officials:

- Sri Nastiti Budianti, Secretary of Trade Analysis and Development Agency (TREDA), Ministry of Trade;
- Novi Anggriani, Senior Development Officer, Development Cooperation, Embassy of Canada;
- Greg Elms, TPSA Project Field Director.

Ms. Budianti noted that a 2016 report by the International Finance Corporation revealed that women-owned firms in Indonesia tend to be smaller than those owned by men. Women owned 53 per cent of micro enterprises, 51 per cent of small businesses, and 34 per cent of medium-sized businesses in urban areas.³ Overall, women-owned small and medium-sized enterprises (SMEs) account for only 9.1 per cent of Indonesia's gross domestic product (GDP).⁴ Increasing women's participation in entrepreneurship can improve economic outcomes (such as higher GDP and enhanced job creation) and contribute to greater social



L-R: Lota Bertulfo, Novi Anggriani, Sri Nastiti Budianti, Greg Elms, and Kara Klassen.



Lota Bertulfo discusses gender-analysis tools.

outcomes.⁵ Yet women entrepreneurs face barriers in entering international markets: Compared with male entrepreneurs, women face more obstacles to obtaining credit, registering property, and opening a bank account.

Kara Klassen, GSVCA Expert, and Lota Bertulfo, TPSA Principal Gender Equality Expert, were the two resource persons for the workshop.

Training was conducted in a serious but relaxed atmosphere, with participants actively immersed in group activities and discussions. The main topics covered during the three-day workshop were:

- understanding the concept of value chains;
- understanding the concepts of gender and women's economic empowerment;
- the importance of incorporating gender and women's economic empowerment into value chains and how to do so;
- how to analyze the root causes of gender inequality in value chains;
- using GSVCA as a policy tool.

Gender-analysis tools such as the Harvard Analytical Framework for gender analysis and the Women's Empowerment in Agriculture Index (WEAI) were introduced and explained. The Harvard approach collects information from households on gender-based division of labour and workload, including who does each task, who has access to and control over resources, and what benefits accrue to the person controlling the resources and/or performing the task. It also identifies factors causing the differences in gender roles.

The WEAI measures the roles and extent of women's engagement in the agriculture sector across five domains:

- decisions about agricultural production
- access to and decision-making power over productive resources
- control over use of income
- leadership in the community
- time use

"There are some serious problems with gender equality in Indonesia. Based on my experience and research on women's empowerment in the apparel industry, I know that even though it employs mostly women, those women don't have a chance to be promoted to supervisor or to voice their opinions. This workshop showed me how to identify and analyze the root causes of the problem."

—FAHRINA

Faculty of Business and Economics, University of Indonesia

Understanding when and how to use these gender-analysis tools and how to interpret the information gathered with them is essential to ensuring that a value-chain analysis is gender-sensitive.

Other tools introduced to workshop participants included GSVCA mapping and Problem Tree Analysis. In GSVCA mapping, training participants use a map of the processes or activities performed in a value chain to identify whether men or women perform those activities. The GSVCA map helps make the roles and contributions of women in a value chain visible and identifies who benefits most in the chain.

In Problem Tree Analysis, the causes and consequences of a problem are illustrated in the form of a tree. This tool is used to identify the root causes of gender inequality in value chains.

To understand the different concepts and tools presented, the participants undertook group exercises such as role mapping in value chains, case-study analysis, and actual gender-sensitive



Kara Klassen provides feedback on a group exercise.

value-chain analysis. The groups analyzed three case studies (from Indonesia's footwear, apparel, and coffee industries) and came up with gender-sensitive policy recommendations for those industries. The groups had ample opportunities to discuss, raise questions, learn from applying the tools, and formulate gender-sensitive policy recommendations related to the mandates of their respective ministries.

Participant Feedback

The participants gave positive feedback on the training. Fifty-five per cent reported that their knowledge increased significantly and 45 per cent found that their knowledge increased to some extent. More than half (60 per cent) now have an excellent or very good level of confidence in applying the knowledge gained from this training, and another 30 per cent rated their level of confidence as good.

Most participants rated specific aspects of the training as good, very good, or excellent. There were no poor ratings and only a small percentage of fair ratings, mostly related to the duration of the training. Respondents noted that they wanted more training, in particular to have time for hands-on practice of the knowledge they had gained.

The highest percentage of very good ratings related to the knowledge and teaching ability of the instructors, the opportunity to ask questions, and the use of practical exercises and case studies. The highest percentage of good ratings related to the adequacy, detail, and level of the information presented, the teaching ability of the instructors,

the organization of the training, the quality of training materials, and the relevance of material to the topic. A large majority of participants (80 per cent) rated the training as very good or excellent overall, while the remaining 20 per cent rated it as good.

About the TPSA Project

TPSA is a five-year, C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;
- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.



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ENDNOTES

- ¹ International Labour Organization, *Gender-Sensitive Value Chain Analysis Guide* (Geneva: ILO, June 1, 2009), accessed November 30, 2018, http://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---ifp_seed/documents/publication/wcms_111373.pdf.
- ² Linda Mayoux and Grania Mackie, *Making the Strongest Links: A Practical Guide to Mainstreaming Gender Analysis in Value Chain Development* (Addis Ababa: International Labour Organization, 2008), 9.
- ³ International Finance Corporation (IFC), *Women-owned SMEs in Indonesia: A Golden Opportunity for Local Financial Institutions* (Washington, D.C.: IFC, March 2016), 7, accessed October 2, 2018, https://www.ifc.org/wps/wcm/connect/region_ext_content/ifc_external_corporate_site/east+asia+and+the+pacific/resources/women-owned+smes+in+indonesia-a+golden+oppo rtunity+for+local+financial+institutions.
- ⁴ Ibid.
- ⁵ Xavier Cirera and Qursum Qasim, *Supporting Growth-Oriented Women Entrepreneurs: A Review of the Evidence and Key Challenges*, Innovation, Technology and Entrepreneurship Policy Note 5 (Washington, D.C.: World Bank Group, September 2014), 2, accessed November 14, 2018, <http://documents.worldbank.org/curated/en/301891468327585460/pdf/92210-REPLACEMENT-Supporting-Growth-Oriented-Women-Entrepreneurs-A-Review-of-the-Evidence-and-Key-Challenge.pdf>.