



ACTIVITY BRIEF

NOVEMBER 5–7, 2018, BENER MERIAH
NOVEMBER 26–28, 2018, TAKENGON



TPSA | CANADA-INDONESIA TRADE AND
PRIVATE SECTOR ASSISTANCE PROJECT

TPSA Leads Two Pilot Training Workshops on Women's Leadership in Coffee Cooperatives in Aceh

Women leaders and members of four Fairtrade-certified coffee cooperatives in Aceh came together to learn about gender-responsive cooperative governance and how to become effective leaders in their cooperatives.

Background

The TPSA report *Opening the World of Trade to Women: How Gender Affects Trade Benefits for Indonesian SMEs* identified barriers faced by women-owned SMEs in running their business and in exporting. A challenge specific to coffee cooperatives is the difficulty faced by women farmers in becoming members and leaders of cooperatives.

To address this challenge, TPSA is collaborating with the Fairtrade Network of Asia & Pacific Producers (Fairtrade-NAPP) on four activities aimed at improving the governance knowledge and practices of Fairtrade-certified coffee cooperatives in Aceh to help them become more gender-inclusive and therefore more democratic. These activities include:

1. a workshop to raise awareness of gender inequality issues within the boards (elected officers) of 22 Fairtrade-certified coffee cooperatives;
2. a workshop for women leaders and staff of six women-led cooperatives to help them become trainers on gender awareness and women's leadership in cooperatives;
3. a pilot women's leadership training for four women-led cooperatives;



Participants at the pilot training for Kokowagayo and Ara Cahayani Gayo cooperatives.

4. mentoring the remaining women-led cooperatives to enable them to conduct the same leadership training for women members of other women-led cooperatives.

This brief summarizes the third activity. Briefs for the other activities are available on the TPSA website.¹

Introduction

The first pilot training workshop was held in Bener Meriah from November 5–7, 2018, for 23 women (20 members, two collectors, and one administrative staff person) from Kokowagayo and Ara

Canada

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IN PARTNERSHIP WITH



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Participants at the pilot training for Arinagata and Ara Awas Awali cooperatives.

Cahayani Gayo cooperatives. The training was conducted by graduates from those two cooperatives of an earlier training-of-trainers (ToT) workshop (activity 2 above).

The second workshop was held in the Arinagata cooperative office from November 26–28, 2018, conducted by ToT graduates from Arinagata and its newly established women-exclusive coffee cooperative, Ara Awas Awali. Fourteen women (11 delegates, two board members, and one co-op member) participated in the training. Training delegates is important because they are the ones who are likely to become officers of a cooperative.

These workshops served as opportunities for the ToT graduates to apply what they learned from their training.

TPSA gender advisor Dati Fatimah and Fairtrade-NAPP program officer Intan Wahyu Fitri acted as coaches during the training.

Training Topics

Both pilot training workshops followed the same agenda, which was divided into three main topics.

Gender Concepts and Analysis

Participants were introduced to the concept of gender by trainers using cards containing pictures and statements to distinguish between the concepts of gender and sex. While it is common for people to equate sex (the biological definitions of men and women) with gender (being defined as masculine or feminine), there are differences. The first is more

stable, while the latter varies over time and by culture. The inability to distinguish between these two concepts often leads to gender-role stereotyping, the tendency to strictly (or exclusively) associate certain characteristics, behaviours, and roles with men or women.

Gender analysis tools were then introduced to participants, including time-use analysis. This tool involves examining the differences in activities carried out by women and men and the amount of time required to complete them. It reveals gender roles, sex-differentiated divisions of labour, women's double burden, and the invisibility of much of the work women do, particularly around reproductive activities.

Women's roles were discussed further during a presentation about the Gayo coffee value chain. At the training for Kokowagayo and Ara Cahayani cooperatives, the chairperson of Sumatera Permata Gayo cooperative, Bapak Armiyadi, explained the roles and contributions of women in the value chain. At the training for Arinagata and Ara Awas Awali cooperatives, the same topic was handled by Bapak Ara Siberani, chairperson of Arinagata cooperative. Both noted that women perform activities in all stages of the coffee value chain, including soil preparation, planting, harvesting, post-harvesting, and trading. Yet women do not always participate in all stages or activities, and they do not receive the same monetary compensation as men.

Gender-Responsive Cooperative Governance

The second topic was gender-responsive cooperative governance. The trainers spoke about the



Group discussions during the pilot training workshop for Arinagata and Ara Awas Awali cooperatives.



Pilot training workshop at Kokowagayo cooperative.

values and principles of cooperatives and Fairtrade standards. The group examined the extent to which these principles and standards are relevant to and practiced in their cooperatives and the challenges encountered in practicing them. At the training for Kokowagayo, cooperative leader Bapak Djumhur spoke on this topic, while at the training for Arinagata, Bapak Ara Siberani, chairperson of Arinagata cooperative, was the invited speaker.

A women's leadership session was conducted to provide a better understanding of the criteria for being a good female leader. The presentation focused on why leadership is important, with an emphasis on how women in leadership positions can have a transformative impact on the governance of cooperatives.

Conflict Management and Decision-Making

The topic of conflict management began with participants divided into three groups. Each was assigned a conflict situation and asked to role-play how they would manage and resolve the situation. Group 1 had to role-play negotiating with their husbands to attend a three-day women's leadership training organized by the cooperative. Group 2 was asked to role-play negotiating with cooperative management to allocate money from the Fairtrade premium fund for the construction of a child care facility. Group 3 was tasked with discussing, as a Qur'an recitation group, how Islam recognizes the equality between men and women.

In their role-playing scenarios, participants portrayed how the conflicts developed and the challenges in resolving them. They became aware of how non-resolution of such conflicts often becomes an obstacle to women's empowerment.

Gender-biased arguments, and how to manage them, were then discussed in a plenary session.

Feedback

At both training workshops, each day ended with a feedback session with the cooperative trainers, who shared their assessment of their own performance, how they felt, and what they learned. Dati Fatimah and Intan Wahyu Fitri gave them feedback on their handling of the process, management of the participants, and clarity of the topics taught. This feedback session was a critical aspect of the pilot training, as it gave the trainers the opportunity to learn from each other and from the more experienced gender trainers.

The training participants gave very positive feedback regarding what and how much they learned, particularly in relation to women's leadership, their role and contributions to their cooperatives, and their value relative to male cooperative members.

Conclusion

The women's leadership training workshop provided participants with a better understanding of gender issues and opportunities for women leaders in coffee cooperatives. The final activity during the workshop was to develop individual action plans. The participants acknowledged the importance of confidently applying the knowledge gained during the training, both at home and in the workplace. They now have a better understanding of Fairtrade values and can communicate these values more openly with their colleagues. They know their opinions count, and they feel more confident participating in meetings and communicating their desire for a more gender-inclusive environment.



Participants role-play effective communication strategies during the pilot training at Arinagata cooperative.



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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¹ (<http://www.tpsaproject.com/publications/all/>).