Gender Task Force Meeting 5-16-12

Attendance: Mara Russell- Land O’Lakes, John Russell- World Vision, Kavita Sethuraman- FHI360, Mary Jo Robinson- Land O’Lakes, Violet Dancheck- USAID, Ella Brown- WFP, Madiha Nawaz – ACDI/VOCA

**Mara Russell Presentation on the Land O’Lakes Gender Task force**

* + In 2009 Land O’Lakes made a commitment to diversity and inclusion
    - They found that there were low numbers of women in senior management and it hampered market success
    - Land O’Lakes hired consultant Beth Miller to do a gender analysis similar to a gender audit with a focus on programmatic and HR implications
      * Found a need for feedback from the field on gender considerations
      * Found a need for a vision and policy
      * Found a need for staff resources towards gender
    - Land O'Lakes International Development initiated a Practice Expansion Initiative
      * Looks to expand and diversify practice areas
      * It created different task forces including the gender task force
  + History
    - March 2010- 8 members in HQ and 7 women
      * Mara is named chair and Mary Jo is named champion
      * Draft of vision and policy
      * A gender analysis is done in Sri Lanka
      * Work to share success stories
      * DevLink- a SharePoint site is used to share information, tools and accomplishments
      * Project management meeting is held and feedback included increasing field participation and participation of men
    - 2011- added 17 members from 10 countries from newly created Regional Committees
      * Increased profile of gender by having CEO Chris Policinski talk on Capitol Hill regarding gender activities in Land O'Lakes projects
      * Began participation in other groups such as Women Thrive
      * Brought on Giselle Aris, a Mickey Leland Fellow, to work on gender tools
      * Increased the technical focus on gender integration in proposals and projects
      * Highlighted successes
    - 2012
      * Created a business plan and got input and participation from everyone
      * Developed a gender policy that was vetted by Chiefs of Party and was approved at the end of May.
      * Gender integration in technical practice areas, operations and new business
      * Regional committees working
      * Working to share and scale up success stories and best practices
      * Building understanding USAID’s new gender policy and its implications for our projects
  + Purpose
    - The **Gender Task Force**, composed of staff from multiple departments and practice areas, provides strategic direction, technical support, and thought leadership in support of gender equality and female empowerment. Through its DevLink site, the Gender Task Force makes available technical resources and tools for project implementers, and shares news and developments in the gender arena. Through global task force meetings and regional committees, the Gender Task Force enables sharing of success stories and best practices within IDD.
  + Structure
    - There are bimonthly calls which include HQ and Regional Chairs (who represent the view points of the Regional Committees- East Africa, Southern Africa, and Asia)
    - Having more reach out to the committees to increase activeness
  + Challenges
    - Ensuring inclusiveness and outreach at country and regional level
      * Look for opportunities for the groups to meet together, such as an upcoming meeting in Kenya
    - Awareness of best practices at organizational level
      * Sharing horizontally and vertically
    - Bridging the gap between concepts and application
      * How does gender integration apply to each of our programs
    - Supporting people in effective implementation
    - Resources to address all of these challenges
      * Need to build specialization at the field level
  + Questions
    - What is most important?
      * Promoting the adoption of gender issues on an organizational level instead of having only 1 person in charge.
      * Have commitment at the senior management level that trickles down to the rest of the organization
      * Give a sound business case for gender’s importance.
      * Make gender more than just a paragraph in the proposal or work plan, but integrate it throughout
      * Make sure gender gets on the agenda
    - How do other organizations do it?
      * Send your policies to Melissa for dissemination
      * Process is important, so if your organization has anything on it, please share
        + Need leadership and commitment from the senior management team
        + Believe this is a 5-7 year journey
    - Have deliverables been established
      * There are not set targets on number of meetings etc. as of yet. Incentives, such as being mentioned in this meeting, are being used to increase participation and commitment.
        + Some organizations have monetary incentives, such as WFP’s innovation fund or funding from the Nike funded Girl Project at Save the Children
        + Do performance appraisals to see the vision is in the work being done
        + Give recognition to good work in the field
        + TOPS Small Grants
        + TOPS Web Portal to share knowledge- fsnnetwork.org
    - What tools do you use to measure success
      * Fanta Indicators
      * UN Gender Marker which is used to rate proposals for funding consideration
      * There will be a gender session in the M&E IPTT workshop in August in DC
      * Looking at how WEAI can relate to Title 2
        + Negotiations are occurring between FFP and FtF regarding using the tool in countries in which they both are working

**Core Competencies**

* + A working document has been created based on the comments from the task force
    - We can review it every 6 months
    - It will be posted on the web portal
    - Can speak to BFS and FFP to see if these competencies can be linked to both

**Work Plan**

* + Please provide feedback on the proposed work plan for the rest of 2012
  + Kristi Tabaj and Melissa Teuber are co-leads, but are calling on the task force members to help fill in the gaps
  + Submit tools to Melissa
    - A list of tools will be created to be gone over in our September Task Force Meeting, and we will prioritize tools to review
  + Would like to create a contact map
    - Please send list of those you know who work in Gender- especially those in the field
    - Will create a roster of consultants who can do trainings
  + Work with FANTA on technical reference materials
  + Have discussion on measurements of gender indicators
  + Would like a field guide available for staff
  + Will hold off creating a self-assessment until 2013
  + Would like to start meeting with the other task forces
    - Melissa will let everyone know when the other task forces plan to meet
    - Perhaps we can set up overlapping meetings

**Next Task Force Meeting**

* + Will be in July
  + Counterpart will present on their work with fathers and grandmothers
  + Will talk about putting together an application for a TOPS small grant