

A photograph of a smiling woman with short dark hair, wearing a patterned top, holding a large bunch of yellow bananas. She is standing in front of a building with a doorway. The background is slightly blurred. The image is part of a presentation slide with decorative geometric patterns in the corners.

CGIAR Gender and Breeding Initiative

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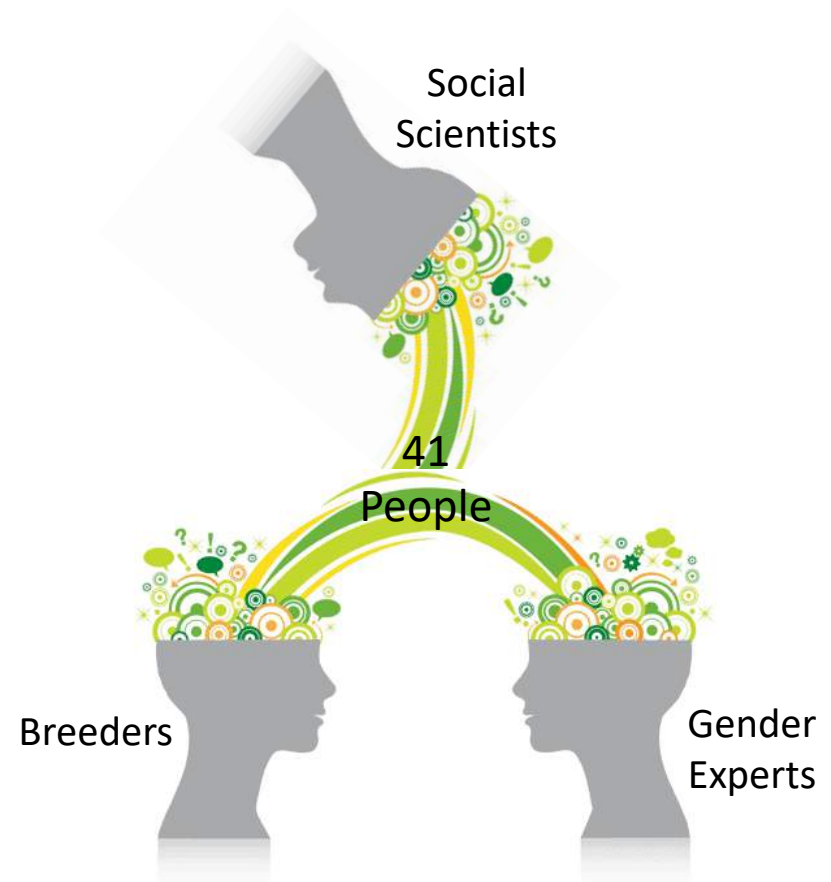
What do we want to achieve?

Contribute to the development of varieties, strains and breeds that respond to the different needs and challenges of resource poor men and women and increase the adoption of breeding products that contribute to poverty reduction and improved equity

Who we are?

- **Diversity and experience of highly specialized people:** 11 CGIAR Centers working on different breeding and gender initiatives across regions and crops
- **Horizontal structure:** topics are prioritized by the community of practice
- **Neutral broker:** promote changes without conflicts of interest

Creation of new vigorous hybrid ideas



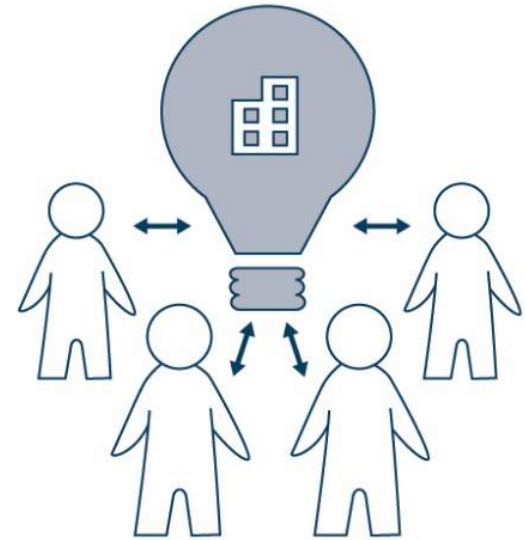
Why GBI?

Gender experts lack knowledge of breeding and breeders lack gender expertise.

Despite good intentions since the 1980s, putting the two together productively hasn't happened.

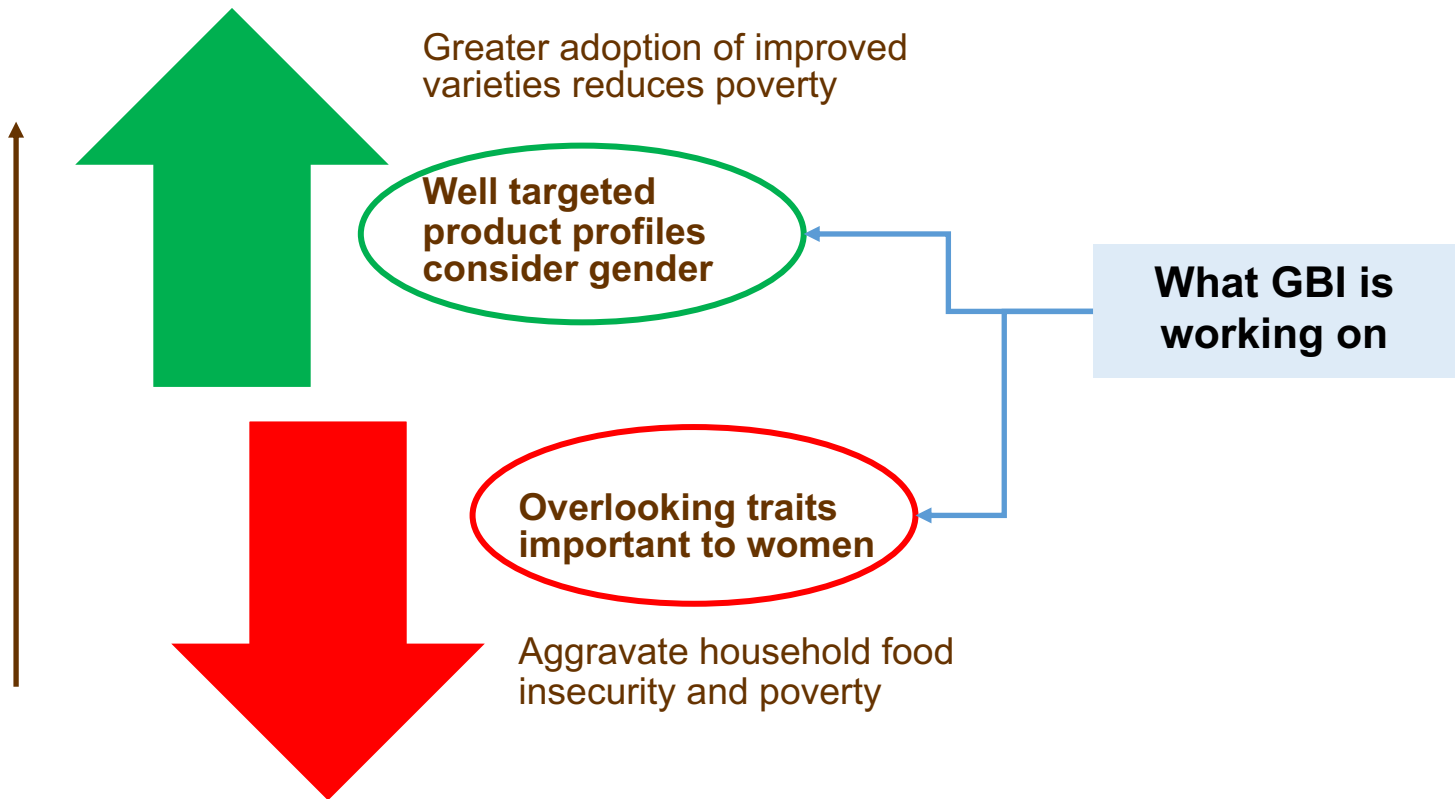
In 2 years, GBI demonstrates that an active forum for co-development by breeders and social scientists can make practical progress

Supported by GBI's **methods, tools and practices**, GBI members are integrating gender into a wide array of breeding initiatives

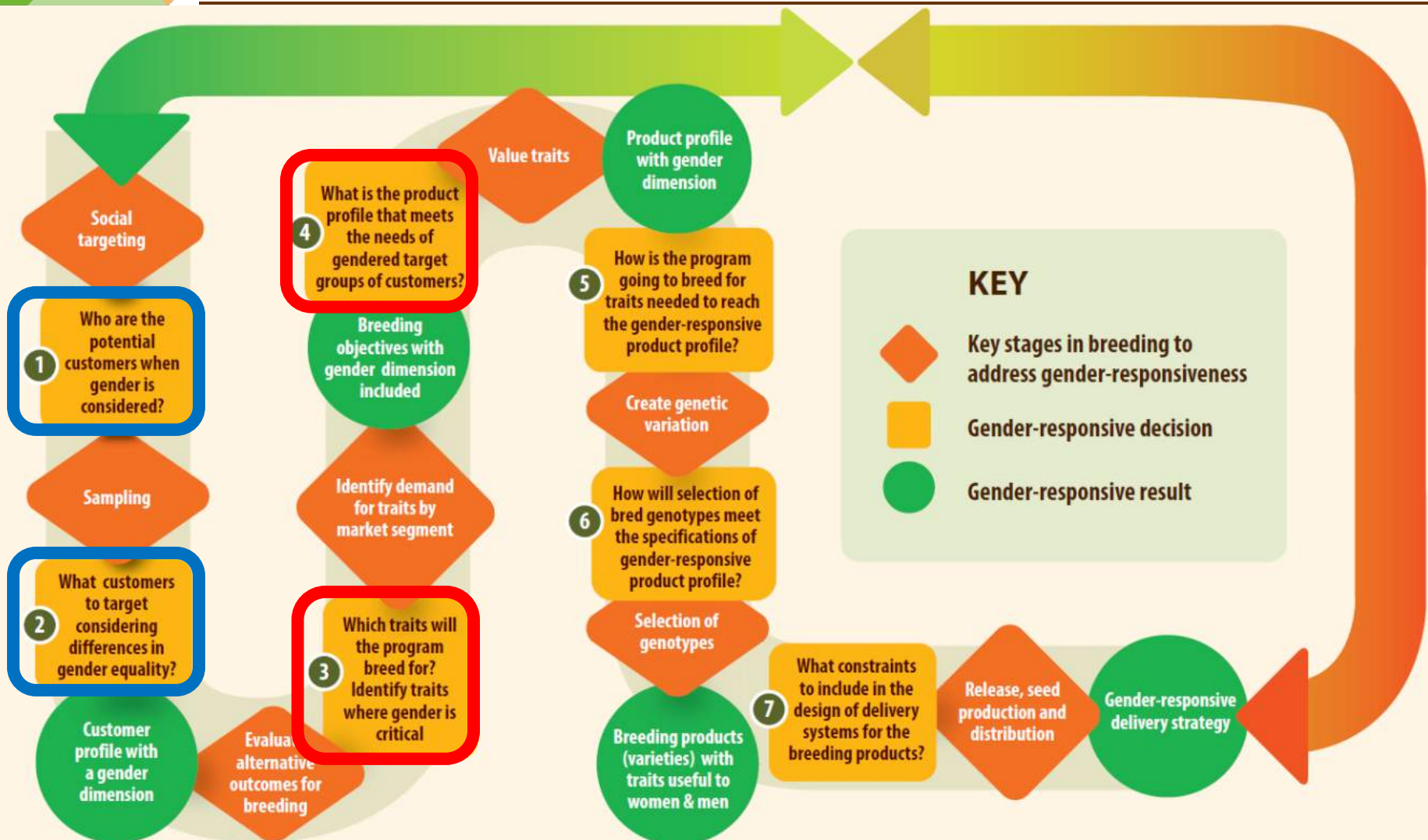


What?

Poverty reduction and improved equity



How do we address the topic in practice? (The Decision Checklist)



New Tools:

G+ Customer Profile



G+ Product Profile





G+ Product Profile

G+Product Profile: assign concrete weights to gender-related constraints and trait preferences in a target customer segment, so these can be considered in trait prioritization

G+ Product Profile

I. Template Scoring Matrix for “Do No Harm”

TEMPLATE FOR G+ PRODUCT PROFILE SCORING MATRIX: DO NO HARM						
Target Customer Segment:						
Source:						
Trait name:						
Do no harm question		Score			Lacks information	Commentary
No.	Part one: “Gender Gap”	-2	-1	0	!!!	Notes on the scoring and/or additional information required
1	Increases drudgery					
2	Displaces women’s activities					
3	Depends on input with unequal access					
4	Decreases control of benefits					
No.	Part two: Trait preferences	Yes: Majority	Blank	No	!!!	Commentary
5	Do women in the target customer segment value the trait NEGATIVELY?					
6	Do men in the target customer segment value the trait positively (opinion conflicts with that of women)?					



Future direction

1. Evidence
2. Advocacy
3. Complete G+ Toolkit
4. Capacity Strengthening



Change in the making

- **Social Scientists** generate robust evidence on how gender influences trait preferences and document changes in gender equity
- **Communication specialists:** develop advocacy strategy with “pain points” to influence donors and ensure attention to gender in breeding programs
- **Breeding programs** adopt G+ tools: give social scientists equal voice in decision making and accountability
- **Seed systems** adopt G+ tools: target dissemination efforts to ensure equitable access by women and men to new varieties
- **Universities** adopt gender training curricula in ag programs

Join us – find out more!




www.rtb.cgiar.org/gender-breeding-initiative



**Gender &
Breeding
Initiative**


Roundtable


9 November 2018



**How can gender
integration in plant
breeding adapt knowledge
and approaches from
other disciplines?**







PRIORITY SETTING

COMPETENCY GUIDE



**How can we make
priority setting for
breeding programs
gender
responsive?**



How can we link “big data” and “little data” to develop customer segments?

What is lost opportunity of limited # of traits being prioritized in selection?

