GBI Tools

Gender Report and Template Forms for G+ Tools

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Disclaimer:
This report is intended to disseminate research and practices about gender and plant and animal breeding, as well as to encourage debate and exchange of ideas. The views expressed in the papers are those of the author(s) and do not necessarily reflect the official position of RTB, CGIAR or the publishing institution.

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Acronyms

G+   Gender Plus

GBI   Gender Breeding Ini00tiative

SOP   Standard operating procedure

Include acronyms as cited in the document

Abstract

Include summary based on specific report.

Acknowledgments

Gender Report and
Template Forms For G+ Tools

G+REPORT

This report is a template that can be filled in step by step, to record concisely the conclusions from use of the G+ Customer Profile Tool and the G+ Product Profile Query Tool.

Each heading of the G+ Report refers to a step in the G+ Tools and a section in the Standard Operating Procedure for the G+ Tools. In the SOP, the user is guided to make use of the G+ Report Template by

this symbol .

The G+ Report records the decisions taken to identify and profile a set of priority target customer segments, the products and product attributes of interest to these customers for gender-responsive breeding, by using the G+ Customer Profile tool.

The G+ Report records the conclusions from using the G+ Product Profile Query Tool to evaluate the implications of individual product traits for gender equity. The G+ Report records the result of a "DO No Harm" analysis and a Positive Benefits analysis of a given trait, form a gender perspective.

The G+ Report is a resource intended to facilitate documentation of and information-sharing among team members who take joint decisions using information generated by using the G+ Tools. Documentation in each section refers to a template that you will have completed in either the G+ Customer Profile of the G+ Product Profile Query Tool.

DATA SOURCES AND DATA QUALITY RECORD

A single spreadsheet is provided for recording all data sources and their citations and notes about data quality issues (Annex I). The source for this information is the templates for G+ Customer Profile Tool (Annex II) and the G+ Product Profile Tool (Annex III).

G+CUSTOMER PROFILE

1. POTENTIAL PRODUCT(S) FOR GENDER-RESPONSIVE BREEDING

Name of product

Description of product

The gender dimension of this product of interest for breeding

Documentation: Template form Product map with a gender dimension

[Add product as required].

2. POTENTIAL CUSTOMER SEGMENTS FOR GENDER-RESPONSIVE BREEDING OF THE PRIORITY PRODUCT(S)

Name of customer segment:
Description of customer segment:

Name of customer segment:
Description of customer segment:

Name of customer segment:
Description of customer segment:

[Add customer segments as required]

Documentation Template form for Customer Map

3. THE SHORT-LIST OF CUSTOMERS AND THE PRODUCTS OF INTEREST FOR TARGETING

Selected customer segments

Name of Customer Segment
Products of interest to this customer segment
Rationale for shortlisting this customer segment

Name of Customer Segment

Products of interest to this customer segment

Rationale for shortlisting this customer segment

Name of Customer Segment

Products of interest to this customer segment

Rationale for shortlisting this customer segment

Name of Customer Segment

Products of interest to this customer segment

Rationale for shortlisting this customer segment

[Add customer segments as required]

Rejected customer segments

Name of Customer Segment

Products of interest to this customer segment

Rationale for rejecting this customer segment

Name of Customer Segment

Products of interest to this customer segment

Rationale for rejecting this customer segment

Name of Customer Segment

Products of interest to this customer segment

Rationale for rejecting this customer segment

Documentation: Evidence table

[Add rejected customer segments as required]

4. THE PRIORITY CUSTOMER SEGMENT TO BE TARGETED FOR GENDER RESPONSIVE BREEDING.

Name of Customer Segment Priority 1

Products of interest to this customer segment

Rationale for ranking this customer segment in first place for targeting

Name of Customer Segment Priority 2

Products of interest to this customer segment

Rationale for ranking this customer segment in second place for targeting

Name of Customer Segment Priority 3

Products of interest to this customer segment

Rationale for ranking this customer segment in third place for targeting

Documentation: Decision Matrix template and voting form for targeting

[Add customer segments priorities as required]

5. PREFERRED PRODUCT ATTRIBUTES (AND TRAITS IF KNOWN) OF A TARGET CUSTOMER SEGMENT

Name of Target Customer Segment

Name of product

Product attributes positively valued by men in the segment

- Reasons

Product attributes negatively valued by men

- Reasons

Product attributes positively valued by women

- Reasons

Product attributes negatively valued by women

- Reasons

Documentation: Target segment product preference template

[Add products and attributes as required]

6. FULL CUSTOMER PROFILE FOR EACH TARGET SEGMENT

List the target segments for which a customer profile has been completed

Documentation: customer profile template for each segment

DATA SOURCES AND DATA QUALITY RECORD – see Annex I

G+ PRODUCT PROFILE TOOL

1. PRODUCT ATTRIBUTES/ TRAITS TO BE ASSESSED FOR GENDER IMPACT:

Trait name and number (if known)
Reason why this trait was selected
Social Categories used for the analysis: provide a narrative explanation

Documentation: product profile proposal adopted by the breeding team; adaptation of the G+PP Tool Questionnaire to insert different social category

2. GENDER GAP ANALYSIS

Target Segment Name:
- Are the necessary data available to make the gender gap analysis? What deficiencies are there in the data, if any?
- Are the data representative for this target segment?
- Does the gender gap analysis identify any significant positive or negative outcomes associated with a trait that could affect a majority of men or women users or both, in the target segment?
- Rate how confidently the team can make use of a gender impact assessment based on the gender gap evidence currently available:
- If any remedial action is required in light of points 1-4, record here:

Documentation:

3. SEX-DISAGGREGATED TRAIT PREFERENCES.

Target Segment Name:
- Are the data available to complete the Do No Harm and Positive Benefit Questionnaire? What deficiencies are there in the data, if any?
- Are the data representative for this target segment?
- Rate how confidently the team can make use of a gender impact assessment based on the trait preference data currently available:
- If any remedial action is required in light of points 1-4, record here:

Documentation:

4. CONCLUSIONS FROM THE DO NO HARM ANALYSIS

Does the "Do No Harm" analysis identify strong reasons to reject or avoid the trait in question?

Is further research needed to clarify this conclusion?

Is the result sufficient reason to recommend exclusion of a trait (a potentially harmful trait) from the product profile?

Documentation:

5. CONCLUSIONS FROM THE POSITIVE BENEFIT ANALYSIS

Does the Positive Benefits analysis identify strong reasons to continue to include the trait in question in the product profile proposal?

Is further research needed to clarify this conclusion?

Documentation:

6. CONCLUSIONS AND RECOMMENDATIONS FOR THE PRODUCT PROFILE PROPOSAL FROM SCORING GENDER IMPACT

With reference to the Product Profile Proposal with Gender Impact Scores (this should list all the traits under consideration):

- Is there risk of harm (a negative value) from any trait? If yes, summarize the harm and its seriousness for the target customer segment.
- Is there any trait with both negative result (harm) and positive value(benefit)? If yes, what is the relative importance of these outcomes, in your judgment?
- Does the product profile proposal contain positive values, indicating gender-responsiveness? Summarize the positive benefit and its significance for the target customer segment.

Documentation:

DATA SOURCES AND DATA QUALITY RECORD See Annex I

ANNEX I: DATA SOURCES AND DATA QUALITY RECORD: USE THIS FORM TO RECORD ALL DATA ISSUES AND THE SOURCES USED

G+ TOOL & Template Name	Data Sources: Citations	Data Quality Issues
G+ Customer Profile		
Product map		
Customer map		
Evidence table		
Gender analysis for customer mapping		
Decision matrix		
Target segment trait preferences		
Final customer profile		
G+ Product Profile		
Gender gap analysis – do no harm		
Gender gap analysis – positive benefit		
Negative trait preference analysis		
Positive trait preference analysis		
Gender-related trade-offs		

REFERENCES

Orr, A., Polar, V. and Ashby, J.A. (2021). *User Guide to the G+ Customer Profile Tool (G+ CP).* CGIAR Research Program on Roots, Tubers and Bananas, User Guide 2021-1. International Potato Center: Lima, Peru. www.rtb.cgiar.org/gbi.

Ashby, J.A. and Polar, V. (2021). *User guide to the G+ product profile query tool (G+PP).* CGIAR Research Program on Roots, Tubers and Bananas, User Guide 2021-2. International Potato Center: Lima, Peru. www.rtb.cgiar.org/gbi.

Ashby, J.A. and Polar, V. (2021). User guide to the standard operating procedure for G+ tools (G+SOP). CGIAR Research Program on Roots, Tubers and Bananas, User Guide. 2021-3. International Potato Center: Lima, Peru. www.rtb.cgiar.org/gbi.

TEMPLATE FORMS

ANNEX II

1. G+CUSTOMER PROFILE TOOL - TEMPLATE FORMS

1.1.   PRODUCT MAP with a gender dimension

"Product" is here defined not as a breeding product, but as a specific type of produce derived from the crop, e.g. gari, flour, boiled roots.

PRODUCT MAP with a gender dimension					
Socio-economic criteria for mapping	Name of Product A	Name of Product B	Name of Product C	Data sources	Data quality
For example, production (in Tonnes)					
Geographic criteria for mapping	Name of Product A	Name of Product B	Name of Product C	Data sources	Data quality
For example, spatial domain or geographic area					

1.2. CUSTOMER MAP: sex disaggregated customer segments and their socioeconomic characteristics

1.2.1. Customer mapping: Poverty analysis table

CUSTOMER MAPPING: Poverty analysis table								
Variable	**Name of segment A**			**Name of segment B**			**Data sources**	**Data quality**
	Men	**Women**	**Total**	**Men**	**Woman**	**Total**		
Household heads below poverty line N (%)								
Individuals below poverty line N (%)								
Landowners N (%)								
Sharecroppers or tenants N (%)								
Unpaid farm laborers N (%)								
Wage laborers N (%)								
Processors N (%)								
Growers below poverty line N (%)								
Processors below poverty line N (%)								
Commercial growers (%)								
Traders (%)								
Processors men N (%) women N (%)								
Growers below poverty line (%)								
Commercial growers below poverty line (%)								
Traders below poverty line (%)								
Processors below poverty line (%)								
Other demographic attributes…								
Products of importance to this segment (from Product Map)								

Note: there is no fixed set of variables in this column. They are drawn from and will be defined by what is in your Product Map

1.2.2. Customer mapping: gender relations in customer segments

CUSTOMER MAPPING: Gender relations analysis table				
Key aspects of GENDER RELATIONS in a customer segment: Narrative summary	**Name of segment A**	**Name of segment B**	**Data sources**	**Data quality**
What are the gender relations involved in the **use of unpaid farm labor** by men and women and changes in this?				
What are the gender relations involved in **on-farm or off-farm employment** or other forms of income generation by men and women, and changes in this?				
What are the gender relations involved with **use of inputs for production, trading or processing** to which men and women in the target customer segment have different levels of access, and changes in this?				
What are the gender relations involved in **control over produce, by-products, sales, income** or other direct benefits from the crop or animal in question? How does change in this affect women and men in the target customer segment?				

1.3. EVIDENCE TABLE with product and customer mapping

1.3.1. Conclusions from product mapping (comes from section 1.1)

EVIDENCE TABLE: Conclusions from product mapping					
Socio-economic criteria for mapping*	**Name of Product A**	**Name of Product B**	**Name of Product C**	**Data sources**	**Data quality**
Production (in tonnes)					
Market value (in dollars)					
Trends in the market (expanding, stagnant, declining)					
Number of growers					
Number of women growers					
Percent women growers					
Number of processors					
Number of women processors					
Percent women processors					
Geographic criteria for mapping*	**Name of Product A**	**Name of Product B**	**Name of Product C**	**Data sources**	**Data quality**
Agroecology or geographic area (in square km)					
2020 Production (in tonnes)					
2020 Market value (in dollars)					
Market trend over last 5 years (expanding, stagnant, declining)					
Number of growers					
Number of women growers					
Percent women growers					
Number of processors					
Number of women processors					
Percent women processors					

* **Note**: there is no fixed set of variables in this column. They are drawn from and will be defined by what is in your Product Map

1.3.2. Conclusions from customer mapping: Poverty analysis table (comes from section 1.2.1)

CUSTOMER MAPPING: Poverty analysis table								
Variable	Name of Segment A			Name of Segment B			Data sources	Data quality
	Men	Women	Total	Men	Woman	Total		
Household heads below poverty line N (%)								
Individuals below poverty line N (%)								
Landowners N (%)								
Sharecroppers or tenants N (%)								
Unpaid farm laborers N (%)								
Wage laborers N (%)								
Processors N (%)								
Growers below poverty line N (%)								
Processors below poverty line N (%)								
Commercial growers (%)								
Traders (%)								
Processors men N (%) women N (%)								
Growers below poverty line (%)								
Commercial growers below poverty line (%)								
Traders below poverty line (%)								
Processors below poverty line (%)								
Other demographic attributes…								
Products of importance to this segment (from Product Map)								

Note: there is no fixed set of variables in this column. They are drawn from and will be defined by what is in your Product Map

1.3.3. Conclusions from customer mapping: Gender relations analysis table (comes from section 1.2.2)

CONCLUSIONS: CUSTOMER MAPPING: Gender relations analysis table				
Key aspects of GENDER RELATIONS in a customer segment: Narrative summary	Name of Segment A	Name of Segment B	Data sources	Data quality
What are the gender relations involved in the **use of unpaid farm labor** by men and women and changes in this?				
What are the gender relations involved in **on-farm or off-farm employment** or other forms of income generation by men and women, and changes in this?				
What are the gender relations involved with **use of inputs for production, trading or processing** to which men and women in the target customer segment have different levels of access, and changes in this?				
What are the gender relations involved in **control over produce, by-products, sales, income** or other direct benefits from the crop or animal in question? How does change in this affect women and men in the target customer segment?				

Note: answers to the four questions below are a foundation for using the G+ Product Profile Tool.

1.3.4. Conclusions from customer mapping: Expected impacts of products

EVIDENCE TABLE: Expected impacts of products					
Variables based on the breeding program's objectives and expected impact	Mark "yes" or "no"			Data sources	Data quality
	Name of Product A	Name of Product B	Name of Product C		
Contributes to improved human nutrition					
Contributes to climate change mitigation/ adaptation					
Contributes to farming system intensification					
Contributes to sustainability or reduction of risk					
Contributes to other products in the system					
Expected Gender Impacts					
Changes in unpaid labor use for any type of women					
Changes in employment or income generation for any type of women					
Changes in input use?					
Changes in the control of products, by-products or income from sales for any woman					

1.4. DECISION MATRIX Template

DECISION MATRIX: Evaluate customer segments for targeting				
Criteria: these criteria are to be generated by the breeding team and social scientists doing the Customer Profiling, based on their objectives and the expected impact of the breeding product	Levels	Product Name (from Product Map) _____ NAME OF POTENTIAL CUSTOMER SEGMENT:		
Importance of this customer segment to Team objectives	High = 3 Medium = 2 Low = 1	Men N ----------(%)	Women N---------(%)	Both N---------
Maintain and/or improve productivity of the crop across the geographic area				
Maintain or improve supply of cheap, plentiful supply of food for consumers, nationally or globally				
Maintain or improve poor growers' productivity, food and income				
Increase income				
Decrease on-farm labor (unpaid)				
Increase employment (waged)				
Decrease poverty level				
Improve nutrition				
Improve market opportunity				
FINAL SCORE				
SUMMARY of conclusions				

VOTING FORM: Rank potential customer segments for targeting	FINAL SCORE From decision matrix	Products of interest to this customer segment for gender-responsive breeding		VOTES
Name of Customer Segment		Product 1	Product 2	

1.5.   TARGET SEGMENT: Product preference profile template

TARGET SEGMENT: Preferences Template

Name of Target Segment _____

Product attribute	Breeders' trait description	Selection objective	Men's opinion		Women's opinion		Data sources	Data quality
			Positive	Negative	Positive	Negative		
Gendered trait preferences flagged for team attention			Note the trait name and number here:					
Summary of data issues								
Recommended next steps in preference identification								

1.6. SUMMARY CUSTOMER PROFILE TEMPLATE

Note: The G+ Customer Profile Tool supplies a full-length questionnaire for customer profiling that is not reproduced in these templates

1) NAME OF TARGET CUSTOMER SEGMENT
2) AGGREGATE PROFILE
   - Demographic composition (percent male, female)
   - Poverty level of the target segment
   - Agroecological zone(s) where located
   - Product of interest for gender-responsive breeding
   - Customer's referred product attributes (report separately for men and women if different).
3) GENDER & VALUE CHAIN (Use the relevant categories)
   a) GROWERS USING THE CROP FOR HOME CONSUMPTION (FRESH OR PROCESSED) AND SALE
      - Product attributes preferred by men / women
      - Major variety adoption trends and constraints to varietal adoption of men growers / women growers
      - Roles and responsibilities of men / women in growing, processing and marketing of this crop
      - Roles and responsibilities of the elderly, youth and children in this crop
   b) COMMERCIAL GROWERS
      - Preferred product attributes
      - Major variety adoption trends and constraints of men growers / women growers
      - Roles and responsibilities of men in the crop / women in the crop
      - Roles and responsibilities of the elderly, youth and children in the crop
   c) PROCESSORS
      - Product attributes preferred by men /women
      - Major variety adoption trends and constraints to varietal adoption of men / women
      - Roles and responsibilities of men / women in processing
      - Roles and responsibilities of the elderly, youth and children in processing
   d) OTHER RELEVANT VALUE CHAIN ACTOR CATEGORIES (ADD AS NEEDED)
      - Product attributes preferred by men / women
      - Major variety adoption trends and constraints of men / women
      - Roles and responsibilities of men / women in the value chain
      - Roles and responsibilities of the elderly, youth and children in the value chain
4) MAJOR GENDER GAPS IN THE TARGET CUSTOMER SEGMENT in relation to variety choice.
   Explain any relevant gender gaps in land, labor use, drudgery, capital and credit access, input access, knowledge, market access, mobility, decision-making autonomy, use of modern varieties, other technology use.

   Flag major gender differences in preferences or gender gaps, which indicate that this customer segment is heterogeneous in preferences or constraints and may need to be disaggregated further

   Flag any serious deficiencies in information here

ANNEX III

2.   G+ PRODUCT PROFILE TOOL - TEMPLATE FORMS

2.1.   TEMPLATE # 1: Product Profile proposal and traits to evaluate for Gender Impact

Note: the traits specified in the template are for illustrative purposes only. The breeding team should have their own list of proposed traits that are under consideration.

G+ Product Profile Template #1: Product Profile Proposal							
Product Name (variety description)							
Customer Segment for this Product:							
Social Category for this Product:							
TRAIT DESCRIPTION			BENCHMARK	VALUATION CRITERIA			
						Gender impact	
Trait category	Trait No	Trait name and description	Variety benchmark	Agronomic performance required	Market impact	Do no harm	Positive benefits
e.g. Yield	1. 2.						
Biotic stress	3. 4. 5						
Abiotic stress	6. 7.						
Post-harvest	8. 9.						
Value chain actor	10. 11. n.						
NARRATIVE SUMMARY Briefly explain the rationale for Gender Impact Scores for each trait. Describe any important trade-off between opportunity for benefit or risk of harm.							

2.2.   TEMPLATE # 2: Assess information on gender gaps

2.2.1 Review of questionnaire and assessment of data availability

Use this step to review the questionnaire and evaluate the data you have available.

Note: this template is not the questionnaire, which is in the G+ Product Profile Query Guide

- Review the Gender Gap Questions and Codes in the G+ Product Profile Questionnaire for Do No Harm and Positive Benefit Analysis
- Define the social category for the analysis:
- The questionnaire is written to be applied throughout to "women" compared with "men". If you wish to use a different social category, substitute the name of this category where appropriate for your analysis. A detailed explanation is available in the G+ Product Profile Query Tool.

- Assess if you have suitable information to code questions Part 1 1-4 and Part 3, 7-10 in the questionnaire
- Record the data sources for the question in the Data Sources Column of Template #2
- If you do not have enough information to code a question, write an explanation in the Data Quality Column of Template #2
- Write an assessment of how good the evidence is for coding this question
- Use the result of this data assessment to plan how you will obtain the additional data you need.

Review all the column entries on data quality and write a narrative summary for the Gender Report to answer the question: Is the available evidence on gender adequate for assessing likely outcomes of plant traits for women compared with men?

2.2.2   Data Assessment for Gender Gap Questions in Do No Harm and Positive Benefit Analysis

G+ Product Profile Template #2: Data Assessment for Gender Gap Questions in Do No Harm and Positive Benefit Analysis (Questionnaire Parts 1 &3)			
Product Name		**Data assessment completed by**	
Name of Customer Segment:		Name of person:	
Social Category:		Institution:	
Name of the trait:		Date of assessment:	

DO NO HARM questions	Data sources	Data quality issues
Gender gap question 1: Drudgery Does the trait involve a harmful increase in the unpaid, family labor input by women in the target customer segment, to produce or to use the product, including marketing or processing for household consumption or sale? In coding, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		
Gender Gap Question 2: Displacement of women's productive activity Can the trait involve a reduction in, or removal of a major activity for production, use or marketing that women in the target customer segment rely on for income generation? In coding, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		
Gender gap question 3: Control of production inputs Can crop improvement associated with the trait depend critically on access to an essential input (e.g., water, fertile land, labor, capital, transportation, knowledge, technology) that is more difficult for the women to obtain than for men? In coding, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		
Gender gap question 4: Control of products and by-products Can the trait remove or reduce the quantity or quality of a product (e.g., a traditional intercrop) or by-product (e.g. fodder), a source of food (e.g. edible leaves) or a source of income generation normally under the control of women in the target customer segment? In coding, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		

POSITIVE BENEFITS questions	Data sources	Data quality issues
Gender benefit question 7: Reduce drudgery Can the trait involve a beneficial decrease in the unpaid, family labor to produce or to use the product by women in the target customer segment, including marketing or processing for household consumption or sale? In scoring, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		
Gender benefit question 8: Employment for own income generation Can the trait maintain or increase employment, as hired field labor on or off-farm, or in agro-enterprise, so that women in the target customer segment can generate income under their discretionary control? In coding, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		
Gender benefit question 9: Are women-controlled products or by-products increased / improved? Can the trait maintain or increase the quantity or quality of an important product or by-product of the variety or animal breed (e.g. food, seed, fodder, manure, fuel) normally under women's control? In coding, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		

2.3.   TEMPLATE #3: Data assessment for positive and negative trait preferences

1) Review the trait preference questions 5-6 and 10-12 in the questionnaire. Use Template #3 to compile sex-disaggregated customer preference information.

   If you have completed a G+ Customer Profile, you will have already compiled this information.

   - Assess if you have suitable information to code questions 5-6 and 10-12 in the questionnaire
   - Record the data sources for the question in the Data Sources Column of Template #3
   - If you do not have enough information to code a question, write an explanation in the Data Quality Column
   - Write a narrative comment on the quality of the evidence on this question
   - Use the result of this data assessment to plan how you will obtain the additional data you need

1) Write a narrative summary for the Gender Report to answer this question: How good is the available evidence on gender-differentiated trait preferences for assessing likely outcomes of plant traits for women compared with men?

TARGET SEGMENT: Trait Preferences Summary								
Product Name:								
Name of Target Segment:								
Social Category:								
Product attribute (include trait #)	Breeders' trait description	Selection objective	Men's opinion*		Women's opinion*		Data sources	Data quality
			Positive	Negative	Positive	Negative		
Gendered trait preferences flagged for team attention			Note the trait name and number here:					
Summary of data issues								
Recommended next steps in preference identification								

* Note if this is a preference ranking

Known gender-differentiated trait preferences		
NEGATIVE implications for the trait in question.	**Data sources**	**Data quality issues**
Question 5: Negative trait preferences Do women in the target customer segment value the trait negatively? In coding, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		
Question 6: Negative trait preferences Do men in the target customer segment value the trait negatively? In coding, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		

Known gender-differentiated trait preferences		
POSITIVE implications for the trait in question.	**Data sources**	**Data quality issues**
Question 10: Positive trait preferences Do women in the target customer segment value the trait positively? In scoring, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		
Question 11: Positive trait preferences. Do men in the target customer segment value the trait positively? In scoring, "majority" means "more than half of the total" e.g., 51%. *Write your narrative assessment of the data here*		
Question 12: Positive trait preferences: Do women in the target customer segment value (rank) this trait more highly than men, and why? *Write your narrative assessment of the data here*		

2.4.   TEMPLATE #4: Questionnaire and Scoring Matrix

USE THE G+PRODUCT QUERY TOOL QUESTIONNAIRE TO FILL IN THIS SCORING MATRIX SHEET FOR ONE TRAIT

TEMPLATE #4: G+ PRODUCT PROFILE SCORING MATRIX SHEET FOR ONE TRAIT **DO NO HARM**					
1. PRODUCT NAME:					
2. Customer segment for this product:					
3.Social Category					
4.Trait Name:					
5.Evidence Sources:					
6.Final Gender Impact Score for Do No Harm					
Do no harm questions	Fill in CODE from Questionnaire			Lacks information	Evidence citations and commentary
No.	**Part 1**: "Gender Gap"	**-2**	**-1**	**0**	!!!	Notes on scoring and/or information needed
1	Increases drudgery?					
2	Displaces women's activities?					
3	Depends on input with unequal access?					
4	Decreases control of benefits					
No.	**Part 2**: 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)?					

TEMPLATE#4: G+ PRODUCT PROFILE SCORING MATRIX SHEET FOR ONE TRAIT **POSITIVE BENEFITS**					
1.PRODUCT NAME:					
2.Customer segment for this product:					
3.Social Category					
4.Trait Name:					
5.Evidence Sources:					
6.Final Gender Impact Score for Positive Benefit					
Do no harm question	Fill in CODE from Questionnaire			Lacks information	Evidence citations and Commentary
No.	**Part 3**:	**+2**	**+1**	**0**	!!!	Notes on scoring and/or information needed
7	Reduces drudgery?					
8	More employment for own income generation					
9	Products or by-products under better control of women					
No.	**Part 4**: Positive trait preferences	Yes: majority	Blank	No	!!!	Commentary
10	Do women in the target customer segment value the trait **positively**?					
11	Do most men in the target customer segment value the trait **positively** (agree with women)?					
12	Do most women in the target customer segment rank this trait more highly than men					

SCORING GUIDE: DO NO HARM		Do no harm gender impact score	Commentary on Scoring	SCORING GUIDE: POSITIVE BENEFIT		Positive benefit gender impact score	Commentary on Scoring
STEP 1	Any item of part 1= -2	-2	Reject	STEP 1	Any item of part 3= +2	3	Required
STEP 2	Two or more items in part 1= -1	-2	Reject	STEP 2	Two or more items in part 3= +1	3	Required
STEP 3	All items in part 1= 0: OR\n\nOnly one item in part 1= -1	No score	Go to steps 5 and 6	STEP 3	All items in part 3= 0\n\nOR\n\nOne item in part 3 = +1 and the remaining 2 items = 0	No score	Go to steps 4, 5 and 6
STEP 4	All items in part 1 & part 2 = 0	0	Neutral	STEP 4	All items in part 3 & part 4 = 0	0	Neutral
STEP 5	The **majority** of women **and** the **majority** of men in the target customer segment value the trait negatively (opinions agree)	-2	Reject	STEP 5	The **majority** of women **and** the **majority** of men in the target customer segment value the trait positively (positive opinions agree):\n\nQuestion 10 = +1 and Question 11 = +1	2	Important
STEP 6	The majority of women value the trait negatively **and** men's opinions are unknown OR most men do not value the trait negatively.\n\nQuestion 5 = 0 and Question 6= -1 or 9; OR Question 5= -1 & Question 6=0 or 9.	-1	Avoid or amend\n\n\nConsider information in questions 5 and 6	STEP 6	No identified consensus about the value of the trait. The majority of women value the trait positively (score =1) **and** men's opinions are unknown **or** most men do not value the trait positively (score =0) **or** women rank the trait more highly than men do.	1	Nice to have
	RECORD THE FINAL SCORE IN LINE 6 OF THE MATRIX						

Note: The G+ Product Profile Tool explains the full-length questionnaire which must be completed previously to using the SM sheet.

2.5.   TEMPLATE #5. Gender trade-offs among social groups in proposed product profile

- Fill in this table with the gender impact score for do no harm and for positive benefit for each social category considered.
- Summarize whether one group is likely to be harmed (worse off) if another group benefits and the implications for gender equity.

GENDER TRADE-OFFS among social groups in proposed product profile

Summary: Note if any group likely to be harmed if another group benefits? What are the implications for gender equity?
_____

Trait description			Gender impact scores per social category								
Trait Category	Trait No	Trait name / description	Women semi-commercial producers		Rural women processors		Men commercial producers & traders		Urban women processors		Gender trade-off
			Do No Harm	Positive benefit	Do No Harm	Positive benefit	Do No Harm	Positive benefit	"Do No Harm"	Positive Benefit	
Yield	1. 2.										
Biotic stress	3. 4. 5										
Abiotic stress	6. 7.										
Agronomic	8. 9.										
Post- harvest	11. 12.										
Value chain requirement	13. 14. 15.										