Annex L - Gender Action Plan

Collaborative platform for African nature-based tourism enterprises, conservation areas and local communities – a response to COVID-19
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Project aims and objectives

The COVID-19 pandemic and associated travel restrictions have led to a significant drop in nature-based tourism in Africa, with negative impacts for the lives and livelihoods dependent on the tourism industry and undermining conservation efforts. Recognising this, the project objective is *"To facilitate access to COVID-19 crisis funding for beneficiary communities, nature-based tourism enterprises, and conservation areas in southern and eastern Africa"*.

The project will achieve this objective through the development of an African-led Platform to connect funders to the communities and small and medium enterprises (SMEs) engaged in nature-based tourism in 11 countries in eastern and southern Africa (Botswana, Kenya, Malawi, Mozambique, Namibia, Rwanda, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe). The Platform will gather data on impacts to communities and SMEs from the COVID-19 crisis, enhance knowledge sharing between relevant actors, facilitate the development of funding proposals from communities, and make these available to relevant donors. The outcomes will be reduced threats to wildlife and habitats for tourism, which will lead to economic and livelihood security and resilience.

Table 1: Summary of project components, outcomes, and outputs

Component	Outcome	Outputs
1-Data clearinghouse	**1.1** An online data clearing house facilitates access to key information on the social, environmental and economic impacts of COVID-19 on the nature-based tourism sector, and prospective COVID-19 funding resources available to help mitigate these impacts.	**1.1.1**: Rapid assessments and critical analyses of the direct and indirect impacts of COVID-19 on nature-based tourism are conducted **1.1.2**: COVID-19 emergency relief and stimulus opportunities available to help address impacts on nature-based tourism are profiled. **1.1.3**: An online COVID-19 data clearinghouse (architecture; hardware; software development; data management; data analysis; hosting; online technical support) is designed, developed, populated, hosted and maintained
2-Facilitating links between funders, and communities and the nature-based tourism sector	**2.1**: Improved communications, cooperation and collaboration between funding institutions/ donors/potential donors and nature-based tourism businesses and beneficiary communities leads to the growth and well targeted distribution of COVID-19 emergency relief and stimulus packages.	**2.1.1**: Regular (virtual, and in-person) communications with, and discussions between, COVID-19 financial support organizations and the nature-based tourism sector are organized, hosted and maintained. **2.1.2**: Specialist support to help match COVID-19 funding opportunities to affected tourism enterprises and marginalized rural communities is provided. **2.1.3**: New funding sources to further assist nature-based tourism businesses and associated communities address the impacts of COVID 19 are identified and developed.
	2.2: Improved integration of tourism and wildlife sustainable future pathways in investment decisions by Governments and Finance Institutions.	**2.2.1**: Analysis of nature-based tourism and conservation dependencies and development of convincing case for investments in nature-based tourism and conservation as part of economic relief and stimulus packages **2.2.2**: Engagement with key financing institutions and donors related to their economic stimulus/investment packages and with policymakers in relation to Government-led economic stimulus focus

Component	Outcome	Outputs
3 M&E and knowledge management	**3.1:** M&E plan finalized with data collection, reflection and reporting on time to aid in results-based decision making and adaptive management	**3.1.1:** A project-based monitoring and evaluation system - incorporating gender mainstreaming and social safeguards - to gauge the project's contribution to streamlining efforts to mitigate the COVID-19 impacts on the nature-based tourism sector in eastern and southern Africa is maintained**.**
	3.2: Knowledge products are developed and shared with relevant stakeholders to contribute to knowledge management.	**3.2.1**: Project lessons and COVID-19 analysis knowledge management products, including policy briefs, peer-reviewed and other publications, webinars, dialogues or roundtables sharing the findings.

Introducing the gender analysis

In line with the commitments of the WWF Gender Policy and the GEF Policy on Gender Equality, the project has been designed to contribute to gender equality. This has been enabled from a gender analysis that uses several sources of information to outlines the baseline context, comprising the gender-specific social, cultural and legal context in the target countries, current status of gender (in)equality, and gender differences in access to natural resources, decision-making and socio-economic benefits and services as well as the legal and policy environment for gender (Annex K: Gender analysis).

The gender analysis highlights that, despite signing up to international conventions aiming to achieve gender equality and having national policy frameworks in place, all of the target countries are characterised by gender inequality to varying degrees. This is highlighted in unequal access to and control of resources, unbalanced participation and decision-making in environmental planning and governance at all levels, and uneven access to socio-economy benefits and services.

Against this underlying context of gender inequality, COVID-19 has differentially affected women and men. This is as a result of gender roles in the reproductive sphere, where increased labour burdens accrue disproportionately to women; and in the productive sphere, where women are disproportionately represented in the informal sector with no entitlements to social protection.

The project will be gender-responsive in aiming to to facilitate access to COVID-19 crisis funding for nature-based tourism enterprises, conservation areas and women and men in beneficiary communities in southern and eastern Africa. Whilst the existing structure of SMEs is determined, and thus the clearing house function is relatively gender-neutral, there is particular scope for the community-facing efforts to be made to be gender-sensitive in methods of communication at community level, and to provide particular support to women and marginalised groups to enable their effective access to support measures; and to ensure that knowledge management contributes evidence that raises awareness of gender differences.

Gender situation in the project countries

Eastern and southern Africa are characterised by varying situations of inequality. Like the majority of the world, patriarchy predominates and thus the inequality results from differential levels of access to natural resources, decision-making and socio-economic benefits and services, with women typically disadvantaged to varying degrees relative to men. A number of global indices exist to capture the state of gender (in)equality incorporating multiple dimensions. In the UNDP Gender Rwanda scores best, closely followed by South Africa, ranked 95th and 97th respectively, and considered high human development. The remaining countries all fall within the category of medium human development, with Namibia the

highest at 130th, and Malawi the lowest at 149th. The relative position of target countries in the World Economic Forum Gender Gap Report 2020 is similar, with Rwanda scoring best, followed by South Africa, and Malawi last. However, the placings relative to other countries differs, with Rwanda ranking 9th globally having closed 79% of its gender gap. This compares to Malawi which has only closed 66% of its gender gap, and Kenya at 67% - both of which are below the global average. In the Social Institutions and Gender Index (SIGI) (which does not include Botswana) scores range from 22.4% discrimination in South Africa (in the low category) to 41.6% discrimination in Tanzania (in the high category)(where 0% is no discrimination and 100% is high discrimination)(Table 2).

Table 2: Comparison of global gender (in)equality index scores and ranks-Gender Inequality Index, Global Gender Gap Report, and Social institutions and Gender Index

Country	Regional membership		UNDP Gender Inequality Index score (2018)	UNDP GII rank (2018)	WEF Global Gender Gap Report 2020 score	WEF Global Gender Gap Report 2020 rank	OECD Social Institutions and Gender Index (2019)/100
Botswana		SADC	0.464	111	0.709	73	
Kenya	EAC		0.545	134	0.671	109	35.5
Malawi		SADC	0.615	149	0.664	116	41.4
Mozambique		SADC	0.569	142	0.723	56	24.3
Namibia		SADC	0.460	108	0.784	12	27.1
Rwanda	EAC		0.412	95	0.791	9	27.6
South Africa		SADC	0.422	97	0.780	17	22.4
Tanzania	EAC	SADC	0.539	130	0.713	68	46.1
Uganda	EAC		0.531	127	0.716	65	45.1
Zambia		SADC	0.540	131	0.731	45	34.8
Zimbabwe		SADC	0.525	126	0.730	47	32.4

Gender inequality is manifest to varying degrees in all countries through unequal access to and control of natural resources, unbalanced participation and decision-making in environmental planning and governance at all levels, and uneven access to socio-economic benefits and services. All the target countries now have gender policies in place to address these issues and promote equality of opportunity.

Unequal access to and control of natural resources is one of the causes and consequences of gender inequality in all the target countries. Customary land ownership in many African countries was restricted to men, with women sometimes having access but not control. Although there are now laws in place in many countries to enable equality of rights to own land between women and men, the reality is that equality has rarely been achieved. This is particularly critical given the importance of agriculture to the economies and livelihoods of the target countries. Women are particularly active in agricultural activities, but uneven land ownership impedes their ability to access credit to increase returns.

A similar situation exists in the case of participation and decision-making in environmental planning in that, despite improvements, inequality still prevails. Political representation has typically been unequal, as represented in the SIGI, resulting in many countries implementing quotas to increase representation. Rwanda has long been a pioneer in this. The 2003 Constitution set a target of 50% representation of women and in the 2013 election 64% of elected parliamentarians were women – the highest proportion in the world. In South Africa's sixth national election in 2019, 50% of MPs and nearly 50% of cabinet ministers were women. In all of the target countries, women and men have equal rights to stand for election and to vote and, to extend parity in decision-making a number of countries now also place

quotas on decision-making structures at local level (e.g. Uganda, Mozambique). There remain strong gender differences in community and intra-household level decision-making that reflects socially-constructed roles and relations, with traditional leaders more likely to be men than women; and intra-household dynamics typically reflecting economic roles which privilege men.

Gender inequality also stems from differential access to public services such as education and health. Progress has been made in opening educational opportunities to girls as well as boys, with many of the target countries having successfully achieved primary school gender parity. However, the gaps widen through secondary and tertiary education, where gender roles and relations still mean that girls are more likely to drop out of school than boys. This can be as a result of their parents not rating their future income-earning potential as highly as boys, or because they are expected to help their mothers in female-ascribed reproductive care roles at home. In Malawi 46% of girls are married by the age of 18, and almost one in 10 are married at the age of 15 – meaning the country has the 12th highest rate of child marriage in the world[1].

Project-specific gender information and considerations

The tourism industry is strongly gendered. In Africa the tourism industry comprises 69% female employment, using the accommodation and food services sector as a proxy for the 37 countries from the region that were included in the Global Report on Women in Tourism. Overall women are still more represented in service and clerical level jobs, and less in professional level ones, with only 29% of senior management positions in private transportation, logistics and the tourism section in Africa held by women[2]. The Global Report on Women in Tourism 2010 found that a large amount of unpaid work is being carried out by women in family tourism businesses, and that women make up a much higher proportion of own-account workers in tourism than in other sectors[3]. Although involvement of women in businesses (in all sectors) is increasing, this still lags behind men, and is related to differential access to services such as finance and banking as outline above, as well as time poverty, domestic responsibilities and fears of sexual harassment.

Given the situation of gender inequality outlined thus far, it is not surprising that the implications of the COVID-19 pandemic are strongly gendered and are being felt differently by women and men. Women are overrepresented in low-paid work and in the informal sector, including in tourism. The informal sector is both hardest hit by economic slowdown and has limited social protection in terms of access to social assistance (although some of the target countries have made notable commitments for cash payments to impoverished groups, such as Malawi and South Africa). Mobility restrictions and restrictions on travel have severely reduced the potential for international tourism and led to economic hardship. Social implications of the pandemic in terms of increased care work burden and risk of gender-based violence is also higher for women.

The consequence of gender inequality means that, in order to be gender-responsive, proactive attempts must be made to recognise the nature of the inequality and ensure proactive opportunities for the disadvantaged gender – women – to ensure that they have equality of opportunity and that the project contributes to shifting the causes of inequality.

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[1] UNICEF (n.d.) Child marriage in Malawi.
https://www.unicef.org/malawi/media/526/file/Child%20Marriage%20Factsheet%202018.pdf
[2] UN World Tourism Organisation (2019) Global Report on Women in Tourism. Second edition. https://www.e-unwto.org/doi/epdf/10.18111/9789284420384
[3] UN World Tourism Organisation and UN Women (2011) Global Report on Women in Tourism 2010. https://www.e-unwto.org/doi/epdf/10.18111/9789284413737

Project-specific strategies and opportunities for gender mainstreaming and desired impact

In order to ensure that the project is gender-responsive, particular strategies and actions will be employed as follows.

1. Provide gender training to project staff so that they are sensitised to gender differences and the need to be gender-sensitive in ensuring access to information on COVID-19 response funding is equitably available to women and men. This will address the identified challenge of poor understanding of gender.

2. Collect sex-disaggregated data to ensure visibility of gender differences and effectively monitor the gender-responsive nature of the intervention. This will address the identified challenge of lack of sex-disaggregated data.

3. Use findings of the gender assessment to actively prioritise funding opportunities to women, who otherwise might remain marginalised due to gender roles that leave them less connected and aware of opportunities.

4. Aim for gender parity in project decision-making fora

5. Set sex-disaggregated targets for beneficiaries to enable adaptive management of activities to effectively target under-represented groups (e.g. monitoring profiles of those accessing the clearinghouse; following up to monitor applications submitted at community level where awareness has been raised among women and men etc.). This will address the identified challenge of lack of sex-disaggregated data and weak accountability mechanisms.

6. Ensure the gendered nature of COVID-19 impacts on nature-based tourism are made available, including to government staff to support implementation of gender policies. This will address the identified challenge of poor policy implementation.

Table 3 outlines how the project's activities will be made gender-responsive, indicators that will be used to track and evaluate gender impacts and results, and the resources in terms of timing and staffing.

Monitoring and evaluation of gender-responsive activities

Gender has been mainstreamed into the results framework with outcome-level indicators sex-disaggregated where appropriate. Table 3 shows how outputs will be made gender-responsive and provides indicators and targets accordingly. Because the approach has been to mainstream gender into all activities, in many cases additional budget is not required. An exception is the training required for staff to be able to conduct activities in a gender-sensitive manner and ensure equal opportunities for participation and benefits by women – an activity which underlines entire project implementation.

All activities will be overseen by the Project Management Unit. Reflecting the integral nature of the Gender Action Plan with project implementation, the Project Manager will take responsibility for oversight, supported by the M&E program officer who will lead on data collection, analysis, and adaptive management. Progress with the Gender Action Plan will be reported to the Project Steering Committee and WWF GEF Agency as part of the six-month and yearly Project Progress Reports. Additional budget has been allocated to ramp up and support efforts to effectively target women (under output 2.1.2) should annual monitoring (identified under 3.1.1) show that planned attempts are not proving to be sufficient.

Table 3: Outline of how project activities will be made gender-responsive

Component 1: Data clearinghouse					
Output	**Gender-responsive actions**	**Performance indicator and target**	**Timeframe**	**Responsibility**	**Budget**
1.1.1 Rapid assessments and critical analyses of the direct and indirect impacts of COVID-19 on nature-based tourism are conducted	Ensure that a gender lens is applied to surveys so that they actively seek to determine the range of impacts on both women and men in communities; ensure a gender-sensitive methodology that enables equal opportunities for participation by women.	Gender-sensitive survey and Sex-disaggregated data on COVID-19 impacts	Year 1	PMU, Platform Host, National CBNRM networks, NGOs	No additional
	Provide training to project staff in gender-sensitive methods for data collection	Establishment, rollout, and completion of basic gender training for all staff	Year 1 and on demand/as needed as staff join the project and others require refresher training on gender	PMU, Platform Host, National CBNRM networks, NGOs	$15,000
1.1.2 COVID-19 emergency relief and stimulus opportunities available to help address impacts on nature-based tourism are profiled	n/a				
1.1.3 An online COVID-19 data clearinghouse (architecture; hardware; software development; data management; data analysis; hosting; online technical	Require log-in/registration details that distinguish (a) Communities and (b) SMEs. Require gender balance among registrants	Number of accesses to the clearinghouse by different profiles – aiming for at least 50% participation of SMEs with at least 50% female staff; and gender parity (50% female, 50% male access) of communities	Progression to 50% by year 3; with annual monitoring increasing efforts under component 2 if progress towards the target is not seen	RCMRD, PMU, Platform Host	No additional

support) is designed, developed, populated, hosted and maintained					
Component 2: Facilitating links between funders, women and men in communities and the nature-based tourism sector					
Output	**Gender-responsive actions**	**Performance indicator**	**Timeframe**	**Responsibility**	**Budget**
2.1.1 Regular (virtual, and in-person) communications with, and discussions between, COVID-19 financial support organizations and the nature-based tourism sector are organised, hosted and maintained	Ensure the gendered nature of COVID-19 impacts are highlighted and proactive attempts are made to effectively broker opportunities in a gender-equitable manner. Ensure the active and equal participation of women and men in these virtual/in-person communications among financial support organisations and nature-based tourism sector.	Agenda items and minutes show that gender has been prominent in discussions-aim for it to be discussed every occasion Participant lists show equitable gender balance of participants	Progression to 100% of meetings with gender in discussions 50% female participants by year 3	PMU, Platform Host PMU, Platform Host	No additional No additional
2.1.2 Specialist support to help match COVID-19 funding opportunities to affected tourism enterprises and marginalized rural communities is provided	Actively attempt to raise awareness of the opportunities among communities and SMEs operating at community level, rather than assuming that they will be able to access them, through for example, community visits, awareness raising in local languages, and being gender-sensitive in method (e.g. sex-disaggregated focus groups). Targeted support could be provided to support applications from SMEs and communities who do not have experience in such applications (for example poor command of English, inexperience with completing application forms)	Number of men and women who have been made aware of funding opportunities Number of men and women who have been actively helped to develop and submit applications	Progression to 50% women by year 3 Progression to 50% women by year 3 (budget allocated to support gender-sensitive targeting methods if required)	PMU, Platform Host, National CBNRM networks, NGOs	$10,000 to cover additional costs (travel, materials, training etc) if additional active attempts are required to increase female awareness and applications

2.1.3 New funding sources to further assist nature-based tourism businesses and associated communities address the impacts of COVID-19 are identified and developed	Information on the gendered nature of COVID-19 impacts (identified in 1.1.1) can be used to motivate for gender-responsive support that targets those most in need who might otherwise be overlooked.	Development of new funding sources prioritises gender-equitable access (e.g. in eligibility criteria)	100% by year 3	PMU, Platform Host	No additional
2.2.1 Analysis of nature-based tourism and conservation dependencies and development of convincing case for investments in nature-based tourism and conservation as part of economic relief and stimulus packages	Information on the gendered nature of COVID-19 impacts (identified in 1.1.1) can be used to motivate for gender-responsive support, in line with statistics on the number of women involved in the nature-based tourism industry, particularly in the informal sector.	Analyses and cases for investment present sex-disaggregated data and promote the importance of gender equity	100% of analyses and cases by year 3	PMU, Platform Host	No additional
2.2.2 Engagement with key financing institutions and donors related to their economic stimulus/investment packages and with policy-makers in relation to Government-led economic stimulus focus	Information on the gendered nature of COVID-19 impacts (identified in 1.1.1) can be used to motivate for gender-responsive support, in line with countries' development commitments and gender policies.	Analyses and cases for investment present sex-disaggregated data and promote the importance of gender equity	100% of analyses and cases by year 3	PMU, Platform Host	No additional

Component 3: M&E and knowledge management					
Output	**Gender-responsive actions**	**Performance indicator**	**Timeframe**	**Responsibility**	**Budget**
3.1.1 A project-based monitoring and evaluation system - incorporating gender mainstreaming and social safeguards - to gauge the project's contribution to streamlining efforts to mitigate the COVID-19 impacts on the nature-based tourism sector in eastern and southern Africa is maintained	Use sex-disaggregated indicators to monitor the extent of access to and uptake of support publicised through the data clearinghouse (component 1) and facilitating links between funders, women and men in communities and the nature-based tourism sector (component 2) and use this to determine whether increases are required in gender-sensitive methods to raise awareness among women and provide assistance to overcome barriers in accessing opportunities	Indicators as outlined in previous activities	Annual monitoring and adaptive management as in previous activities	PMU, Platform Host	No additional (see additional budget allocation in 2.1.2 if required)
3.2.1 Project lessons and COVID-19 analysis KM products, including policy briefs, peer-reviewed and other publications, webinars, dialogues or roundtables sharing the findings	Information on the gendered nature of COVID-19 impacts (identified in 1.1.1) is highlighted to address the challenge of the invisibility of women when data is not sex-disaggregated	All KM products highlight gender differences in impacts and provide gender-responsive recommendations (where appropriate)	100% of outputs by year 3	PMU, Platform Host	No additional