



December 18, 2008

Gender in Agriculture Sourcebook Update #1

Washington, DC launch. The Gender in Agriculture Sourcebook was launched on October 8, 2008 in Washington, DC, as a side event during the WB-IMF Annual Meetings. It was attended by more than 80 experts from the World Bank and other organizations. The Sourcebook was enthusiastically received by the audience and considered to be a comprehensive, timely, and a milestone publication.

The launch was opened by Kathy Sierra (Vice President, Sustainable Development Vice-Presidency, World Bank) and chaired by Juergen Voegelé (Director, Agriculture and Rural Development (ARD), World Bank). The Sourcebook team and process was introduced by Eija Pehu (Project Leader, ARD, World Bank). Very insightful experiences from the field were presented by Grahame Dixie and Dominique Lallement (both working on agricultural operations in the World Bank). Haven D. Ley (Bill and Melinda Gates Foundation) presented the point of view of the potential users of the Sourcebook. Lastly key next steps from the three organizations on how to move forward with the Sourcebook were provided by Mayra Buvinic (World Bank) Daniel Gustafson (FAO) and Cheryl Morden (IFAD).

Rome launch. The launch of the Sourcebook in Rome was held on October 15, 2008 at FAO in the morning and IFAD in the afternoon. Both of the events, which provided an opportunity to bring attention to gender issues in agriculture and the specific needs of women farmers, were extremely well attended and generated great interest and enthusiasm in the Sourcebook.

After welcoming remarks from Anita Soder (Assistant Director General, FAO) at FAO and Kanayo Nwanze (Vice President, IFAD) at IFAD, the Sourcebook was introduced by Marcela Villareal (FAO), Kevin Cleaver, (IFAD) and Eija Pehu (World Bank) who stressed the fruitful collaboration of the three organisations and usefulness of the Sourcebook as a practical tool.

The introduction was followed by interventions from Christine Okali (author of the Gender in Fisheries and Aquaculture module), who shared a few words not only on the Sourcebook as a product but also as a process, Ira Matuschke, on behalf of Marilyn Carr, and various potential users of the Sourcebook (WFP, CGIAR, Italian Ministry of Foreign Affairs) who spoke of the Sourcebook as a timely and extremely useful resource.

The Sourcebook's core team leaders (Eija Pehu (World Bank), Yianna Lambrou (FAO) and Maria Hartl (IFAD)) concluded by highlighting the community of practice the Sourcebook generated and looking at future steps to put the Sourcebook into action.

Media Briefing. A media briefing was also held on October 8, 2008 with 10 media representatives. The press release was embargoed that same day and resulted in more than 50 media coverages (in Africa, South and East Asia, US, and Europe).

Distribution. A systematic distribution strategy was implemented for the Sourcebook. An email announcement was sent to more than 300 relevant networks and organizations and resulted in coverage in numerous newsletters, blogs, and websites, including OECD's www.wikigender.org. The printed book, CD, and other materials were sent to thousands of experts in different organizations worldwide:

- Writers, contributors and reviewers (150 books)
- Management, technical staff, focal points, & Permanent Representatives in WB, FAO, IFAD (800 books + CDs)
- Multilateral and bilateral donor agencies (gender experts and agriculture department heads; 50 books)
- UN agencies (30 books)
- CGIAR centers (15 books)
- Ministries of Agriculture (200 books)
- Pooled mailing lists (e.g., 800 experts on agricultural research, extension; education; and innovation systems; agricultural and gender organizations at national level)
- Other requests for copies from various organizations and experts (200 books + CDs)

Donor Interest. The Inter-American Development Bank (IADB)'s IADB Gender and Diversity Unit is planning on using the Sourcebook to develop a training module on rural productivity and infrastructure for its staff. The Ministry of Foreign Affairs of Denmark (DANIDA) is planning on using the Sourcebook to strengthen the integration of women and smallholders in their agriculture and rural development work. The Bill and Melinda Gates Foundation (BMGF) has expressed interest in using the Sourcebook as has Canadian International Development Agency (CIDA), which invited Lynn Brown (World Bank) to present the Sourcebook's key messages during the conference on "Putting Food on the Table: Engendering Responses to Food Insecurity" on November 17, 2008. IFAD is using the Sourcebook in its operation and evaluation work. The World Bank is using the Sourcebook modules in influencing the design of land projects in Kosovo and Palestine; fisheries and aquaculture investments in Vietnam and Nigeria; and in the upcoming agricultural markets project in Mali.



Thematic Dissemination Events. The Sourcebook was presented or distributed in numerous conferences, workshops, and meetings in various countries:

- *Tokyo, Japan* - TICAD4 Workshop on the “Role of Infrastructure in Women’s Economic Empowerment” (May 28-30, 2008)
- *New York* - UNDAW’s International Day of Rural Women (October 15, 2008)
- *Rome, Italy* - World Food Day (October 16, 2008)
- *Bangkok, Thailand* - Global Small-scale Fisheries Conference (October 2008)
- *Hyderabad, India* - Launch of the World Bank's Fisheries Economic and Sector Work (October 2008)
- *Washington, DC* - BBL on Gender and land projects in Kosovo and Palestine (October 29, 2008)
- *Washington, DC* - WB-IMF Annual Meetings - Meeting of Ministers of Education and Program of Seminars (October 2008)
- *Alexandria, Egypt* - 9th International Conference on “Dryland Development - Meeting the Challenge of Global Climate Change” (November 2008)
- *Washington, DC* - Women Thrive Worldwide Symposium on women in agriculture (November 2008)
- *Mexico* - IDRC's decentralization workshop (November 2008)
- *Germany* - IFPRI-sponsored capacity building workshop (November 2008)
- *Addis Ababa, Ethiopia* - Sixth African Development Forum Action (November 2008)
- *Manila, Philippines* - Gender and Infrastructure workshop (November 2008)
- *Addis Ababa, Ethiopia* – Renate Kloeppinger-Todd (Rural Finance Adviser, World Bank) presented the Sourcebook to over 100 development practitioners including ministers during the launch of World Bank’s pastoral community development project (November 2008)
- *Quebec, Canada* – CIDA-sponsored conference on Putting food on the table: Engendering responses to food insecurity" (November 17, 2008)
- *Washington, DC* - Bi-annual consultation of the TFESSD (Trust Fund for Environmentally and Socially Sustainable Development), World Bank; attended by representatives from the Ministry for Foreign affairs of Finland and Norway and others (November 11-13, 2008)
- *Hanoi, Vietnam* - Regional Workshop on Women and Fisheries (December 2008)
- *Maputo, Mozambique* - CGIAR Annual General Meeting (December 2008)
- *Nairobi, Kenya* - CGIAR AWARD training (December 2008)
- *Washington, DC* – WOCAN Envisioning Workshop (December 9, 2008)

- *Latin America* - Indira Ekanayake (World Bank) presented and distributed the Sourcebook materials during several missions (November and December 2008)
- *Nepal* – Lynn Brown (World Bank) presented and distributed the Sourcebook in DFID and World Bank Nepal Offices (December 2008)

Website. The website was launched on October 8, 2008. As of December 15, 2008, a total of **2,700** people had visited the site (Figure 1); and more than **500** unique visitors returned to the site (Figure 2). A total of **82** visitors downloaded the electronic version of the whole Sourcebook, in addition to the number of downloads of specific modules, the video clip, and other materials (Table 1). There were also **50** visitors who provided constructive feedback, supportive messages, and requests for future updates regarding the Sourcebook.

Figure 1. Number of Daily Unique Visitors

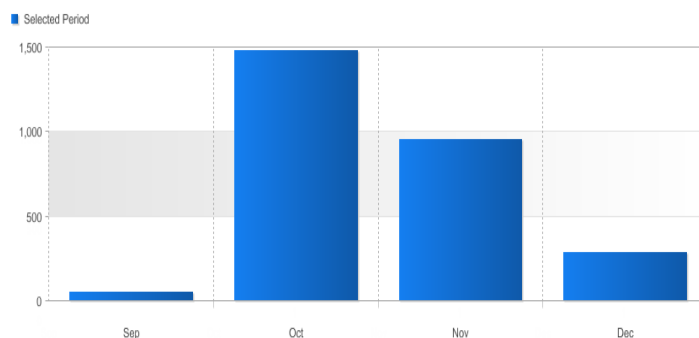


Figure 2. Number of Return Visits

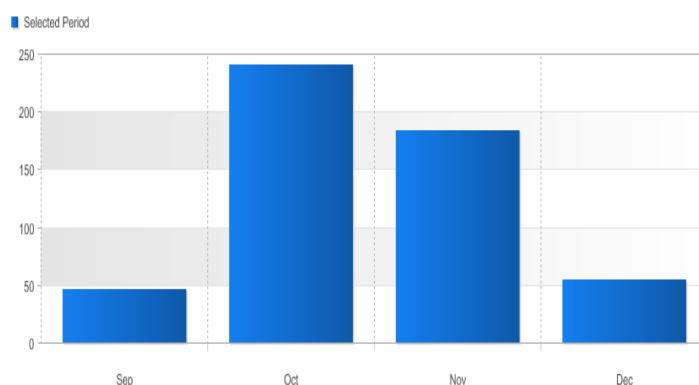


Table 1. Number of Downloads

Materials downloaded	Number of downloads
Complete Book	82
Video	56
Flyer	29
Launch	8
Media Briefing	6



Website Visits per Country. The website visits originated from numerous countries worldwide (Figure 3). One-third of the unique visits to the website were from the US and Italy (Table 2). There were numerous visits from other European and North American countries. Interestingly, there is also a lot of interest from developing countries: 116 visitors from India; 38 visitors in Peru; 35 visitors in Kenya; 33 visitors in the Philippines; 31 visitors in Nigeria; 28 visitors in Pakistan; 27 visitors each in South Africa and Indonesia; among others.

Figure 3. Geographical distribution of daily unique visits



Table 2. Daily unique visitors in top 20 countries

Country	Number of visitors	Percentage
United States	674	24.36%
Italy	289	10.44%
India	116	4.19%
United Kingdom	114	4.12%
Canada	85	3.07%
Mexico	83	3.00%
Switzerland	69	2.49%
Spain	66	2.39%
Netherlands	65	2.35%
France	56	2.02%
Sweden	50	1.81%
Germany	47	1.70%
Peru	38	1.37%
Kenya	35	1.26%
Philippines	33	1.19%
Nigeria	31	1.12%
Pakistan	28	1.01%
South Africa	27	0.98%
Indonesia	27	0.98%
Japan	26	0.94%

Upcoming Events. As a follow-up to the Sourcebook, the World Bank, FAO, and IFAD are organizing an *International Expert Consultation on Gender and Agriculture* on **March 16-17, 2009** at the World Bank, Washington, DC.

The Expert Consultation will use the Sourcebook’s messages and recommendations as a starting point for the discussion and debate on a strategic plan of action to move ahead with the agenda of gender equality and women’s empowerment in the agriculture sector. The discussion and plan of action will be framed around the following key development challenges:

- Climate change
- Food, fuel and financial crises
- Opportunities for economic services provision
- Pressures on land and water use
- Disaster and post-conflict
- Private sector engagement

The programme and specific details will follow shortly. Limited funds are available to support travel of participants from developing countries upon request.

Other Upcoming Events. January 8, 2009 – Brown Bag Lunch Seminar Series on *"Getting Good Governance for Women: Analysis from Literature Review"* co-sponsored by the World Bank, IFPRI, and IFAD. This will be published as an ARD discussion paper and is the main background material used for Module 2 on Policy and Governance in the Sourcebook. Venue: World Bank, Washington, DC, Room MC7-100.

January 20-22, 2009 - *Knowledge Share Fair* (Bioversity International, CGIAR, FAO, IFAD and WFP), Rome, Italy

February 2009 – *Expert Consultation on the Gender and Land Toolkit* and *Brown Bag Lunch Seminar on Gender and Aquaculture* (both are follow-up activities of the land and fisheries modules of the Sourcebook). Details will follow shortly.

March 3, 2009 – UN Commission on the Status of Women (CSW) Side Event on *"Global Food Crisis: Gender, Food Security and Agriculture"* (TBC), New York

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For more information on the Sourcebook, please visit: www.worldbank.org/genderinag.

HAPPY HOLIDAYS TO ALL OF YOU!