

# Gender Questions

An Analysis-to-Action Tool for Innovators

## Why?

Gender Questions is an engagement tool that provides a broad, cohesive conceptual framework for the analysis of gender in innovation from the perspective of an innovator. It is intended to:

1. help innovators and their GIF Team partners to identify specific actions to strengthen an innovation strategy or
2. build the overall capacity of innovators to understand and address gender equality and empowerment.

## When?

This tool can be used by GIF Deal Teams at the beginning of a project to help Innovators with potential for improving gender equality and empowerment in their innovation to define critical actions related to gender for Key Performance Indicators (KPIs) or issues for contracting related to an investment.

It can also be used at any stage in the life cycle of an innovation to help strengthen or refresh the overall capacity of the innovators related to gender.

## How?

The tool should be used to help innovators as they develop and review their gender-related strategy and identify gender-related actions they can take to strengthen their approach. It can be applied at the strategic level to the organization or company as a whole or at a project level if analysis.

Ideally, innovators lead this process themselves, with support from GIF, and right-size the effort to the team's needs as required.

## Gender Questions Parts

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**Part 1:**  
Analyze Gender Issues

2

**Part 2:**  
Apply the Model

3

**Part 3:**  
Refine Strategy

# Part 1

## Analyze Gender Issues: Possible Topics

### Individual/ Community Level

#### *Individual and household/ community gender patterns around this issue*

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- » How does the innovation strengthen gender equality by addressing key elements of agency: Voice, Body, and/or Asset Control?
- » Do you collect sex and age-disaggregated information, including who will use and benefit from the innovation? What are the characteristics of these groups?
- » Are there any limits to anyone's ability to access, participate, or benefit from the innovation, particularly as a result of their age or gender?
- » Was the innovation designed in collaboration with women around their unique needs?
- » Are there any risks for individuals or potential negative impacts for women and girls, men and boys?

### Organizational Level

#### *Institutional/business practices that might impact the innovation*

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- » What are the traditional gendered division of roles, responsibilities and power in the relevant sectors? Are women central to the organization (leadership, board membership)?
- » Are their workplace programs or policies (beyond compliance) that address barriers to women's quality employment?
- » Are there any gender-related obstacles to business startup and operation such as poor gender representation in technical fields?
- » Do you have sex-disaggregated information about the intermediaries/distributors/agents that are part of the innovation's operations?
- » What gender obstacles might prevent women and girls, men and boys from benefiting from

### Systems and Structures Level

#### *Policies, regulations, laws, resource flows that might impact the innovation*

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- » Are there discriminatory laws or regulations that might affect the innovation or create obstacles for women to participate/lead?
- » Are there other structural obstacles that would affect the participation of women and girls?

# Part 2

Apply to Model: Assess how gender patterns affect the innovation model

## Product or Service Design

Does the product or service serve the interests of girls and women?

## Marketing and Distribution

Does the distribution channel and/or marketing strategy of the product or service reach girls and women and diverse communities?

## Organizational Design and Structure

Does the company or organization delivering the innovation institute policies that provide for equality of opportunity for girls and women?

## Strategy to Scale

How will growth impact women? How does the existing context help or hinder the innovation's potential to scale its gender impact?

## Systems Change

How can the innovation help to diminish gender gaps and empower women? Specifically, how does it challenge the situation & opportunities of females versus males?

# Part 3

## Refine Strategy

Integrate findings from gender analysis in the strategy

Based on the findings from the gender analysis, refine the organizational strategy and innovation model, as appropriate for the specific context, need and funding stage of the innovation.

Ensure the strategy includes key findings of the gender analysis, gender equality priorities, gender integration in implementation, and monitoring and reporting.