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Shifting Social Norms to Advance Women's Economic Power

An Evidence, Learning, and Connecting Experience

November 7, 2023

Agenda

- Welcome
- About Banyan Global and Our Gender and Youth Practice
- Social Norms Research Presentation
- Panel 1: Proven Approaches to Shifting Social Norms
  - *Household Methodologies*
  - *Male Engagement*
- Panel 2: Proven Approaches to Shifting Social Norms
  - *Group-based Collective Action*
  - *Gender Analyses and Social Norms Diagnostics*
- Closing Remarks
- Networking and Reception

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Social Norms Research Presentation

Presenter

Dr. Charla Britt
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Review of Social Norms in a Nutshell

- Types of Norms

- Measuring Norms

- Implications for Women's Economic Empowerment (WEE) and Gender Equality

- Drivers of Normative Shifts

- Four Proven Approaches

- Recommendations

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Social norms are **implicit and informal rules that define what is acceptable and appropriate behavior** within a given society or group.

Gender norms are a subset of social norms that define appropriate actions and behaviors for girls, women, boys, and men.

Motivations	Terminologies		Definitions
Individually motivated	Attitude		What I believe is good or bad and what ought to be
	Knowledge		What I believe is true
Socially motivated	Social Norms	Descriptive norms or empirical expectations	What I believe others do
		Injunctive norms or normative expectations	What I believe others will approve/disapprove of me doing
	Gender Norms		How I expect individuals to behave based on their gender identity
	Reference groups		People whose opinions matter to me (for a particular behavior or context) People who reward or sanction my behavior
Individually and socially motivated	Behavior		What I do

Adapted from: IRH. 2019. *A Landscape Review: Addressing Social Norms in Six USAID Sectors.* Washington, D.C.: Institute for Reproductive Health, Georgetown University.

Although pressures to comply with, refer to, and be influenced by others remain a powerful force, social norms can change and evolve.

Measuring Norms

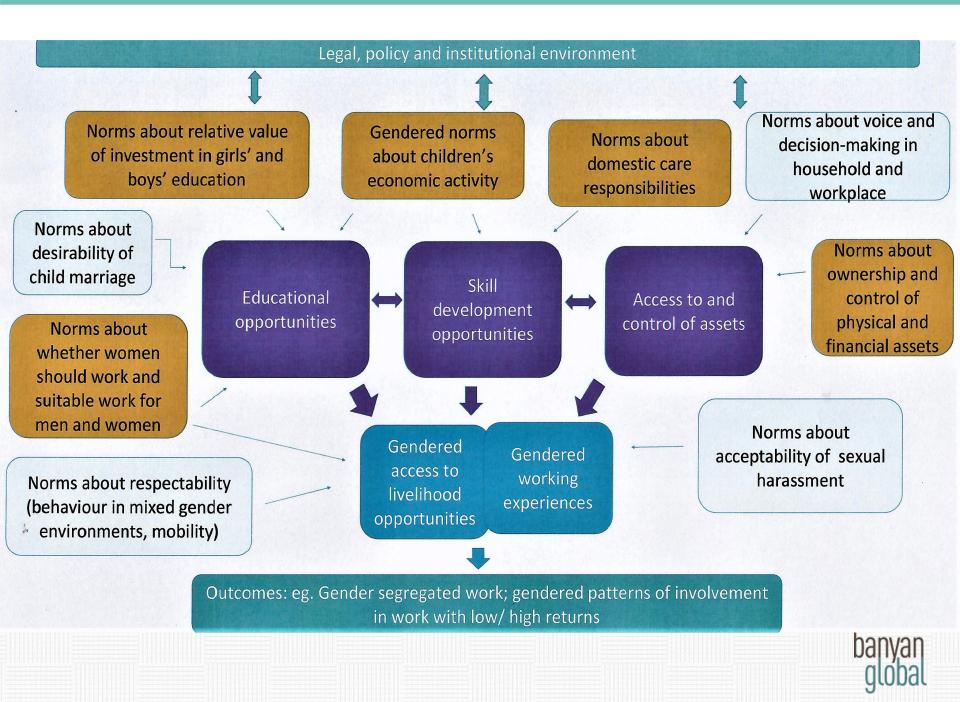**Tools for diagnosis and measurement**

- CARE: Social Norms Analysis Plot (SNAP) Framework
- Oxfam: Social Norms Diagnostic Tool
- Institute for Reproductive Health: Social Norms Exploration Tool (SNET)

Datasets and surveys

- World Values Survey
- Demographic and Health Surveys
- Women's Empowerment in Agriculture Index
- International Men and Gender Equality Survey
- Social Institutions and Gender Index

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Legal, policy and institutional environment

Norms about relative value of investment in girls' and boys' education

Gendered norms about children's economic activity

Norms about domestic care responsibilities

Norms about voice and decision-making in household and workplace

Norms about desirability of child marriage

Norms about whether women should work and suitable work for men and women

Norms about respectability (behaviour in mixed gender environments, mobility)

Educational opportunities

Skill development opportunities

Access to and control of assets

Norms about ownership and control of physical and financial assets

Gendered access to livelihood opportunities

Gendered working experiences

Norms about acceptability of sexual harassment

Outcomes: eg. Gender segregated work; gendered patterns of involvement in work with low/ high returns

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Social and Economic Implications

- Allocation and devaluation of care work

- Over-representation of women in informal sector

- Stereotypes reproduced in workplace and institutions

- Access to economic and educational opportunities (at different ages and stages)

- Access to assets, information, and networks

- Occupational segregation

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Drivers of Normative Shifts

Collective learning and action	Behavior change interventions	Organized and participant-led diffusion
Positive deviant role models	Media campaigns combined with local outreach	Social movements
Access to information and promotion of egalitarian gender norms	Services and infrastructure	Egalitarian workplace and organizational norms

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Four Proven Approaches

1. Household methodologies that facilitate dialogues, critical reflection, and goal setting

2. Engage boys and men to change social norms, advance gender equality, and address gender-related vulnerabilities

3. Group-based collective action and learning that increases women's productivity and financial inclusion

4. Gender analyses and norm diagnostics that identify and assess the strength of a norm and related facilitating and constraining factors

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Recommendations

Access the complete social norms landscaping study using the QR code above

- Integrate norms-transformative strategies and approaches into all activities (design and implementation)

- Conduct context-specific assessments

- Engage men and boys

- Use vignettes in qualitative surveys

- Assess approaches to inform replication and scalability

- Facilitate messaging to correct misinformation and misperceptions and offer positive alternatives

- Invest in trainings for staff to reorient mindsets

- Support longitudinal analyses to gauge sustained impact and increase evidence of what works to sustain change

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Proven Approaches to Shifting Social Norms

Panel Discussion 1

Panel Discussion

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Proven Approaches to Shifting Social Norms

Panel Discussion 2

Panel Discussion

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Closing Remarks

Meaghan Smith, President and CEO

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Networking and Reception

THANK YOU!