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An Analysis of Gender Advances, Inequities, Constraints, and Opportunities in the Seaweed, Sea Cucumber, Cocoa, and Vanilla Value Chains and the Tourism Sector in Madagascar

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ACRONYMS

ADS	Automated Directives System
BDS	Business Development Services
BV	Blue Ventures
CBNRM	Community-Based Natural Resource Management
CEFM	Child, Early and Forced Marriage
CFA	Contract Farming Arrangement
CNRMA	Community-based Natural Resource Management Associations
CNV	*Conseil National de la Vanille*/National Council of Vanilla
CRS	Catholic Relief Services
CSO	Civil Society Organization
DTBS	Diversity Turn Baseline Study
FCIA	Fine Chocolate Industry Association
FP	Family Planning
GALS	Gender Action Learning Systems
GBV	Gender-based violence
GDA	Global Development Alliance
GDF	Gender Dimensions Framework
GDP	Gross Domestic Product
GOM	Government of Madagascar
HEARTH	Health, Ecosystems and Agriculture for Resilient, Thriving Societies
HH	Household
IFAD	International Fund for Agricultural Development
ILO	International Labor Organization
IOT	Indian Ocean Trepang
JPO	Judicial Police Officers
KM	Kilometer
LGBTQI+	Lesbian, Gay, Bisexual, Transgender, Intersex, Queer, and Intersex
LMMA	Locally Managed Marine Area
M-BG	Madecasse-Beyond Good
MAEP	*Ministère de l'Agriculture, de l'Élevage et de la Pêche*/ Ministry of Agriculture, Livestock, and Fisheries
MARISA	Marine and Coastal Areas Restored through Innovative and Sustainable Aquaculture
MEDD	*Ministère de l'Environnement et du Développement Durable*/Ministry of Environment and Sustainable Development
MEL	Monitoring, Evaluation, and Learning
MICA	*Ministère de l'Industrie, du Commerce et de l'Artisanat*/Ministry of Industry, Commerce, and Handicrafts
MPA	Marine Protected Areas
NGO	Non-Governmental Organization
NRM	Natural Resource Management
OECD	Organisation for Economic Co-operation and Development
OF	Ocean Farmers
PIC	*Pôles Intégrés de Croissance*/Integrated Growth Channels
PO	Producer Organization
PSP	Private Service Providers
RD	ReefDoctor
SDG	Sustainable Development Goals
SFCG	Search for Common Ground

SBCC	Social and Behavior Change Communication
SIGI	Social Institutions and Gender Index
SILC	Saving and Internal Lending Community
SEED	Sustainable Environment and Economic Development
SFCG	Search for Common Ground
SOW	Scope of Work
SVI	Sustainable Vanilla Initiative
TSIRO	Thriving/Tangible and Sustainable Investments for land Restoration and Economic Opportunity
USAID	United States Agency for International Development
USD	United States Dollar
WCS	Wildlife Conservation Society
WWF	World Wildlife Federation

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EXECUTIVE SUMMARY

INTRODUCTION

The United States Agency for International Development (USAID)/Madagascar contracted Banyan Global to undertake a region-specific gender analysis for three Sustainable Environment and Economic Development (SEED) Office-led Health, Ecosystems and Agriculture for Resilient, Thriving Societies (HEARTH) Global Development Alliances (GDA)s: Marine and Coastal Areas Restored through Innovative and Sustainable Aquaculture (MARISA); Miarakap; and Thriving/Tangible and Sustainable Investments for Land Restoration and Economic Opportunity (TSIRO). The gender analysis focuses on the cocoa, vanilla, seaweed, and sea cucumber value chains and the tourism sector. This analysis identifies gender equality advances, constraints, and opportunities in these agriculture and aquaculture value chains and the tourism sector within the contexts of the proposed HEARTH GDA in targeted regions in Madagascar. This report also addresses crosscutting themes, including gender-based violence (GBV) prevention and response and women's economic empowerment (WEE).

Banyan Global prepared this report at the culmination of a multi-stage process, which included reviewing secondary data sources (Annex B), developing the data collection instruments (Annex C), and implementing key informant interviews with stakeholders (Annex D).

CROSS-CUTTING FINDINGS

Despite their diversity, a number of findings cut across not only the four aforementioned value chains but also the tourism sector. Women face gender inequalities and obstacles to greater economic empowerment and leadership. Time poverty caused by disproportionate responsibility for unpaid care and domestic work was relevant to women regardless of the value chain/sector. The gendered division of paid labor also held true across the four value chains and the tourism sector, with social and cultural norms defining what constitutes men's versus women's work. As a result, these norms limit opportunities for both genders but especially for women, since positions that women hold typically pay less than those held by men. In the value chains, women's participation and leadership in cooperatives/producer organizations (POs) is limited because of gender norms and traditional roles and responsibilities. This often leads to unequal access to and control over productive resources (e.g., land, agricultural inputs). Unequal access to formal credit and finance also is an obstacle for women entrepreneurs in all the value chains/sectors, which often leaves them vulnerable to abusive loan schemes. Women entrepreneurs in all value chains/sectors also lack sufficient business training, sector/value-chain-specific technical training, leadership capacity, and self-confidence. Child labor, including commercial sexual exploitation of children, especially girls, exists in varying degrees and types in all value chains/sectors. Efforts to address GBV and overall awareness among GDA stakeholders about GBV prevalence and resources are limited.

In all four value chains, MARISA and TSIRO HEARTH GDA partners use a household (HH) approach to working with farmers and producer organizations. This largely makes women's role in production invisible because official numbers count only the head of HH. In both the vanilla and cocoa value chains, the head of HH is historically male, since export crops like these are perceived as a man's domain in Madagascar. In the seaweed and sea cucumber value chains, the head of household is increasingly male, as these aquaculture value chains have become progressively more lucrative in recent years. Theft is a common and frequent occurrence on community-based farms and plantations for all value chains and

present risks especially for men and boys. Despite less access and control over income among women in the four value chains, they are often charged with managing the HH budget, ensuring that their husbands do not spend earnings on non-HH essentials like alcohol and sex.

SEAWEED AND SEA CUCUMBER VALUE CHAINS FINDINGS

In the aquaculture value chains, seaweed is produced exclusively in community-based farms, whereas sea cucumber is produced in both community-based farms and Indian Ocean Trepang (IOT)-owned industrial farms. As a result, seaweed production likely provides greater economic empowerment opportunities for women, since participation of women and men on community-based farms is more gender equitable. Industrial sea cucumber farms, which comprise the majority of sea cucumbers produced by IOT, employ only men for the farm work. A productive community-based farmer can make two to three times as much as an employed "farm worker" on an industrial farm. The seaweed value chain also presents a number of potential in-country value-added opportunities that could be led by women (e.g., production of seaweed products like soaps, body creams and massage oils, foods and juices). No potential value-added opportunities emerged for the sea cucumber value chain.

For aquaculture methods, seaweed aquaculture use two methods unlike in the sea cucumber value chain: 1) the deep-water floating line method and 2) the off-bottom, shallow water method. The deep-water method specifically disadvantages women and non-Vezo ethnic men because it requires skills and abilities that are typically considered male domain, especially for men who are Vezo (e.g., swimming, navigation, piloting a pirogue). The use of the deep-water method has grown in recent years, as production is greater in large part because seaweed is less susceptible to disease in the cooler, deep waters. Despite the advantages to the deep-water methods, GDA partner Ocean Farmers (OF) plans to maintain a balance between the two methods to ensure sustainability and equity. For international certifications and standards, the seaweed value chain has a number to which OF has adhered (e.g., Red Seaweed Promise). None emerged in the sea cucumber value chain.

COCOA AND VANILLA VALUE CHAIN FINDINGS

In the vanilla value chain, female-headed HHs underperform their male counterparts because of interconnected factors like lower education levels, fewer assets like land, and lower probability of having a contract farming arrangement. Similarly, male-led cocoa cooperatives typically produce higher quality processed cocoa in large part because women-led cooperatives tend to outsource the work due to time constraints, which leads to lower quality products. However, cooperatives provide an opportunity to redress these gender differences as women's participation in vanilla and cocoa cooperatives is associated with improved outcomes related to price, harvest, contract negotiation, well-being, and empowerment. Vanilla presents two potential value-added opportunities for farmers, especially women: home curing of vanilla and production of low-grade vanilla for alternative uses such as perfume.

Child labor is particularly significant in the cocoa and vanilla value chains. Notably, vanilla is highly labor-intensive and experiences high and volatile spikes in prices. This is associated with high levels of child labor to work the fields as well as commercial sexual exploitation, especially during the harvest periods when vanilla HHs become flush with income. In regard to security to guard against theft, women-headed HHs in the vanilla and cocoa value chains are more likely than their male counterparts to have the resources necessary to protect their crops despite some initiatives implemented by GDA partners. In terms of international certifications and standards, rural and female-headed HHs face barriers to secure

fair trade and organic certification documentation such as the complexity of the process and the requirement to pay annual fees.

TOURISM SECTOR FINDINGS

The tourism sector in Menabe focuses on ecotourism and in St. Marie, on beach-related tourism. Gender-based discrimination is found in pay, benefits, and working conditions. Discrimination against, and sexual harassment of, female tourism employees, especially those who come from other regions, is prevalent. GBV is a reality for women working in the tourism sector.

Men typically dominate leadership and management positions because of negative stereotypes and perceptions about women's ability to lead in managerial positions, as well as their limited ability to travel long distances, which is not seen as compatible with family life and responsibilities. However, female entrepreneurship in Madagascar is growing overall. About 40 percent of small and medium tourism-related enterprises in Madagascar are women-owned and/or women-run. That said, although the tourism sector in Madagascar has experienced significant growth, this expansion has often failed to translate into economic growth and opportunities for local businesses and, in particular, for women.

In the tourism sector, many gender barriers and opportunities exist in education and vocational training. On the one hand, unequal access to high-quality education and vocational training is a structural barrier to women's participation and advancement in the tourism sector. On the other, management schools and vocational training programs such as Vatel Institut National de Tourisme et d'Hôtellerie and Sahanala specifically target women, providing unique opportunities for increasing women's roles, responsibilities, and visibility in the tourism sector.

Tourism has begun to have a serious impact on the environment in Madagascar, which in turn has the potential to negatively impact the livelihoods of Malagasy women and men who work in tourism. However, ecotourism seeks to address this issue while providing important livelihood opportunities for women and men and new leadership opportunities for women in natural resource management.

Sex tourism is widespread in Madagascar and often includes the sexual exploitation of children, especially girls. Poverty, insufficient coordinated action, enforcement of existing policy and legal frameworks, and community acceptance of the practice sustain this exploitation. Most perpetrators of child sexual exploitation are Malagasy men, traveling for pleasure or work, followed by foreigners, especially those from European countries. Most child sexual exploitation–related sex tourism occurs with the involvement of family members, friends, transportation operators, tour guides, and hotel workers.

Despite the prevalence of sex tourism, measures are in place to prevent and mitigate it. For example, the Tourism Code of Conduct, signed by approximately 980 actors in the tourism sector, provides measures to combat the sexual exploitation of children in Madagascar, including training and awareness-raising posters. However, the trainings and related measures are insufficient because often no Local Code Representatives are present to monitor and enforce the Code. Madagascar has also adopted a legal framework, albeit disjointed, against sex tourism, but adherence to the framework is limited because of judicial and police deficiencies. Furthermore, families often prefer traditional resolution mechanisms in cases of commercial sexual exploitation and sexual violence against children.

RECOMMENDATIONS

Based on the findings, the following are key recommendations proposed to guide gender integration in USAID/Madagascar's implementation of the three HEARTH GDAs:

- Integrate gender transformative approaches and social and behavior change communication (SBCC) activities into the HEARTH GDAs. These activities should target all stakeholders, including private-sector actors, farmers, and the producer organizations. Potential tools to consider are Promundo Gender-Transformative Change with Men and Boys: Manual to Spark Critical Reflection on Harmful Gender Norms with Men and Boys in Aquatic Agricultural Systems; The International Fund for Agricultural Development's Household Methodologies; and the Gender Action Learning System.

- Facilitate women's increased participation in producer organizations, cooperatives, and associations through time burden reduction measures and internal structures and policies that are inclusive and gender-sensitive to encourage an increase in women's participation.

- Target women with business development training, training on fair trade and organic certifications, technical training, leadership capacity building, and self-confidence-building activities.

- Support NGOs and/or private sector actors in using a more nuanced approach to community-based farming and/or cooperative farming that prioritizes equitable participation, which is critical for women's visibility and control in aquaculture production.

- Require the MARISA and TSIRO GDAs to develop a gender equality plan that outlines how NGOs and private sector actors will facilitate gender equality in the GDA. The plan should include a system for monitoring, reporting, and referring cases of GBV to specialized service providers.

- Encourage private sector actors to evaluate their policies and procedures to ensure they are gender equitable. These should include hiring policies, pay policies, and working conditions.

- Encourage all USAID partners to develop and implement and/or strengthen existing measures to combat child labor in the value chains, abiding by existing child labor laws and policies in Madagascar.

- Provide adequate support to farmers, especially women, to ensure the security of their farms and safety of the men who guard farms against thieves.

- Support access to formal and informal community-based credit and finance schemes for women entrepreneurs across the value chains/sectors (e.g., Savings and Internal Lending Communities, zero-interest loans through cooperatives).

- Promote research and exploration of value-added opportunities that could provide economic opportunities to cocoa, vanilla, seaweed, and sea cucumber farmers, especially women.

- Encourage private sector actors to continue balancing the use of deep-water and shallow-water methods in seaweed aquaculture while actively implementing measures to ensure gender and ethnic equality as the use of the deep-water floating line method continues to increase.

- Build upon efforts by industry professionals and NGOs, such as those of ECPAT International, to prevent the sexual exploitation of children in tourist areas. Provide training programs to support the government, local authorities, child protection networks, tourism professionals, especially hotel and ecolodge staff, and survivors on awareness and response to the issue.

- Support the Government of Madagascar to require companies and businesses in the tourism sector to adopt the Code of Conduct to Combat Sexual Exploitation of Children in Madagascar.

- Support efforts to strengthen the existing legal and policy framework against sex trafficking and sexual exploitation of children, which is intrinsically linked to sex tourism in Madagascar.

Please see Annex E for a table outlining all key findings and recommendations of this gender analysis.

1. INTRODUCTION

1.1 BACKGROUND

The U.S. Agency for International Development (USAID)'s Health, Ecosystems and Agriculture for Resilient, Thriving Societies (HEARTH) engages private sector partners in co-designing integrated sustainable development activities that conserve high-biodiversity landscapes and improve the well-being and prosperity of communities that depend on these landscapes. USAID and the private sector collaborate through HEARTH on natural resource management, climate change adaptation, emerging infectious disease control, maternal and child health, voluntary family planning, nutrition, farming, economic growth, energy, and governance. Under HEARTH, USAID is developing Global Development Alliances (GDAs), which are high-impact activities that conserve biodiverse ecosystems and improve the well-being and prosperity of communities that depend on them by helping the private sector.
The USAID/Madagascar's Sustainable Environment and Economic Development (SEED) Office is planning to implement three HEARTH GDAs with several local and international private sector partners.

USAID/Madagascar contracted Banyan Global to undertake a gender analysis of the cocoa, vanilla, and aquaculture (seaweed and sea cucumber) value chains and the tourism sector for three GDAs in Madagascar: Marine and Coastal Areas Restored through Innovative and Sustainable Aquaculture (MARISA); Miarakap; and Thriving/Tangible and Sustainable Investments for Land Restoration and economic Opportunity (TSIRO). The gender analysis aligns with the 2021 USAID Gender Equality and Female Empowerment Policy, the 2016 updated U.S. Strategy to Prevent and Respond to Gender Based Violence (GBV) Globally, the Women's Entrepreneurship and Economic Empowerment Act of 2018, and the 2021 USAID Automated Directives System 205 on Integrating Gender Equality and Female Empowerment in USAID's Program Cycle.

1.2 PURPOSE OF THE USAID/MADAGASCAR HEARTH GDA GENDER ANALYSIS

The USAID/Madagascar HEARTH GDA gender analysis aims to provide data to enhance the integration of gender equality and women's empowerment into each of the Mission's GDAs. More specifically, the gender analysis identifies gender equality advances, constraints, and opportunities in the following value chains/sectors within the context of the proposed HEARTH GDAs as outlined in the scope of work in Annex A of the report:

- Cocoa and vanilla value chains in Ambanja, Ifanadiana, Mananjary, Ikongo, Manakara, and Vohipeno;
- Seaweed and sea cucumber value chains in MaMaBay, Menabe, Atsimo-Andrefana; and,
- Tourism sector in Menabe and Sainte Marie/Nosy Boraha.

This report also addresses GBV prevention and response and women's economic empowerment as crosscutting themes. It uses a desk review of secondary data as well as primary data (key stakeholder interviews) to provide concrete findings and recommendations on how the mission can build upon existing advances on gender equality and women's empowerment and mitigate gender inequality gaps in each value chain/sector.

Section 2 of the report describes the gender analysis methodology; Section 3 provides the country context and background; Sections 4, 5, and 6 present the gender analysis findings and recommendations by value chain/sector. Annex A includes the gender analysis's scope of work (SOW); Annex B lists the key documents consulted; Annex C includes the interview guides for the gender analysis; and Annex D lists key interviewees.

2. METHODOLOGY

2.1 OVERVIEW

The gender analysis methodology involved a multi-stage process: reviewing secondary data sources (Annex B); developing primary data collection tools (Annex C); conducting approximately 35 key informant interviews (Annex D); analyzing and interpreting data and preparing a report, and presenting findings and recommendations.

For the value chains, the research team used a modified version of the Gender Dimensions Framework (GDF)[1] to analyze the gender advances, gaps, and opportunities. The framework involves analyzing four value chain components using the USAID Automated Directives System (ADS) 205 gender analysis domains:

TABLE 1. VALUE CHAIN GENDER ANALYSIS FRAMEWORK

VALUE CHAIN COMPONENTS	ADS 205 GENDER ANALYSIS DOMAINS	CROSSCUTTING THEMES
• On-farm Productivity • Horizontal Linkages • Vertical Linkages • Business Enabling Environment, Entrepreneurship, and Employment	• Laws, policies, regulations, and institutional practices • Cultural norms and beliefs • Gender roles, responsibilities, and time use • Access to and control over assets and resources • Patterns of power and decision-making	• GBV prevention and response • Women's economic empowerment

For the tourism sector, the research team adapted a tourism-specific gender analysis framework—developed by researchers at the School of Hospitality and Tourism Management, University of Surrey and the Universidad Rey Juan Carlos[2]—which it used in conjunction with USAID's ADS 205 gender analysis domains (see Table 2).

TABLE 2. TOURISM SECTOR GENDER ANALYSIS FRAMEWORK

TOURISM SECTOR COMPONENTS	USAID ADS 205 GENDER ANALYSIS DOMAINS	CROSSCUTTING THEMES
• Employment • Entrepreneurship • Sex Tourism • Sustainability	• Laws, policies, regulations, and institutional practices • Cultural norms and beliefs • Gender roles, responsibilities, and time use • Access to and control over assets and resources • Patterns of power and decision-making	• GBV prevention and response • Women's economic empowerment

2.2 SECONDARY SOURCE DESK REVIEW

From March 18 to April 6, 2021, the research team conducted a desk review of the secondary data sources specified in Annex B. The purpose of the desk review was to identify the major gender advances, gaps, and opportunities for each value chain and the tourism sector. Based on the desk review findings, the research team identified the data and information gaps that informed the development of questions to include in the primary data collection instruments (Annex C).

2.3 DATA ANALYSIS AND INTERPRETATION AND REPORT PREPARATION

The research team analyzed and interpreted the primary data collected (Annex D) and delivered the draft gender analysis report to USAID/Madagascar on May 28, 2021. The research team delivered the final gender analysis report to USAID/Madagascar on June 16, 2021, which addressed USAID/Madagascar feedback on the draft report.

2.4 PRESENTATION OF FINDINGS AND RECOMMENDATIONS

The research team provided a remote presentation of the findings and recommendations of the gender analysis to USAID/Madagascar on June 2, 2021, upon finalization of the draft report. The purpose of the presentation was to provide an overview of, and validate, the report findings and recommendations.

2.5 PROTECTION OF INFORMANT INFORMATION

The research team obtained free and prior informed consent at the organizational level and from all research participants, which included taking the following steps at the beginning of all semi-structured interviews:

- An explanation of the purposes of the research, how long it will take, and the procedures to be followed.
- A description of any risks to the person participating (if relevant).
- A description of any expected benefits to the person participating, or to their community, as a result of participating.
- A statement describing whether the data would be anonymous or stored confidentially.
- Contact details for the research team to respond to any questions or concerns about the research.
- A statement that participation was voluntary; refusal to participate would involve no penalty, and the subject could stop participating at any time.
- For interviews with individuals and/or groups at risk, the research team did not record any personally identifying information of respondents, including the names, ages, organizations, and even times and dates of interviews.

2.6 LIMITATIONS OF THE GENDER ANALYSIS

The limitations of this gender analysis include the following:

- In-person data collection in Madagascar was not possible due to travel restrictions related to the COVID-19 pandemic. The inability to carry out in-person data collection precluded more extensive consultations with USAID project participants and community members beyond a limited number of interviews with a small number of farmers in the researched value chains.

- Internet, digital, and phone connectivity for key stakeholders in Madagascar was also a challenge.

3. COUNTRY CONTEXT

3.1 GENERAL CONTEXT

Madagascar's population is estimated at 25,680,342, of which more than half of the residents are women and 80.5 percent live in rural areas.[3] Persons under the age of 25 account for 60 percent of the population.[4] Seventy-five percent of the population lives in poverty, with women, youth, and rural populations facing even greater vulnerability. According to the World Bank, women earn an average of 34 percent less than men; female-headed households have a higher incidence of extreme poverty than male-led ones; the population 15 years and younger accounts for more than half of residents living in extreme poverty; and poverty in rural areas is twice as high as that in urban zones.[5]

Poverty has increased in Madagascar as a result of the COVID-19 pandemic. Confinement measures, combined with travel and other restrictions that the Government of Madagascar (GOM) has put in place to mitigate the spread of COVID-19, have had a direct economic impact on Madagascar's self-employed and informal workers, who comprise a large portion of the working population. According to the World Bank, almost 1.4 million people fell into extreme poverty in 2020 because of job losses in key industry and service sectors, as well as because of the sudden loss of income for informal workers affected by stay-in-place measures in large cities.[6]

Educational attainment remains unequal in Madagascar. National efforts in the education sector have led to increases in Madagascar's literacy rates, rising from 59.2 percent in 2004 to 71.6 percent in 2012.[7] Women, however, still lag slightly behind men: 27.6 percent of women versus 22.7 percent of men are illiterate.[8] The urban-rural divide is also notable, as 93.3 percent of the urban population is literate versus only 66.2 percent in rural zones.[9]

Regarding sexual and reproductive health rights, the GOM recently passed a law ensuring universal access to family planning (FP). Still young and unmarried women often do not have independent access to such services.[10] Women also face multiple forms of gender-based violence (GBV): 48 percent of women between the ages of 20 and 24 have experienced child, early, and forced marriage (CEFM) by the age of 18,[11] and 30 percent of women have experienced intimate partner violence in their lifetimes.[12]

3.2 AGRICULTURE

In rural areas, agriculture is the main source of employment, accounting for 85 percent of jobs in Madagascar. However, agriculture generates few resources for households (HHs) even if it comprises the bulk of their income. More than 80 percent of farmers, representing two-thirds of the population, are poor. Agricultural activity is mostly for subsistence purposes: around 60 percent of the agricultural harvest is self-consumed.[13] However, commercial and export agriculture is growing and concentrated along the east coast and in the north where coffee, vanilla, cloves, and lychees are the main cash crops.[14]

Seventy-three percent of employed women work in agriculture.[15] Specific challenges that affect rural women's contribution to the agricultural economy include limited access to the means of production such as land, inputs, improved techniques and financing; vulnerability to volatile market prices; deficient irrigation infrastructure; and physical isolation. This results in lower farm incomes for female-headed households (USD 195 per year) compared to male-headed households (USD 343 per year).[16]

3.3 AQUACULTURE

Madagascar has a great diversity of fishery and aquaculture resources, with 5,000 kilometers (km) of coastline, nearly 400,000 hectares of mangroves,155,000 hectares of lakes and lagoons of fisheries, a continental shelf of 117,000 square kms, and an Exclusive Economic Zone of approximately 1,140,000 square kms.[17] Fishery and aquaculture products like seaweed and sea cucumber comprise a considerable part of the foreign exchange receipts for Madagascar.[18] For example, Madagascar is the largest exporter of sea cucumber in Africa, notably to Asian markets.[19]

3.4 TOURISM

Madagascar's unique ecosystem and location have the potential to spur economic growth, particularly for ecotourism. More than 90 percent of Madagascar's flora and fauna is unique to the country.[20] Increasing use of the island's diverse ecosystem, distinctive wildlife, and mineral resources could enhance economic opportunities for the Malagasy people.

Tourism is a key sector for the country, which taps into Madagascar's diverse ecosystem and wildlife. It represents 7 percent of the country's current gross domestic product (GDP) and presents opportunities for growth. The sector has expanded significantly over the past few years. In 2019 alone, 486,000 international tourists arrived in Madagascar (compared to 360,000 in 2018 and 285,000 in 2017).[21] It provides one of the largest sources of foreign exchange receipts for the country and provides 300,000 direct and indirect jobs. Tourism is also one of the best tools available for conserving unique natural and cultural resources in Madagascar.[22] At the same time, the development of tourism is dependent on the preservation of its biological diversity and the development of adequate infrastructure (roads, communication, hotels, facilities in coastal areas, etc.). Yet, with extreme weather events on the rise, the incipient development of tourism infrastructure is at risk.[23]

3.5 IMPACTS OF CLIMATE CHANGE ON AGRICULTURE, AQUACULTURE, AND TOURISM

Climate change–related challenges, such as extended droughts, frequent natural disasters (like cyclones, locust infestations, flooding, and earthquakes), and illegal or unsustainable exploitation of natural resources, limit economic opportunities for women and men in agriculture, aquaculture, and tourism. Geographic- and environment-related shocks have had a disproportionate impact on women, young

persons, persons with disabilities, and residents of rural areas. These individuals typically rely on agricultural and tourism-related sources of income, which shocks and crises affect. In general, they also have higher illiteracy rates, less physical autonomy and mobility, fewer assets and mechanisms to recover from shocks related to climate change, higher illiteracy rates, which heightens their vulnerability to natural disasters, and mismanagement of natural resources.[24]

4. GENDER ANALYSIS FINDINGS AND RECOMMENDATIONS FOR SEAWEED AND SEA CUCUMBER VALUE CHAINS

4.1 KEY FINDINGS: SEAWEED AND SEA CUCUMBER VALUE CHAINS

MAPPING OF ROLES AND RESPONSIBILITIES OF GLOBAL DEVELOPMENT ALLIANCE/VALUE CHAIN STAKEHOLDERS

The proposed MARISA USAID/Madagascar HEARTH GDA focuses on the seaweed and sea cucumber aquaculture value chains. It involves the following model and stakeholders:

Private sector companies:

- **Indian Ocean Trepang (IOT):** Two primary models of sea cucumber farms exist in this GDA: community-based farms (e.g., working with households (HHs), groups of HHs, farmers' associations, including some women's associations) and two commercial farms owned by IOT.[25,26] IOT provides inputs (e.g., material to construct sea cucumber enclosure and sea cucumber juveniles) to the community-based farms. The production of juvenile sea cucumbers is a scientific, technical activity that takes place in industrial hatcheries and nurseries owned by IOT.[27] IOT then purchases the harvested sea cucumber from the community-based farms for exportation to international buyers, primarily from Asia.[28] IOT shareholders are all male. However, women account for half of IOT's six executive positions while occupying a quarter of its middle management posts.[29]

- **Ocean Farmers (OF):** OF provides technical assistance to community-based seaweed and sea cucumber farms through formally employed technicians. OF also provides the needed inputs (e.g., rope for lines) to the farmers and purchases the harvested seaweed for exportation to Cargill. OF's shareholders and executive officers are all men with the exception of the chief operating officer. At the middle management level, the gender breakdown is about 50/50.[30]

- **Cargill:** Cargill is the major purchaser of seaweed produced by the community farms that OF coordinates. All value-added processing (e.g., production of food and cosmetic additives like carrageenan) of red seaweed is completed abroad (e.g., by Cargill in France).[31]

Seaweed and sea cucumber farmers and related farmers' organizations:

Community-based seaweed and sea cucumber aquaculture takes place on farms formed by HHs that join together from a single village. Men and women farmers from these HHs typically form an aquaculture farmers' association in each of these villages. Aquaculture farmers' associations are formal or informal community-based organizations created to ensure information sharing and coordination of activities between the aquaculture farmers and OF. Whether they are formal or not depends on the umbrella Community-Based Natural Resource Management (CBNRM) Association that oversees their Locally Managed Marine Areas (LMMAs) or Marine Protected Areas (MPA). Their level of formality also depends on the level of engagement of the supporting international NGO in socio-organizing work. These associations are not technically cooperatives, as they do ask for specific contributions from their members and do not propose any services as formal cooperative typically do.[32]

International non-governmental organizations (NGOs):

The NGOs Blue Ventures (BV), World Wildlife Federation (WWF), Wildlife Conservation Society (WCS), and ReefDoctor (RD) support the value chain by providing support to farmers to identify locations for farms, select farmers/beneficiaries, establish farmers' associations, and negotiate fair terms between farmers and private sector actors.[33]

MAPPING OF GENDER ROLES AND RESPONSIBILITIES ALONG THE VALUE CHAIN

The tables below provide an overview of the roles and responsibilities that women and men have along the red seaweed and sea cucumber value chains, respectively. It focuses primarily on the context of the MARISA GDA model outlined above.

Red Seaweed:

Value Chain Segment	Task	Women's roles and responsibilities	Men's roles and responsibilities
On-farm production (Off-bottom/shallow water method)	Farm construction	• Setting up the lines at sea.	• Setting up the lines at sea.
	Farming and maintenance	• Brushing lines at sea. • Removing diseased or infected seaweed. • Harvesting seaweed . *Girls age 15 and over also assist with harvesting on weekends.	• Brushing lines at sea. • Removing diseased or infected seaweed. • Harvesting seaweed. *Boys age 15 and over assist with harvesting on weekends.
	Preliminary processing	• Drying seaweed on land.	
On-farm production (Semi-floating/longline deep-water method)	Farm construction		• Setting up the lines at sea.
	Farming and maintenance	• Assisting men from pirogue.	• Brushing lines at sea. • Removing diseased or infected seaweed. • Harvesting seaweed.
	Preliminary processing	• Drying seaweed on land.	
Transportation and sale of dried seaweed	Transportation and sale of harvested and dried seaweed by farmers		• Transporting and selling the dried seaweed at the village warehouses owned by private-sector stakeholder, OF.

Collection & purchase of harvested seaweed	Collection and purchase of harvested seaweed at OF regional warehouses.		• Weighing the dried seaweed harvested by farmers and paying farmers for the seaweed. *OF formally employs these predominantly male collectors to operate the seaweed collection warehouses.
	Collection and purchase of harvested seaweed at community-based farm sites.		• Traveling from farm to farm to collect, weigh, and pay farmers for harvest seaweed. *OF formally employs these male purchasers.
Industrial processing of seaweed	Industrial drying and pressing of seaweed		• Recording, quality checking, and industrially drying and pressing seaweed into bales for maritime export. *OF formally employs male factory workers for these positions.

Sea cucumber:

Value Chain Segment	**Task**	**Women's roles and responsibilities**	**Men's roles and responsibilities**
Industrial sea cucumber juvenile production	Sea cucumber hatchery and nursery		• Producing sea cucumber juveniles over the course of 7-8 months for farming in IOT's industrial sea cucumber farms or community-based sea cucumber farms. *IOT formally employs 21 men to work in the hatchery/nursery.
On-farm production (IOT industrial farms)	Farm construction		• Constructing large sea cucumber enclosures (i.e., installing galvanized pipes and attaching mesh netting).
	Farming and maintenance	• Cooking for workers. • Light brush cleaning of sea cucumber enclosures. • *IOT formally employs women to perform these tasks.	• Maintaining large sea cucumber enclosures (filling holes, diving and removing predators; carrying large vats of juveniles for stocking enclosures; etc.) • Monitoring sea cucumbers growth and potential disease. • Harvesting sea cucumbers *IOT formally employs men to perform these tasks.

	Security		• Ensuring that those who are unauthorized do not enter the farm. • Guarding the farms at night against theft by well-organized and armed thieves. *IOT formally employs men as security guards.
On-farm production (Community-based farms)	Farm construction	• Attaching the mesh netting to the galvanized pipes that men install for the perimeter of the sea cucumber enclosures.	• Installing galvanized pipes that form the perimeter of the sea cucumber enclosures.
	Farming and maintenance	• Stocking pens with sea cucumber juveniles. • Providing regular attention. Maintenance of the pens like brushing and filling holes, checking the integrity of nets and removing of net fouling; Removing predators like crabs and starfish. • Harvesting and weighing the sea cucumbers.	• Stocking pens with sea cucumber juveniles. • Providing regular attention and maintenance of the pens like brushing and filling holes, checking the integrity of nets and removing of net fouling; Removing predators like crabs and starfish. • Harvesting and weighing the sea cucumbers.
	Preliminary processing	• Eviscerating, boiling, and placing sea cucumbers in large containers of salt.	
	Security		• Ensuring that those who are unauthorized do not enter the farm. • Guarding the farms at night against theft by well-organized and armed thieves
Transportation & sale of harvested sea cucumbers	Transportation and sale of harvested sea cucumbers	• Entering into contract and selling the harvested sea cucumbers to IOT *This is applicable to women if they are the registered head of household with IOT.	• Entering into contract and selling the harvested sea cucumbers to IOT if Head of Household. • Transporting harvested sea cucumbers to IOT industrial processing plants. *This is applicable to men if they are the registered head of household with IOT.
Industrial processing of sea cucumbers	Processing sea cucumber into a dried form called trepang	• Sorting, brushing, boiling, and drying the sea cucumbers to make trepang for exportation. *IOT formally employs predominantly women for this work.	• Providing sea cucumber processing plant maintenance. *IOT formally employs predominantly men for this work.

ON FARM PRODUCTIVITY

Gendered division of paid and unpaid labor:

Women's time burden creates a barrier for their on-farm productivity. Women aquaculture farmers typically must spend the afternoon and evening on HH tasks that include cooking, cleaning, water collection, and caring for children and the elderly. They also contribute to traditional or artisanal fishing (e.g., collecting, preparing, and/or locally selling the catch) to supplement their HH's diet and/or income derived from aquaculture.[34,35] This limits them to spending only their morning hours on aquaculture and as a result, prevents them from participating more actively in farmers' associations.[36]

Production decisions and outcomes:

Men, especially leaders of families or clans, make major decisions about aquaculture farm locations and which HHs will participate in the community-based farm(s) in the village. In collaboration with NGOs, private sector actors identify potential villages to set up community-based farms. They then engage local farmers' associations, whose leadership is primarily male, and the *fokontany* chief who is also typically a man, to make decisions about the project beneficiaries and farm location. Although women make up the majority of those farming in the water for both seaweed and sea cucumber, this traditional power structure leaves women without a voice in making these important aquaculture decisions. Their lack of influence over these major decisions impacting villages and individual households is a major obstacle to gender equality in the communities working in aquaculture[37] and likely undermines the efficiency of the value chain.

The proliferation of the deep-water method of seaweed production disadvantages women of all ethnicities and men from non-Vezo ethnic groups. Both regionally in the Western Indian Ocean and nationally in Madagascar, the cultivation of seaweed in deep waters of between 25 to 80 meters depth, known as deep-water floating line method of cultivation, has increased as a way to combat seaweed disease that proliferates in higher temperatures increasingly seen in shallow waters where the off-bottom method of cultivation takes place. Deeper waters also provide higher growth rate and seaweed harvests than what is possible in shallow waters.

Moving cultivation to deeper waters, however, disadvantages women's participation as farmers because they are more likely than men to be unable to swim at all or well enough to handle work in such deep waters.[38,39] The deep-water floating line method also requires using a pirogue to reach the cultivation, which further disadvantages women because traditionally women do not learn about use of pirogues, tidal currents, etc.[40] Before the use of deep-water floating line method increased in Madagascar, approximately 80 percent of seaweed farmers were women. However, as deep-water cultivation has increased, men have progressively replaced women farmers.[41] Officially, men now outnumber women as seaweed farmers in measures of the number of male-headed versus female-headed households engaged in the value chain (approximately 65 percent versus 35 percent).[42] Women can still contribute in deep waters, such as staying on board the pirogue to serve as an assistant to a male family member if they are unable to swim. However, assisting a male family member in deep water farming is typically too physically challenging for older women farmers. In the shallow-water farming, however, women still account for about 50 percent of those contributing to the HHs/community farm.[43]

The deep-water method also disadvantages men from non-Vezo ethnicities, particularly the Masokoro, who are traditionally land farmers and/or cattle breeders. Masokoro men typically have neither pirogues nor navigation and seagoing skills needed for the deep-water method.[44]

Currently, GDA partner OF maintains a balance between the shallow- and deep-water methods despite advantages to the in deep-water floating line method of cultivation.[45] OF takes this balanced approach to ensure equitable participation of women and non-Vezo men while also ensuring production sustainability and risk mitigation. Although seaweed is less vulnerable to disease in deeper waters, the possibility for disease still exists. Therefore, having diverse sites of production reduces risk of production loss while facilitating sustainability. [46]

The pilot program underway in the Western Indian Ocean region to test a controlled land-based seaweed farming system could be a pathway for the equitable participation of women and men in seaweed farming as in-sea farming moves to deeper waters. In Kenya, the government has funded a small pilot project to evaluate the feasibility of cultivating seaweed on land. The study is ongoing. Should this type of alternative be feasible for seaweed produced in Madagascar (red seaweed such as K. Alvarezii, or Cottonii), it could provide another viable way to ensure the equitable participation of women and men as seaweed farmers in Madagascar.

Women who participate in the aquaculture and fishery sector typically have some decision-making power over HH finances as well as over the financial management of their own livelihood activities.[47] At the HH level, male aquaculture farmers typically give their wives at least some of the income they obtain from aquaculture and fishing activities, in which the wife is not directly involved, to use for the family budget.[48] Women aquaculture farmers also typically have control over revenue they generate through aquaculture, which is directly attributed to their improved economic status gained through aquaculture farming.[49] This is particularly true in the Atsimo-Andrefana region, where Vezo women have a relatively strong influence over use of HH income. In the case of sea cucumber farming, women typically are present during the night harvests because they want to know how much is harvested and sold, and how much their household earned.[50] Women typically control the budget for food, HH goods, health care, school fees, etc.[51]

However, women may not always have full knowledge of how much their husbands earn or control of the entire amount made by their husbands. According to one male seaweed farmer, "in male-headed HHs, it is mostly the men who alone assist with weighing the dried seaweed and receive the money from the sale of the seaweed. They decide on its use. Some men forbid their wives from attending the weighing."[52] According to a 2020 study conducted by the *Coalition for Fair Fisheries Arrangements*, most aquafarmers/fishers live below the poverty threshold in Madagascar. Despite this, the study finds that husbands frequently retain portions of their income to buy alcohol and participate in extramarital affairs. These behaviors are an expression of their masculinity, attributable to social norms and beliefs that attributes value to a man's virility.[53]

No differences are identified between the ability of women and men to obtain authorization to exploit marine resources for aquaculture purposes; however, men dominate the authorization-granting process. Key informants for the present gender analysis did not specifically mention any gender differences in access and opportunities to exploit the marine surface for aquaculture. However, this still may be an issue that disadvantages women farmers because those who control the decision-making process about exploitation of marine surfaces are almost exclusively

men. Specifically, the GOM has designated power to the Community-based Natural Resource Management Associations (CNRMAs)/LMMAs to authorize aquaculture exploitation off the coast of their relevant LMMAs. The predominantly male members of the CNRMAs/LMMAs attend a meeting and vote on whether to provide this authorization to community-based farmers or private sector actors. Further research is needed to fully identify whether these gender inequalities in marine surface exploitation exist. (See Business Enabling Environment, Entrepreneurship, and Employment for further discussion on CNRMAs and LMMAs.)

Access to land:

Both women and men aquaculture farmers face challenges to securing formal property deeds while women also face weaker property rights in Madagascar. Both men and women aquaculture farmers face limitations to possessing a formal property deed for their land[54] likely because Madagascar's decentralized system for land registry faces governance challenges and farmers often lack sufficient information about the land registry process.[55] Women aquaculture farmers also have weaker property rights than men[56] because traditional property laws disadvantage women in cases of marriage, divorce, and death, which often supersede formal laws that provide for gender equal property rights.[57]

Access to inputs, innovations/technology, and extension services:

The isolation of remote coastal villages where aquaculture takes place presents challenges to women and men in accessing extension services and/or production innovations and technology. Both women and men farmers can access training when it takes place. However, the remoteness of most villages limits the supply of training. It also makes mobile phone service unreliable; although, mobile phones have helped increase the exchange of technical information about aquaculture production among women and men aquafarmers, especially during COVID-19 stay-at-home measures.[58]

The private sector actors in the MARISA GDA model provide free input, including technical assistance to community-based farmers, and commit to buying the seaweed and sea cucumber that community-based farmers' harvest. In the seaweed and sea cucumber aquaculture value chains, private sector companies (i.e., OF and IOT) almost exclusively provide the input needed for aquaculture farmers. For sea cucumbers, IOT provides juveniles at fair prices either sold on credit (deducted from the amount earned by farmers of grown sea cucumbers) or on a cash basis depending on the particular agreement.[59] For seaweed farmers, OF provides plants, equipment, and technical support.[60] This type of model makes aquaculture particularly accessible to women who more often than men lack collateral for loans to buy inputs.[61]

Access to labor:

Some risk of child labor in the aquaculture sector exists; however, some measures are in place to prevent it. According to private sector actors interviewed, contracts between community-based farms and private sector actors (e.g., IOT and OF) prohibit the use of labor of children under 15, and if a child is 15 or over, they cannot work on school days.[62] The current laws on child labor, however, establish the minimum age for work at 16 and minimum age for hazardous work at 18.[63] The lack of enforcement of the law may be due to insufficient dissemination of the most recent legislation that changed the minimum age from 15 to 16.[64] This may result, according to one key informant, in some risk of child labor in the aquaculture sector. Some aquaculture industry certification and supplier

codes also prohibit child labor (see below under Business Enabling Environment, Entrepreneurship, and Employment for further discussion of these industry certifications, standards, and codes). Some NGOs and private sector actors working in the sector are currently developing a complaint mechanism to document and respond to such abuses.[65]

Farm security:

Theft is common in aquaculture farms, especially of sea cucumbers, and poses a great risk to the safety of the male farmers who guard enclosures at night, as well as to the overall profitability of their aquaculture enterprises. A number of factors contribute to the proliferation of a growing market for stolen sea cucumbers from community-based farms. Growing international demand for and insufficient supply of sea cucumbers,[66] as well as to a lesser extent the imbalance of supply and demand in the red seaweed trade, contribute to theft on farms.[67] Several factors also create an enabling environment for such theft. Thieves are typically well-organized and armed, which puts male aquaculture farmers, often without sufficient materials (e.g., insufficient lighting around the farm), in grave danger when guarding the aquaculture enclosures.[68] Insufficient governance and control of the grey market is also an underlying issue.[69] The grey market often draws opportunists because the risk of prosecution is low and financial rewards are high in Madagascar.[70]

HORIZONTAL LINKAGES

Participation and leadership in cooperatives and associations:

Women aquafarmers face barriers to substantive participation in aquaculture farmers' associations due to discriminatory social norms, lack of confidence, limited transportation, and lack of childcare support. Both women and men, separated by sex, attend seaweed and sea cucumber association meetings. Although some women aquaculture farmers, notably in the sea cucumber value chain, are active participants and leaders during farmers' associations meetings, usually men assume the role of speaking, making decisions, and assuming leadership roles[71] because of social and cultural norms in Madagascar.[72] A seaweed farmer explained that "our association brings together six village groups and they are all headed by men. Women are members of the board, but are not presidents of these groups. They run for the presidency of the group but are never elected, often because of their reputation (often considered 'bad')."[73] The community often deems women to have a "bad" reputation if they drink, use swear words, or engage in other behaviors that society does not approve of for women.[74] A female seaweed farmer shared the belief that men are also more "adapted to solve problems than women," illustrating deeply held beliefs that women lack the required inherent abilities to be a leader.[75] Other documented constraints include women's lack of confidence speaking in front of men and not having access to transportation or childcare.[76]

An initiative to have meetings with only the female members of the seaweed farmers' associations to provide women farmers a space "to have their voices heard" was unsuccessful due to gender norms about women's role in decision-making. One key informant described an initiative to organize specific meetings just for the women seaweed farmer members to solicit greater participation, opinions, and decisions from women. However, the women did not want to speak if the men were not there. They only would speak about "women-specific" matters because social and cultural norms dictate that only men discuss community matters and make decisions for the community.[77]

Many women-only associations exist in coastal regions, which may provide an opportunity for women to become leaders in the aquaculture sector. Coastal regions of Madagascar have many non-aquaculture women-only associations.[78] This presents an opportunity for aquaculture sector actors to build on these associations' existing organizational structure to engage them to lead community-based farms.[79] These associations likely need professional orientation and organizational capacity-building support as associations of women fishers, for example, often lack formal registration with governmental authorities.[80]

Women and men farmers' association members agree that being part of a farmers' association has key advantages, such as protecting their source of income through price/contract negotiations, prevention of theft, and preservation of the environment. Interviewed farmers mentioned that the association is what allows them to be successful in many ways. Associations have strong bargaining power with private sector actors. Also, if there are problems like theft in one of the farming enclosures, all the members come to that HH's aid, for example.[81] They work together to resolve any potential conflicts that may emerge between farmers. Because most aquaculture associations are a sub-association of an LMMA, they work together to protect the health of the ocean, which is vital to women's and men's livelihoods in this sector.[82] (See below Business Enabling Environment, Entrepreneurship, and Employment for further discussion.)

Active participation and leadership in farmers' associations may be a protective factor for women against GBV. According to the USAID Hay Tao Gender Analysis report, participation in women's associations was associated with lower incidences of GBV, including physical, economic, and psychological forms of GBV in the Menabe Region.[83]

VERTICAL LINKAGES

Relationships with private sector and non-governmental actors:

Private sector actors offer contracts to purchase seaweed and sea cucumber at fixed prices regardless of international market prices; this likely benefits women in the long-term. Both the IOT and OF purchase sea cucumber and seaweed at fixed prices regardless of international market prices, which eliminates the need for women and men farmers to negotiate the sale price. They also offer premiums for especially high quality and/or high production volume.

Beyond pay equity, this model protects the fragile sea environment against opportunistic aquaculture farming, especially of seaweed, when international market prices rise. This opportunistic aquaculture leads new farmers to use sub-standard equipment that breaks easily and becomes ocean trash, and to farming without adequate technical oversight that has led to the spread of disease in large tracks of coast.[84] When disease spreads among seaweed, it has caused sea life kill-off and makes large areas of coastline unfarmable for up to 10 years. In the long term, this fixed-price model makes aquaculture economically and environmentally sustainable, which benefits women and men in coastal regions.[85]

Private sector actors use an HH approach to contracts with community-based farmers of seaweed and sea cucumber, which has made women who are not heads of HH "invisible" in the value chain. Private sector actors make contracts to purchase seaweed or sea cucumbers with heads of HH. According to key informants, heads of HH in both value chains are increasingly male as aquaculture has progressively become more lucrative. This makes the women farmers who are not

heads of HH "invisible," since private sector actors register farmers only as the heads of HH. For example, IOT indicates that 45 percent of sea cucumber farmers are women and 55 percent are men in their community-based farms based on registered heads of HH.[86] However, according to BV's estimates, approximately 60 percent of sea cucumber farmers are women and 40 percent are men on community-based farms.[87] Likewise for seaweed, OF indicates that 65 percent of seaweed farmers are men based on their registered heads of HH.[88] However, the number of farmers actually working in the seaweed community-based farms is closer to 50 percent women and 50 percent men.[89] Because of this HH approach and resulting "invisibility," the women farmers who are not heads of HH are left out of decision-making and contract agreements and cannot access inputs directly from the private sector partners. The HH approach may also lead to inadvertently implementing potentially gender-harmful policies and practices by not recognizing the true gender breakdown of the farmers on community-based farms.

NGOs play a key role in facilitating relationships between private sector actors and aquaculture farmers, as well as providing gender-sensitive technical and entrepreneurial support to farmers in aquaculture projects that support women's empowerment and gender equality. NGOs such as WCS, BV, and WWF support the socio-organization of farmers, notably through the creation and strengthening of associations and organizations. NGOs also play an important role in negotiating relationships between the private sector and communities, focusing on preserving community interests and fair contract negotiations.[90,91] WWF's approach has included basing specific initiatives on the analysis of gender dynamics in target regions. For example, in response to the observed time burden of Vezo women related to domestic tasks in the Southwest coastal region, they have implemented a number of projects, such as installing solar-powered equipment to desalinate groundwater. This initiative has led to women spending less time fetching water and taking children to the doctor because of waterborne illness and having more time available for aquaculture.[92] Targeted women seaweed farmers have also received technical and entrepreneurial training that has boosted their confidence and leadership skills, enabling them to become part of community committees that make decisions on infrastructure projects (e.g., water management). Through the training's gender-sensitive approach, women also have become more knowledgeable and active in protecting marine resources (e.g., reef protection through limiting fish gleaning practices that damage shallow water coral reefs).[93]

Opportunities exist for NGOs to engage private sector actors as partners in supporting gender-sensitive approaches. According to key informants, private sector actors minimally employ specific approaches that aim to support increases in gender equality among aquaculture farmers. However, interest is strong to increase the use of these approaches.[94] Furthermore, key informants noted interest in greater information-sharing among NGOs and private sector actors on gender dynamics, such as access to and control over income between male and female farmers as well as NGO support to private sector actors to make their practices more gender-sensitive.[95]

Opportunities exist to increase awareness and knowledge of GDA partners about the extent to which GBV impacts women and men in the aquaculture value chain and where women can go for support if they experience it. In Madagascar, 38 percent of adolescent girls and women between the ages of 15 and 49 have experienced physical or sexual GBV in their lifetime, with those in urban areas (30 percent) being more affected by physical violence than those living in rural ones (21 percent).[96] During their lifetime, 41 percent of ever-married women have experienced emotional, sexual, or physical intimate partner violence.[97] Despite this prevalence, integrated GBV response

services are not widely available in Madagascar, with GBV centers called "Centre Vonjy" limited to urban centers like Antananarivo, Fort Dauphin, Toliara, Mahajanga, Toamasina, and Nosy Be. The services that do exist are not commonly known among the general population.[98] Stakeholders interviewed for the present gender analysis typically did not know the extent of GBV taking place in the aquaculture farming communities. They also did not know about resources and referral mechanisms should they learn of incidents of GBV.[99]

BUSINESS ENABLING ENVIRONMENT, ENTREPRENEURSHIP, AND EMPLOYMENT

Legal, regulatory/licensing, certification, policy, and institutional frameworks:

Madagascar has a legal and policy framework governing the aquaculture and fishery sectors that is largely gender neutral, which is in line with global trends. Global evidence indicates that aquaculture laws and policies are often absent of gender-equity principles, and thus do not recognize the invisible but essential roles that women play in this sector.[100] Madagascar is no exception. The national Law n°2015-053 on the Code of Fisheries and Aquaculture (Loi n°2015-053 portant Code de la Pêche et de l'Aquaculture) includes no provisions for gender-equitable practices in the fishing and aquaculture sector.[101] Other relevant legal and policy documents include the 2015 Blue Policy Letter that seeks to guarantee environmentally sustainable aquaculture and management of maritime resources, increase productivity and economic contribution of the maritime and aquaculture economic sector, improve food and nutritional security and resilience for fishers and aquaculture farmers, satisfy national demand for fish and marine products, increase exportation, and promote transparent and responsible governance in the sector. With the exception of specifically targeting women for the creation of alternative sources of income to small-scale fishing-related livelihoods, gender is not a consideration in the policy.[102] The 2012 National Strategy on Good Governance in Maritime Fisheries provides a policy framework to ensure transparency in managing the aquaculture and maritime fisheries sector. Although the Strategy mentions several times the goal of ensuring a more equitable distribution of wealth created by the sector through improved governance, it does not outline how this equitable distribution among women and men will come to fruition within the context of gendered divisions of labor in the various fish and maritime product value chains. The Strategy does not include approaches to ensure equal participation of women and men in guaranteeing and benefiting from good governance in the sector.[103]

International certifications, standards/principles, commitments, and private sector company codes of conduct like the Red Seaweed Promise, the Seaweed Manifesto, and the Cargill Supplier Code contribute to private sector commitment and active engagement in promoting gender equality and women's empowerment in their work. The Seaweed Manifesto, for example, outlines how seaweed can contribute to delivering on the sustainable development goals (SDGs), including gender equality.[104] The Red Sea Promise is a certification program launched by Cargill to ensure a long-term sustainable red seaweed supply chain by focusing on a number of areas that includes community support to "…promote gender equality and break down barriers to economic empowerment."[105] The certification evaluation matrix for supplies (e.g., OF) includes the following scoring criteria: "non-discrimination must take into account equality of opportunity and remuneration for men and women." OF is Red Sea Promise certified and received no negative marks for gender.[106] The Cargill Supplier Code includes a number of standards that promote gender equality and women's empowerment to which seaweed suppliers must adhere. These include fostering an inclusive

work environment that is free of harassment and discrimination; respecting employees' right to organize and bargain collectively, protecting water resources, prohibiting child labor, etc.[107]

Men largely dominate Community-based Natural Resource Management; however, the growth of aquaculture has opened the door for more participation of women in conservation efforts. CBNRM associations typically oversee the protection of the various national LMMAs or Marine Protected Areas (MPAs) in Madagascar. Government authorities grant the CBNRM associations management powers in their respective LMMA/MPA. Typically, the seaweed and sea cucumber farmers' associations are sub-associations of the CBNRM associations because seaweed and sea cucumber farming reduce the impact of overfishing. The CBNRM associations provide oversight for potential violations against NRM regulations. They have the power to sanction farmers and work with private=sector actors to do so (e.g., removal from list of contracted farmers with OF if farmer refuses to remove diseased seaweed). The farmers' association provides monetary incentives to the CBNRM associations to help protect them against violators of rules and regulations meant to protect the marine natural resources.[108]

Men have historically dominated participation in the CBNRM associations. Women's participation has been largely symbolic on celebratory days, such as International Women's Day.[109] Sociocultural norms that dictate men's role as decision-maker in the community and HH are likely the most important factor limiting more active participation of women in leading conversation efforts through participation in CBNRM associations.[110] Members of CBNRM associations often receive threats from community members who are committing environmental offenses and fear for their safety. [111] This violence may be a potential deterrent for more active participation of women in CBNRM structures. Also, women's representation in these structures is sometimes limited because requirements for the job (e.g., walking long distances over rough terrain to monitor protected areas) act as deterrents to higher levels of involvement.[112]

However, the growth of seaweed and sea cucumber aquaculture as a sustainable alternative to overfishing has provided women with an increased role in these community-level resource preservation structures. For example, women are becoming champions of coral preservation as they progressively learn about the significant damage that reef gleaning for fish, a form of livelihood traditionally completed by women in coastal areas, has on shallow-water coral reef. Having an alternative livelihood through aquaculture has been instrumental in increasing their role in protecting their respective LMMAs.[113]

Access to credit and financial services:

Women and men farmers who work in the aquaculture value chains need and want increased access to credit; however, women in particular experience limitations in accessing it. Typically, aquaculture farmers are unable to secure financing to expand their place in the market because creditors do not want to take on the risk of loss associated with financing aquaculture farms that may experience devastation due to cyclones. Women and/or women-headed households, however, are disadvantaged further because they face higher levels of poverty, and in turn, typically lack collateral to guarantee loans.[114] Zones where seaweed and sea cucumber farming is taking place still have no formal system of microfinance.[115] In general, the revenue farmers earn is insufficient to accrue savings to later make capital investments.[116]

Community savings group models and the Fihariana Project provide opportunities to aquaculture farmers, especially women, to access credit and financial services. NGOs, such as Catholic Relief Services (CRS), working in partnership with NGOs that support aquaculture specifically, are currently facilitating the creation of village savings banks in coastal communities as a way to provide access to credit and financial services to women. Interviewed stakeholders also identified the Presidential Fihariana Initiative, which the GOM launched in 2018, as an important opportunity for male and female aquaculture entrepreneurs and farmers to access needed credit.[117] The Initiative provides technical and financial support to those wishing to start a business, with loans of 200,000 Ariary ($50 US) to 2 million Ariary ($50,000 US).[118] It also offers entrepreneurship and entrepreneurial culture training, targeting sectors where women show more participation, but does not explicitly target women.[119]

Access to markets:

See above under Vertical Linkages as private sector buyers are the primary buyer/market for community-based farmers' aquaculture production in the MARISA value chain model—the predominant model in the aquaculture sector in Madagascar.

Gender norms about entrepreneurship/employment:

Society at large and men who are fishers do not value women fishers and do not consider women who fish as their equals.[120] Although secondary data are not specifically available about attitudes towards women who are sea cucumber or seaweed farmers, the attitude likely extends to this sub-sector of the fisheries and marine products sector in Madagascar.

Norms defining gender roles and responsibilities result in women aquaculture farmers (and across all value chains) being viewed poorly if they do not fulfill their care roles. This impedes their advancement as entrepreneurs. Malagasy society expects women to fulfill their role as caregivers, caring for children and taking care of the home. Often, when a woman begins to dedicate time to other endeavors such as entrepreneurial activities, the community views her poorly as neglecting her primary role. This acts as a barrier to entrepreneurial activities because even when women can move forward with these endeavors, they cannot give sufficient time to its advancement.[121] Experiences of NGOs working in the aquaculture sector has shown that although the positive active engagement of women in the aquaculture has been beneficial for addressing some of these gender norms around women's roles and responsibilities, the traditional power structures remain.[122] Interviewed stakeholders identified access to family planning in rural areas as a key way to support women in their economic empowerment and visibility in the value chain, by empowering them to have control over their reproduction that can in turn translate into more time for their endeavors beyond domestic responsibilities.[123]

Sociocultural norms about what constitutes "men's work" versus "women's work" largely determine the types of jobs that women and men hold in the formal aquaculture sector. Examples include:

- OF formally employs technicians to provide technical support to seaweed and sea cucumber community-based farmers. Only four of OF's 97 technicians are women. The technician recruitment process involves demonstrating knowledge and know-how on capacities that are typically considered

male domains in Madagascar, thereby leaving most women without the opportunity to gain the required qualifications. These include strong swimming ability; general knowledge about the ocean, tides, and basic math to calculate productivity; ability to operate a pirogue; and facilitation skills and ability to lead groups of farmers. Technicians must also travel to remote villages and be able to demonstrate the ability to live in difficult conditions (e.g., limited access to bathrooms and comfortable sleeping arrangements). Because of restrictions often placed on women's mobility, this is another factor that prevents women from applying to become technicians.[124]

- Seaweed collectors that operate seaweed collection warehouses are predominantly men; only one of more than 30 collectors employed by OF is a woman.[125] The post entails maintaining accounting ledgers of purchased seaweed and managing monetary disbursements to predominantly male farmers. Cultural norms likely limit women from applying to the job because they must interact mostly with men. Education barriers may also be a factor, as rural women are less likely than their male peers to achieve the level of education required to perform accounting and financial management activities, which are the types of jobs typically occupied by men in Madagascar.

- OF typically employs male purchasers who travel from village to village purchasing the dried seaweed and leaving payments for farmers. They must travel from village to village in remote areas for many days at a time in a large truck with large sums of cash. The travel and security concerns related to transporting money likely serve as a physical and cultural barrier to women's participation in this type of employment in the value chain.[126]

- All permanent and temporary employees of OF's seaweed drying factory and the IOT sea cucumber nursery are men. The work involves heavy, manual labor that is considered "men's work." In the OF seaweed drying factory, the work includes loading and unloading heavy (50–90 kg) bags or bails of dried and pressed seaweed. In the IOT sea cucumber nursery, the tasks include emptying and cleaning large industrial sea cucumber hatchery ponds (brushing the liner, removing the sand and wastes) and carrying heavy loads (cases filled with post-larvae or juveniles).[127]

- Sixty-eight percent of IOT industrial farm workers are men. The three industrial farm supervisors are also all male. IOT farmwork involves heavy, repetitive manual labor that requires working 10–15 nights a month to monitor and harvest sea cucumbers. IOT farms are also located in remote locations, with only small villages nearby. Nearby villagers can apply, but the mostly male workers come from Tulear or other places. Because of the nighttime working hours and long distances to travel to reach the farms, IOT workers stay in living quarters at the farm. These factors make the working conditions socially unacceptable for women per existing norms that limit women's mobility and autonomy and define what constitutes women's work.[128] Women comprise only 32 percent of industrial farmworkers. IOT typically employs women from the nearby villages to perform light manual labor, such as cooking and light cleaning of the sea cucumber pens.[129]

- IOT employs 23 women versus two men in the sea cucumber processing plants to turn harvest sea cucumbers into *trepang*.[130] Before sea cucumber farming became possible, processing wild-caught sea cucumber to become *trepang* was almost exclusively a women's role in the traditional artisanal/family wild-caught sea cucumber value chain. Processing sea cucumbers is an extension of women's traditional domestic roles in the kitchen. The work is considered physically light as well, so it is typically more appealing to women than to men.[131] The experience and know-how of women

doing this work already, as well as its association as traditionally "women's work," likely has influenced the near-total domination of women in these processing plants. [132]

Education, entrepreneur training, and business development services (BDS):

Women aquaculture farmers have great potential for entrepreneurial capacity but require additional entrepreneurial training and/or BDS. The identified needs of women aquaculture farmers include comprehensive coaching, exposure to role models of successful women farmers as entrepreneurs, management training, and access to other professional development and technical training.[133] Stakeholders mentioned that women overall have great potential to be as good as men (if not better) as aquacultural farming entrepreneurs and highlighted women from the Vezo ethnicity, especially, because of existing gender equalities in their culture that can be built upon.[134]

Low levels of educational attainment are an obstacle for women and men aquaculture farmers in advancing their entrepreneurial ventures in aquaculture. Although data for male and female aquaculture farmers are not available, census data for wider MPAs found that self-reported literacy (responding to the question "can you read and write with understanding a simple sentence about your daily life?") was slightly higher in women (71 percent) than in men (64 percent).[135] According to a key informant, women aquafarmers often have a low level of instruction due to dropping out from school to marry early.[136] This low level of literacy and limited school completion in turn are a barrier to accessing resources, such as the technical farming training and market information needed to succeed as aquaculture entrepreneurs. [137]

Entrepreneurial opportunities:

The seaweed aquaculture value chain presents many entrepreneurial and/or employment opportunities for farmers, in particular for women. Global evidence suggests that new product development in aquaculture value chains would help create more economic opportunities for women in particular.[138] Although most red seaweed produced in Madagascar is destined for international export, many opportunities exist to provide related alternative livelihoods. For example, practices such as making seaweed products in-country (e.g., soaps, body creams and massage oils, foods, and juices) as well as encouraging local consumption are currently taking place in similar contexts of Tanzania and Mauritius. These initiatives have provided additional opportunities, especially for women.[139] Another opportunity is to encourage the cultivation of microalgae or spirulina, which does not require cultivation in the sea but instead in basins. This activity could be of particular interest to women, notably in the South, where high rates of malnutrition exist. Women could cultivate the seaweed at or near their homes, not only for sale but also for family consumption, which could help to alleviate malnutrition. given the high nutritional content of this type of seaweed.[140]

Production of highly refined red seaweed products such as carrageenan is likely not a potential employment creator in Madagascar. A main reason is that the volume of dried seaweed produced in the country would need to increase by 10 times the volume today. Furthermore, national companies in Madagascar would need to compete with international companies, such as Cargill. These companies have invested over the years in processes and technology to produce high-value byproducts made from red seaweed and now look to Madagascar increasingly as their supplier of high-quality dried red seaweed.[141]

Employment:

The Labor Code forbids women's employment in night shifts in industrial establishments, limiting their ability to access formal work in industrial sea cucumber farms that require extensive nighttime work. Article 85 of Madagascar's Labor Code (Law No. 2003-44 of July 28, 2004) forbids employing women in night work.[142] The only exception is when women are employed by members of their own family, [143] which is why women can help with harvest on community-based farms.

In line with global aquaculture value chain trends, Malagasy women, with some exceptions, typically earn less than their male counterparts because they predominantly occupy lower hierarchical positions, do not receive equal pay for equal work, and/or society undervalues manual labor deemed "women's work." Globally, women are disproportionately represented in less-profitable nodes of aquaculture value chains, often holding the lowest-paying jobs, while men hold more management jobs that are more secure and senior. Women also make less than their male counterparts performing the same tasks in the aquaculture sector.[144] In Madagascar, the aquaculture sector also largely employs women in the lowest-paying jobs. such as factory processing of sea cucumbers, while employing men for higher-paying roles in middle management or technical positions (e.g., community-farm technicians, sea cucumber technicians).[145] This is due to a combination of sociocultural norms shaping women's roles at home and not in places of work,[146] especially in rural areas: unequal access to higher education, especially related to science and technology; perceptions of women as not being risk-takers (so not daring to take on higher-level positions); and lack of experience.[147] Women who work in the formal aquaculture sector typically also earn less than men in the same positions. This is in part due to women being more modest in pay negotiations.[148] However, pay differentials can also likely be attributed to employers and society valuing the type of manual labor assigned to women less than the manual work that men typically complete in the seaweed and sea cucumber value chains.[149]

Global evidence indicates that women typically benefit more from formal employment in the aquaculture sector than as farmers/producers, yet men tend to progressively appropriate these gains. **However, anecdotal evidence suggests this may not always hold true in the aquaculture value chains in Madagascar**. Global evidence suggests that women benefit more, and more directly, by participating in labor markets, rather than by farming and producing products in some high-value chains in the aquaculture sector. This is because they have direct access to wages and these wages have improved women's bargaining power over HH income.[150] Income derived by community contract farming is typically male controlled globally. Global trends show some appropriation of benefits by men in agri-food chains that become more profitable, such as in fish processing in Kenya, where men entered fish processing, displacing women.[151] In the seaweed and sea cucumber value chains in Madagascar, however, many women manage their community-based farms. A productive community-based farmer can make two to three times as much as an employed "farm worker" in an industrial farm.[152] With the perceived entrepreneurial potential of women aquaculture farmers by private sector actors, combined with the relatively low wages earned in factory aquaculture jobs,[153] women may actually fare better as aquafarmers.

Work in aquaculture has helped to reduce the CEFM of girls and boys. Aquaculture farming and employment have provided women, including single mothers, the means to provide for their

families. This added income has contributed to a reduction in CEFM of girls, since parents do not feel pressure to marry their children early as a way to cope with poverty.[154]

MAJOR GENDER DIFFERENCES BETWEEN THE SEAWEED AND SEA CUCUMBER VALUE CHAINS

As the preceding sub-sections illustrate, the way that gender intersects with the seaweed and sea cucumber value chains is similar in most ways. The purpose of this brief section is to highlight some key gender differences:

- In the MARISA HEARTH GDA model, seaweed is produced exclusively in community-based farms whereas sea cucumber is produced in both community-based farms and IOT-owned industrial farms. As a result, seaweed production likely provides greater economic empowerment opportunities for women, since participation of women and men in community-based farms is more gender equitable. Industrial sea cucumber farms, which comprise the majority of sea cucumbers produced by IOT, employ only men for the farmwork. Furthermore, a productive community-based farmer can earn significantly more than an employed "farmworker" in an industrial farm.

- Unlike sea cucumber aquaculture, seaweed aquaculture includes two methods: 1) the deep-water floating-line method that disadvantages women and non-Vezo ethnic men and 2) the off-bottom, shallow-water method that is inclusive of women and non-Vezo men. This discrepancy presents a particular gender and ethnic equity obstacle in the seaweed value chain that is not present in sea cucumber aquaculture.

- Industrial processing of seaweed is almost exclusively done by men employed through OF, whereas industrial processing of sea cucumber is almost exclusively done by women employed by IOT.

- Theft of seaweed and sea cucumbers from community-based and industrial farms occurs. However, this issue of theft is particularly salient for sea cucumbers because of grey-market demands. This puts the men who guard sea cucumber farms at particular risk of harm when facing well-organized and armed thieves.

- More women aquaculture farmers in the sea cucumber value chain have become active participants and leaders in aquaculture farmers' associations than their seaweed aquaculture counterparts.

- Several international certifications, standards/principles, commitments, and private sector company codes of conduct are relevant to the seaweed value chain that contribute to private sector commitment and active engagement in promoting gender equality and women's empowerment in their work. However, none emerged for the sea cucumber value chain.

- Many value-added opportunities have emerged that could provide new employment and livelihoods for farmers, especially women, in the seaweed value chain. None emerged for the sea cucumber value chain.

4.2 RECOMMENDATIONS: SEAWEED AND SEA CUCUMBER VALUE CHAINS

GENERAL RECOMMENDATIONS

Integrate gender systematically into the MARISA GDA MEL Plan. The MEL should include: 1) sex-disaggregated data collection; 2) indicators that seek to measure change related to gendered power dynamics both at the HH and community levels (e.g., control and access to revenue, decision-making, and time poverty); and 3) gender-sensitive qualitative data collection tools that monitor these changes (e.g., daily diaries of men and women; gender-segregated focus groups).

Implement SBCC activities with all stakeholders in the value chains, including private-sector actors and HHs/farmers/farmer association members. SBCC with HHs/ farmers/farmer association members should be a key approach used to promote joint decision-making, more equitable control over revenue and resources, more equitable division of household and care responsibilities, and increased leadership for women at home and within the framework of farmers' associations**.** Initiatives that foster effective partnership between women and men, based on fostering more equal gender relations, are more likely to result in higher productivity and other gains.[155] Conducting these trainings within the framework of farmers' associations can also help to increase members' awareness of women's time burden, which can potentially help them schedule meetings, locations, etc. at appropriate times. The SBCC activities can also sensitize the cooperative leadership to the importance of working with men/husbands to understand benefits when women are more actively engaged in activities outside the home. With private sector actors, the SBCC should focus on implementing critical dialogue and reflection within their organizations about the social and cultural norms that sustain restrictions on what constitutes "women's work" and "men's work." Consider, specifically, using the following tools and approaches:

- Promoting Gender-Transformative Change with Men and Boys: Manual to Spark Critical Reflection on Harmful Gender Norms with Men and Boys in Aquatic Agricultural Systems developed by Promundo. This manual provides guidance on using critical reflection and dialogue to explore, challenge, discuss, and potentially transform social and cultural norms that impede gender equality in aquaculture-based communities.

- International Fund for Agricultural Development's Household Methodologies. These methodologies provide HHs with livelihood planning tools where HHs are encouraged, and given the tools, to discuss and plan together how to manage revenue and make decisions on production, harvest, and revenue use.

- Gender Action Learning System (GALS) is a tool seeking to transform gender and unequal power relations in value chains. GALS uses inclusive and participatory processes and simple mapping and diagram tools for individual life and livelihood planning, institutional awareness-raising and changing power relationships, and collective action and gender advocacy for change.

- Cooperative Development Program (CDP), a USAID-funded global initiative in Rwanda and Malawi, has developed a "wrap-around approach" to gender transformation through agricultural cooperatives. This approach includes tools to integrate gender equality and GBV prevention and response into agriculture cooperatives. The tools seek to challenge the belief systems that encourage women to accept a subservient role (in marriage, daily lives, and cooperative leadership)

and to tolerate violence for the sake of keeping the family together.[156] These tools include: 1) foundational training on topics such as self-worth, leadership, GBV, gender dynamics, and decision-making; 2) gender champions that involve identifying men and women of renown in their communities who advocate for women's inclusion in decision-making and leadership; 3) safe spaces for women to mentor each other to boost self-confidence of women as leaders; and 4) a trading places tool that has men and women switch roles within the community for three days, including for household work and agricultural work. Participants then share how the switch went and what they learned in a large, community-based forum.[157,158]

ON FARM PRODUCTIVITY

Encourage private sector actors to continue balancing the use of deep-water and shallow-water methods in seaweed aquaculture while actively implementing measures to ensure gender and ethnic equity as the use of the deep-water floating-line method continues to increase. Measures should tackle the underlying gender norms that act as barriers, such as the "sea being a man's domain," which limits women's learning about tides, using a pirogue, learning to swim, etc. This should include raising awareness of the public health/safety, social, communal, and economic benefits of women and girls learning to swim. The measures should also involve capacity-building opportunities for women in the larger coastal communities on such topics as how to swim and pilot a pirogue, as well as provide basic ocean faring knowledge.

Consider conducting a feasibility study on land-based seaweed farming as a pathway to equitable participation of women and men in seaweed farming as in-sea farming moves to deeper waters. This could build on the ongoing pilot study in Kenya, mentioned earlier.

Monitor access to public waters/marine surface in communities where community-based aquaculture farming opportunities exist. Gender-equitable access to marine surface exploitation is essential to ensuring women have equal access and opportunity to exploit local shores for aquaculture. Monitoring should involve a system that 1) maintains detailed gender-disaggregated records on village members who apply for and obtain authorization from the respective CBNRM associations; 2) conducts periodic audits that would involve analysis of the maintained data combined with qualitative primary data collection through key informant interviews to identify potential gender inequities; and 3) provides guidance on how to address any gender inequities detected through the data analysis.

Support efforts to ensure women and men have equal property rights. This should involve supporting the overall strengthening of the decentralized land tenure system in Madagascar, providing support to women and men farmers on navigating the system to secure formal deeds, and implementing initiatives such as providing specialized assistance to women and raising awareness of land rights, policies, and processes.

Explore partnerships with mobile phone companies (e.g., Orange), NGOs, and the GOM to expand Internet access, mobile phone coverage, and other appropriate technologies to coastal communities where aquaculture is prevalent. This will promote more equitable access to aquaculture technical information for women and men in the highly isolated villages where they culture seaweed and sea cucumber.

Encourage all partners to continue strengthening existing measures to combat child labor in the aquaculture value chain and ensure they are aware of existing laws and policies on child labor. This effort should include continuing to monitor the situation, implementing a fully functioning complaint mechanism as soon as possible, and engaging the entire community in critical reflection and dialogue about the social benefits of ending child labor. It should also align with Madagascar's current child labor laws and regulations that establish the minimum age to work at 16 and minimum age to engage in hazardous work at 18.

Explore synergies between USAID/Madagascar HEARTH GDAs and the USAID/Madagascar governance sector to enhance the enforcement of the GOM's child labor normative and policy framework and to combat grey-market trade of aquaculture products, notably sea cucumber. This effort should leverage private sector actors in advocating for and lobbying governmental authorities to ensure enforcement of existing child labor laws and regulations. On corruption, this could include a synergist initiative between the USAID/Madagascar GDA and the Mission's governance sector to support the MAEP and the MEDD in their anti-corruption practices. Strengthening prosecution and punishment of violators of relevant laws should be a priority.

Provide adequate support to aquaculture farmers to ensure the security of their farms and safety of the men who guard aquaculture enclosures against thieves. This support should include, at a minimum, 1) nighttime lighting for the enclosures that is environmentally friendly and will not impact the natural biological processes of the marine life; 2) training on good practices in farm security; and 3) technical assistance in establishing protocols and processes for access to the farms.

HORIZONTAL LINKAGES

Seek to transform harmful gender norms and power relations in aquaculture value chains by working with aquaculture farmers' associations. Specific initiatives to increase women's participation in value chain work should be accompanied by interventions that promote reflection on power dynamics, including the benefits of equitable division of resources, benefits, decision-making, and leadership with the agriculture associations. This should include work to tackle stereotypes that women are not as apt to be leaders and/or that they must have "good" reputations. The GALS approach, the Promundo Manual on Engaging Men through Critical Reflection on Harmful Gender Norms described above, and the tools from the USAID-funded CDP (see above) allow for group reflection on unequal power dynamics that impact the value chain, and, as such, would be an excellent initiative to address some of these barriers.

Facilitate women's increased participation in POs, cooperatives, and associations through time burden reduction measures. USAID partners can address this issue by ensuring cooperative meetings and technical trainings take place at times suitable for women, or by providing meals and/or childcare during such meetings.

Work with targeted associations to establish internal structures and policies that are inclusive and gender-sensitive to encourage women's participation. For example, models of rotating leadership (such as every two years) provide more opportunity to less "powerful" or visible members to run for leadership positions. Other associations could seek support for training members interested in pursuing leadership posts in the future but who lack specific skills to do so.

Support interested existing women's associations (not necessarily related to aquaculture) in coastal communities to pursue aquaculture. This support should include relevant technical, entrepreneurial, and management training and formalization of their organization with relevant authorities. It should also engage husbands and other male members through critical reflection and dialogue (see above under On-Farm Productivity for information about the Promundo tool) to facilitate making them partners in the success of their wives' entrepreneurial endeavors.

Encourage GDA partners to collaborate with farmers' associations to implement a comprehensive GBV monitoring, reporting, and referral system. The system should include a response framework, such as standard operating procedures that partners and the associations should follow when they find out about cases and/or are facing GBV, along with specific measures the association may take against perpetrators. The system should build on any existing GBV response services and resources.

VERTICAL LINKAGES

Promote a more nuanced approach to community-based farming that prioritizes equitable participation, which is necessary for women's visibility and control in aquaculture production. These actors should analyze their approach to targeting HHs, including following up on how information and income is shared within the HH. In instances where information and income are not systematically shared, these partners should consider different approaches to the community-based model of farming that registers farms through the HH. For example, promoting the HH approach is sufficient if coupled with concerted efforts to improve couple communication, planning, decision-making, and equitable access and control over income derived from farming. The GALS approach described above could achieve this and make farmers' associations more inclusive generally.

Require the MARISA GDA to develop a gender-equality plan that outlines how NGOs and private sector actors will facilitate gender equality in the GDA. This plan should specifically outline roles and responsibilities that NGOs will assume in providing gender-related monitoring, technical assistance, training, etc. to private sector actors. The plan should also address how the private-sector actors ensure an inclusive, non-discriminatory work environment free from sexual harassment. It should include a plan for assessing and ensuring gender-equal and equitable pay as well as how to tackle gender bias in hiring based on what culturally constitutes "men's work" versus "women's work." The plan should also include a GBV prevention and response strategy that outlines a GBV monitoring, reporting, and referral system.

See above under *Horizontal Linkages* for recommendation related to implementation of a GBV monitoring, reporting, and referral system.

BUSINESS ENABLING ENVIRONMENT, EMPLOYMENT, AND ENTREPRENEURSHIP

Promote gender equality in the existing governmental legal and policy frameworks relevant to the aquaculture and fishery sector. This should include provisions on how the sector will specifically contribute to gender equality and women's empowerment through technical assistance, equal access to credit, women-farmer-specific support, and large-scale social and behavior change activities.

Encourage the GOM to overturn the gender-discriminatory labor code that prohibits women from working at night in industrial establishments outside of a family structure work setting. This should include establishing requirements for employers to create safe and secure environments that are sensitive to the gender-specific safety and security concerns of women and men.

Encourage women's active participation in NRM and leadership within the CBNRM. This should go hand-in-hand with promoting increased participation and leadership in the related aquaculture farmers' associations.

Ensure all private sector actors adhere to relevant international certifications, standards/principles, commitments, etc. and make any results of related evaluations public. This is critical for encouraging transparency on how private sector actors are doing not only in areas like gender equality (as relevant) but also in sustainability, inclusion, and child protection.

Support the creation of new village savings groups and facilitate access to credit through the Presidential Fihariana Project. This access to credit could serve as a means for aquaculture farmers, especially women, to access needed savings and credit to potentially expand their production, marketing, and sales.

Adapt community-level programmatic components, such as saving and internal lending communities (SILCs), to include gender equality messaging that promotes more equitable power relations in HHs, Cooperative/POs, and along the aquaculture value chains. Partners working to establish SILC groups as a complement to value chain development should promote more equitable gender power relations that increase the efficiency of the value chain as well as women's visibility and control over resulting benefits. For example, partners could adapt the SILC Plus Gender-Transformative Approach (SILC+GTA) manual developed by Promundo, Worldfish, CARITAS, and CRS, which integrates gender-transformative content into the SILC group methodology to create pathways through which members can freely invest their time and money in economically productive (agricultural-based) activities.

Implement a professional development program targeting women aquaculture farmers that provides training and business development services. The training program should focus not only on agricultural/aquacultural-related technical competencies but also on business skills and entrepreneurship. To address women's limited decision-making power and participation in farmers' associations, the training should also emphasize building women's self-confidence and leadership capacity. The program should facilitate linkages with formal and informal financial services and credit.

Explore investment in potential entrepreneurial and/or new employment opportunities for farmers, especially women, in the aquaculture sector. Examples include creating value-added consumable seaweed products (e.g., pickles, juices) and cosmetics and body care productions (e.g., soaps, body creams, and massage oils). Marketing of these products could target eco-tourists visiting coastal regions, for example. Other opportunities include cultivating and selling microalgae or spirulina.

Partner with governmental and non-governmental actors to enhance literacy in coastal communities where aquaculture is prevalent. Given the low levels of literacy among women and men in coastal regions, support to aquaculture farmers should include connecting them with governmental and NGO actors that provide adult literacy support in rural areas.

Coordinate with USAID/Madagascar's health sector to include communities working in the relevant GDA communities to offer FP services. By decreasing the number of children a woman has and, in turn, the time burden required to care for children, access to FP may be an important way to support women in their entrepreneurial endeavors by freeing up time. Therefore, USAID/Madagascar should explore the potential to provide its FP-related services in the communities where the HEARTH GDAs will operate.

Encourage private sector actors to evaluate their policies and procedures to ensure they are gender-equitable. This effort should include assessing their pay scales and how pay is determined. It should not only ensure equal pay for exactly equal work but also search for ways to ensure that the private sector does not value manual labor that men typically perform more than manual labor that women traditionally carry out. The evaluation should also assess gender bias in hiring policies and practices to identify whether they penalize women and men based on the types of jobs for which they are hired. It also should evaluate whether working conditions inadvertently act as barriers for women, especially (e.g., no bathrooms near community-based farm enclosures; requirements to live on an industrial sea cucumber farm).

Monitor and document the benefits and disadvantages for women in formal employment in the aquaculture sector versus women as farmers/producers. GDA partners should include specific indicators in the relevant MEL plan that seek to better understand where women stand to gain the most in the sector and potentially change/revise policies accordingly to encourage increased women's economic empowerment.

See also recommendation above related to private sector actors creating a gender equality plan under Vertical Linkages.

See also recommendation above on transforming harmful gender norms through SBCC activities, such as critical reflection and dialogue under On-Farm Productivity, to tackle social and cultural norms that serve as barriers for women in accessing various types of formal employment and/or becoming entrepreneurs in the aquaculture value chain.

See also recommendation above on governance to combat the aquaculture grey market under On-Farm Productivity to tackle violations of NRM rules and regulations that disproportionately impact women.

See also the recommendation above on swim lessons, technical training on tides and the sea, and use of pirogue under On-farm Productivity to address obstacles that prevent women from accessing specific types of formal employment in the aquaculture value chain.

5. GENDER ANALYSIS FINDINGS AND RECOMMENDATIONS FOR THE COCOA AND VANILLA VALUE CHAINS

5.1 KEY FINDINGS: COCOA AND VANILLA VALUE CHAINS

MAPPING OF ROLES AND RESPONSIBILITIES OF GLOBAL DEVELOPMENT ALLIANCE/VALUE CHAIN STAKEHOLDERS

The proposed TSIRO USAID/Madagascar HEARTH GDA focuses on the cocoa and vanilla agricultural value chains that involve the following model and stakeholders:

Private sector companies:

- Fine Chocolate Industry Association (FCIA): The FCIA provides the other private sector actors important links to international experts in the fields of vanilla and cocoa production.

- Madecasse-Beyond Good (M-BG): M-BG has implemented a model of cocoa production that seeks to go beyond "Fair Trade" by providing small and medium-holder farmers with equipment and training to produce cocoa and vanilla and to perform the primary processing to ensure the farmers get the maximum profits.[159] M-BG engages farmers in traceability work after the primary processing. This work consists of mapping the exploited farm/parcel and taking an inventory of the trees and other plants. Based on the mapping, M-BG and other GDA partners provide technical advice on how farmers should care for the parcels, including, for example, how to cut/prune plant branches, how to space branches, and how to harvest.[160] M-BG then engages directly with farmers and their cooperatives to purchase their harvested cocoa.

- Sahanala: Sahanala provides similar support to vanilla farmers with training and technical assistance. They are the primary purchaser of the produced vanilla from farmers and their cooperatives. Like M-GB, Sahanala also has important connections to U.S/ and European markets for vanilla and other spices.

- Guittard Chocolate, Akesson's Organic, and McCormick: These proposed private sector partners will also purchase cocoa, vanilla, and other spices produced by farmers.[161]

Local vanilla and cocoa farmers and related farmers' organizations:

In the vanilla and cocoa value chains, GDA partners work through formal cooperatives or member-owned and democratically controlled enterprises. These are considered part of the private sector. Partners work to group together vanilla and cocoa producers at the community level into cooperatives. In some instances, this is the grouping of community producer organizations. Some social enterprises support additional aggregation into federations, or groupings of vanilla and/or cocoa cooperatives. Federations can create additional employment opportunities for secondary processing/exporting of cocoa and vanilla and are also useful for advocacy purposes. As cooperatives, these farmers' organizations follow the 7 cooperative principles: 1) voluntary and open membership; 2) democratic member control; 3) members' economic participation; 4) autonomy and independence; 5) provision of education, training, and information; 6) cooperation among cooperatives; and 7) concern for community.[162]

International non-governmental organizations:

CRS will be the prime for the TSIRO GDA, a project offering technical support on climate-smart agriculture, value chain development, and community engagement. CRS also will work specifically to strengthen financial education and management skills through the SILC approach using the Private Service Provider (PSP) model.

MAPPING OF GENDER ROLES AND RESPONSIBILITIES ALONG THE VALUE CHAIN

The tables below provide snapshots of the roles and responsibilities that women and men have along the cocoa and vanilla value chains, respectively.

Cocoa:

Value Chain Segment	Task	Women's roles and responsibilities	Men's roles and responsibilities
On-farm production	Inputs/plot preparation	• Purchasing and transporting agricultural products such as fertilizers, seeds, etc. • Planting the shade vegetation for the young cocoa trees. • Cleaning fields for young cocoa trees. • Watering new seedlings as needed.	• Preparing the soil for new nurseries • Digging holes to plant new seedlings. • Applying fertilizers.
	Cultivation		• Pruning and weeding around cocoa trees using a machete.
	Harvesting	• Gathering the pods to prepare them for extracting the beans. • Cleaning the farm after harvest.	• Harvesting cocoa from the tree. • Packing the fresh cocoa in heavy sacks. • Transporting cocoa beans for primary processing.
	Security		• Guarding the farms at night against theft, especially for large-scale plantations at harvest time.
	Fermentation & drying **This also may take place in the cooperative and/or by collectors who also serve as initial cocoa processors at times.	• Cleaning, drying, and sorting beans.	• Splitting the pods and taking out the cocoa bean. • Placing in boxes or machine for fermentation and drying process. • Performing quality checks. • Bagging processed beans.

Transportation & sale of cocoa			• Transporting and selling fresh or initially processed cocoa beans.
Collection & purchase of fresh cocoa beans	Collection and purchase by collectors *Collectors are almost exclusively men.		• Collecting and purchasing fresh or initially processed cocoa beans directly from cocoa farmers.
	Collection and purchase at cooperative centers *This is applicable to the model used in the TSIRO HEARTH GDA.		• Collecting and purchasing fresh cocoa beans directly from cocoa farmers who are members of a cooperative.
Traceability of farm mapping (TSIRO GDA-specific)	Farm mapping		• Mapping of geotagged farm/parcel, and inventoried the trees and species after initial processing of cocoa beans completed. • *M-GB has trained 7 men farmers of a total of 12 farmers.
Secondary and final processing of cocoa beans	Factory-based secondary and final processing of cocoa beans for exportation or local chocolate-making	• Cleaning the factory • Molding chocolate • Final wrapping of chocolate for export	• Moving bags of initially processed cocoa beans • Roasting beans • Maintaining factory equipment

Vanilla:

Value Chain Segment	Task	Women's roles and responsibilities	Men's roles and responsibilities
On-farm production	Inputs/plot preparation	• Pollinating flowers manually. • *Women, girls, and boys of the household or as hired laborers typically complete this task. • Marking vanilla pods, or "pod tattooing" for identification purposes and to prevent theft.	• Clearing land for vanilla tree planting. • Planting the vanilla tree/vines. • Placing the tutor (pole or support) for the vanilla plant. • Marking vanilla pods, or "pod tattooing" for identification purposes and to prevent theft.
	Cultivation	• Tending vines. • Weeding.	• Tending vines.

	Harvesting	• Harvesting vanilla beans. • Raking, drying, and sorting post-harvest. • Smoothing and Packaging green vanilla beans.	• Harvesting vanilla beans.
	Security	• Preparing and bringing food to the fields to feed the men providing security.	• Guarding the vanilla fields to prevent theft at night. • *Men who are either members of the households, hired male laborers, or members of community watch groups complete this task.
Collection & purchase of fresh vanilla beans through collectors	Collection and purchase of fresh vanilla beans by collectors. *This takes place in communities with no organized vanilla farmers' groups.		• Driving around remote villages to purchase harvested vanilla. • Selling raw vanilla beans to exporters. • *Collectors are almost exclusively men.
Transportation & sale of fresh vanilla beans	Sale of fresh vanilla bean at market		• Transporting and selling fresh vanilla beans at a public market. *This is an alternative to selling to collectors at the farm gate.
Collection of fresh vanilla beans at cooperative centers	Collection of fresh vanilla beans at the cooperative centers for cooperative processing and selling *This is applicable to the model used in the TSIRO HEARTH GDA.	• Curing fresh vanilla beans (see below).	• Aggregating fresh vanilla beans from cooperative members. • Selling cured vanilla beans to exporters.

Vanilla processing	Vanilla processing by exporters	• Completing the curing process: ○ Blanching/wilting the green vanilla. ○ Sweating which involves wrapping them in wool and placing in dark, airtight containers. ○ Drying that involves manually smoothing and checking the vanilla for moisture. ○ Conditioning that involves placing in boxes lined with wax paper). • Bundling and packaging the processed vanilla for exportation. *Exporters hire primarily women for these tasks. Girls and boys are also often hired.	
	Vanilla processing by cooperatives	• Same process as above.	

ON FARM PRODUCTIVITY

Gendered division of paid and unpaid labor:

The gendered division of labor at the HH level in Madagascar contributes to women's time poverty, resulting in low farm productivity along the cocoa and vanilla value chains and limited participation in cooperatives, despite efforts by GDA partners to address the issue. In Madagascar, the division of HH labor dictates that women do most of the reproductive work, such as cooking, taking care of children's education, and fetching water, and men provide economically for the HH.[163] Boys are responsible for wood collection while girls are helping in HH tasks.[164] In this normative division of labor, women's workloads limit their access to opportunities to enhance cocoa and vanilla farming skills or engagement in any related activities to earn their own income.[165] Specifically, women vanilla and cocoa farmers have limited free time to engage in related associations because of their heavy unpaid care workload.[166,167] GDA partners like M-BG have sought to address the issue of time poverty by installing additional wells in cocoa farming communities, which has reduced women's and girls' time burden associated with fetching water. Communities where M-BG works have also saved money to improve roads, making access to health care easier and faster for farmers. The impact is significant. as women typically are responsible for caring for ill relatives.[168]

Production decisions and outcomes:

In Madagascar, men who control production decisions regarding cash crops often prioritize vanilla production, which has a negative impact on women who traditionally control low-value food crops. Men often decide to engage in vanilla production.[169] In zones where vanilla

production is common, particularly during high vanilla prices, male-headed HHs prioritize vanilla production over other crops, including rice.[170] This has implications for women who typically control crops used for household consumption (i.e., rice or cassava), as household resources, including women's time and labor, are diverted for vanilla production.[171]

Male-headed HHs outperform their female counterparts in the vanilla value chain. According to the 2018 Diversity Turn Baseline Study (DTBS), male-headed HHs perform better than their female counterparts across the following indicators: production quantities, vanilla field size, received price for green vanilla, the quantity of green and black vanilla sold, and contract farming arrangements (CFAs) with vanilla traders.[172] The study indicates that these poorer outcomes for female-headed HHs are likely linked to factors like significantly lower education levels among female-headed HHs, which is correlated positively with having fewer CFAs and assets like land. Being part of a CFA is also associated with receiving higher prices and selling more vanilla; however, because female-headed HHs are less likely to secure a CFA, they also underperform their male counterparts on quantities and price of vanilla sold. Because female-headed HH are less likely than men to own assets, their resources to secure labor are more limited than men's.[173]

Access to and control over income/revenue:

Despite women's significant role in vanilla and cocoa production labor, men control the resulting revenue likely because of beliefs that cocoa and vanilla are considered a "male activity." Women's labor in the production of both cocoa and vanilla in Madagascar is crucial.[174] However, in line with global evidence, Malagasy men almost unanimously control the production processes, including making decisions on harvest sales and the use of resulting income.[175,176] This is likely due to a widely held belief among women and men that vanilla and cocoa are a "man's domain" because they are cash crops.[177,178,179] Male vanilla farmers who were interviewed for the present gender analysis, for example, also indicate that women themselves prefer this arrangement of male control over production and revenue.[180] Men and women use this unquestioned statement to justify men's near-total control over the crop and its revenue streams. At the same time, however, insufficient data exist to conclude that women would not want more control over production and income earned from vanilla and cocoa cultivation. See below under Gender norms about entrepreneurship/employment for further discussion of the gender norms that maintain that the cocoa and vanilla value chains are men's domain.

Even though women do not control revenue from vanilla or cocoa production, they are in charge of its management, especially related to limiting their husbands spending on expenses like prostitution and alcohol. Though men reportedly control almost all aspects of vanilla and cocoa production, there is some indication that women are responsible for *la garde* (custody) and management of revenue in certain households.[181,182] Specifically, Malagasy society views women as responsible for controlling spending that is not earmarked for covering the basic HH needs.[183] According to a 2018 ethnographic study, women in the vanilla value chain, for example, manage the revenue when there is a good harvest and price point,[184] to avoid *vola mafana* ("hot money")—or money that is spent as soon as it is earned and spent with little consideration for long-term savings or investments.[185] This 'hot money' leads many men to pursue extramarital affairs in the form of transactional sex, including prostitution.[186] In other instances, men may take new wives altogether.[187] In the case of cocoa, women farmers interviewed indicate they need to ensure their husbands do not spend cocoa revenue on beer.[188]

Access to land:

Women farmers in the vanilla and cocoa value chains have limited access to and control over land tenure, which is a primary barrier to women interested in vanilla and cocoa production. In rural Madagascar, when a farming HH has access to a vanilla or cocoa field, the property title is almost exclusively registered under a male HH member's name, which serves as a barrier for women interested in vanilla and cocoa production.[189] Only in cases where HHs have multiple vanilla or cocoa fields is a married woman likely to control this land.[190] Even in this instance, these plantations are rarely divided equally between spouses, with husbands having majority control.[191] In certain contexts, the eldest women in a patrilineage can inherit land.[192] Unmarried, widowed, or divorced women also may inherit land from a male relative, including a son.[193] However, customary norms require that these same women give these inherited lands to their brothers (or other male relatives) to manage.[194] That said, when a woman owns the land that she and her husband farm, the woman is more likely to participate in decisions on revenue.[195]

Young Malagasy men are interested in accessing more land to start vanilla production; due to limited access to land, however, they frequently engaged in deforestation to start vanilla plantations. Lack of economic opportunities for youth in rural Madagascar makes vanilla production an attractive option for out-of-school young men.[196] One USAID activity gender analysis found that young men (30 and below) would like to have support to acquire land to start a vanilla plantation.[197] Due to limited access to land, however, young Malagasy men clear forests to start vanilla plantations.[198] In other situations, lack of access to land leads young men to steal beans from the vines.[199]

Formal land transfer is extremely expensive and time-consuming, limiting formal land purchase significantly for rural HHs, especially those that are female headed. Women vanilla and cocoa farmers cannot easily engage in formal land acquisition because the process requires a "certificate of occupancy," which is expensive and complicated to secure.[200] The majority of men and women access vanilla and cocoa plantations through informal agreements with the landowner.[201] However, informal agreements pose a unique risk to vanilla and cocoa farming because accessing the same plot of land is necessary to see a return on investments (vanilla plants take three years to produce beans with production peaking at six to eight years, and cocoa takes three to five years before becoming a fruiting tree).[202]

Access to inputs, innovations/technology, and extension services:

Within the framework of cooperatives and POs, NGOs or cocoa-buying companies provide inputs, technologies, and agricultural extension related to cocoa and vanilla, which limits women farmers' access to them. GDA partners, including private sector actors and NGOs, provide training and needed equipment for both vanilla and cocoa production and processing to help farmers produce superior-quality products that they sell directly back to the private sector actors.[203, 204] This approach allows farmers to increase their profits.[205] However, private sector actors and NGOs primarily provide these trainings and inputs through POs and cooperatives.[206] For example, NGOs working to support vanilla cooperatives in Madagascar indicate that most participants in training on vanilla production are men.[207] The working assumption is that men represent their HHs in cooperative membership and, as a result, are responsible for sharing knowledge. However, in practice, men are not systematically sharing this technical information with women in their HHs.[208] Furthermore, women often do not speak out about their specific technical needs in vanilla production.[209] This disadvantages women

because they are underrepresented in vanilla and cocoa cooperatives (see key finding under horizontal linkages).[210]

Enhancing access to the Internet is an opportunity for men and women farmers, especially youth, to access information about innovative production approaches, global crop prices, or a tool to improve cooperative management. Women and men cocoa farmers indicate that despite the low digital literacy among farmers in rural Madagascar, the Internet offers a unique opportunity to share innovations in cocoa production and global price trends.[211] Rural youth are also interested in digital technology that can be leveraged to increase, for example, engagement of young men and women in cooperative management.[212]

Access to labor:

Female-headed HHs struggle to engage in cocoa production because they lack resources to hire labor for the prohibitively heavy manual tasks. A main obstacle that women cocoa farmers face is securing labor for tasks that men typically carry out, such as packing the beans in heavy sacks and transporting them to market.[213] Specifically, unmarried women cocoa farmers often have to engage men to transport products to the surrounding markets because this task is physically demanding (requires transporting the sacks on one's back or a "charette").[214]

The worst forms of child labor and exploitation are significant concerns in vanilla and cocoa production in Madagascar for boys and girls. Vanilla production is labor-intensive, especially during the pollination and harvest stages.[215] The harvest period, in particular, is an extremely labor-intensive time for HHs producing vanilla because vanilla beans must be picked multiple times a week during harvest season, as overripe beans are far less valuable.[216] Furthermore, the number of members in a HH and the means to hire additional laborers often determine the quantity of vanilla that HHs can harvest.[217] As a result, HHs employ the "all-hands approach," which requires engaging girl and boy children of the HH.[218] Boys and girls also work on family-owned farms and at vanilla-processing sites as hired labor.[219] The International Labor Organization (ILO) estimates that approximately 20,000 children between the ages of 12 and 17 work in vanilla production in the Sava Region and that children make up nearly 32 percent of the national workforce for vanilla production.[220] High and volatile spikes in vanilla prices also lead to an influx of cash in rural areas, which in turn increases the incidence of commercial sexual exploitation of children during the vanilla harvest period.[221]

As is true of vanilla farming, global evidence often associates cocoa farming with child labor.[222] According to key informants, in cocoa-farming families in Madagascar, children who are 15 years and older often help their parents on the family-owned farm for free.[223] Current legislation, however, establishes the minimum legal age to work at 16.[224] The MAEP recognizes the problem of child labor in Madagascar's cocoa production in its manual on good cocoa farming practices.[225] Households view the labor of children as essential because it prevents the need to hire additional labor, which in turn maximizes revenue for the family.[226] In other instances, farmers view child labor as justified because children work alongside their parents, making it a "household affair" where everyone, not just children, contributes.[227] Little data exist on the impacts of this child labor, especially on educational outcomes. Furthermore, for vanilla and cocoa, there is a risk that women's increased participation can inadvertently shift work (domestic or production-related) to children.[228]

Farm security:

Theft is common on vanilla and cocoa plantations; it creates dangerous and exploitative situations for men, especially male youth. Once vanilla pods are growing and harvest approaches, male farmers or hired guards build makeshift shelters to sleep in the vanilla fields for up to three months to prevent theft.[229] Vanilla-producing HHs go to great lengths to hide the vanilla aroma from their neighbors.[230] Similarly, men usually make rounds at night to prevent theft while cocoa maturation is approaching.[231] Storing cured vanilla and/or dried cocoa in rural HHs is also a security concern. Some communities have organized *veilles communautaires* (community watches) using community funds (*Dina)* to help with night security.[232] Men run these community watches.[233]

Young men, in particular, are at risk of entering into harmful and exploitative situations related to vanilla theft or night security at vanilla plantations.[234] Men in the HH (including youth) are responsible for protecting the vanilla field. If resources allow, HHs can hire male guards to protect vanilla plantations.[235] Often, the hired male guards are migrants from other regions of Madagascar. Sometimes, these men are marginalized and branded as "outsiders."[236] Relatedly, violence stemming from vanilla theft "reifies certain forms of power as violence is outsourced to marginalized members of the community while protecting wealthier vanilla farmers and, ultimately, the growth of global commodity enterprises more generally."[237] Men are active in community vigilantism, which erupts in response to incidents of vanilla theft that increase during price spikes.[238] This fitsaram-bahoaka (people's justice in Malagasy) often leads to violence and sometimes death—often with young men (younger than 30) as the victims.[239] Many farmers justify this violence by noting that law enforcement officials are indifferent to—or even complicit in—the theft of vanilla from fields.[240] Interestingly, in rural Madagascar, "…female members of the household often use their influence to decide [who participates in mob violence]; this negotiation is an avenue for women to influence the structuring of vigilante justice events, even though they themselves seldom take part in mob violence."[241]

Women-headed HHs in the vanilla and cocoa value chains are more likely than their male counterparts to have the resources needed to protect their crops, despite some initiatives implemented by GDA partners. Many female-headed HHs are unable to secure their vanilla and cocoa farms from theft because they lack the necessary labor or do not have the resources to pay for extra security.[242,243] For vanilla, for example, the DTBS found that since female-headed HHs had significantly smaller fields and vanilla harvests than male-headed HHs, their production was not large enough to offset the costs of hiring additional labor.[244] Also, the lack of access to security labor, especially in female-headed HHs, leads to premature harvesting of vanilla and, as a result, lower revenue.[245] This is because the longer a vanilla bean vine-ripens, the more concentrated the flavor, which impacts bean quality and its market value.[246] Economic gains from vanilla price spikes in Madagascar dramatically decrease the quality of the vanilla crop because of premature harvest to prevent theft.[247]

In response, one GDA partner works with vanilla cooperatives to set up security committees to support producing HHs with this burden.[248] For cocoa, GDA partners contributed to the construction of a warehouse to help women and men cocoa farmers safely store dried cocoa. These warehouses are necessary because farmers need to store the cocoa longer to produce superior cocoa.[249] However, these efforts do not seem to be sufficient to address the disadvantages that women-headed HH face in securing labor for farm security.

HORIZONTAL LINKAGES

Participation and leadership in cooperatives and associations:

Young women's participation and leadership in vanilla and cocoa cooperatives and POs is restricted due to social and cultural norms that limit women's autonomy and role in the public sphere. Women and men in rural communities in Madagascar view vanilla and cocoa cooperative participation as a man's affair.[250] Furthermore, in Malagasy culture, men are the ones who decide who participates in what agricultural cooperatives or POs. NGO and private sector partners report women's participation in supported cooperatives ranging from 14 to 35 percent.[251] One GDA partner indicated that only two of a total of 18 targeted vanilla associations have women as presidents.[252] In a 2017 analysis of the vanilla value chain, Search for Common Ground (SFCG) found that men generally participate in community meetings and decision-making related to vanilla community organizing. Women, on the other hand, may participate, but only with spousal approval.[253] The SFCG study found that 49 percent of women surveyed reported never participating in decisions related to the vanilla value chain in their community.[254] For cocoa, men run all of M-BG's mixed associations.[255] Both men and women farmers indicate that women are not motivated to take such posts.[256] Whether this is an accurate representation of women's aspirations would require a more rigorous, longitudinal study.

For cocoa, men's higher participation is, in part, justified by the high physical demands related to cocoa production.[257] In other instances, women's participation in cocoa associations is limited because cocoa stakeholders view female cocoa farmers as 'wives' and not as co-owners of the farm, despite their labor contributions.[258] Other reasons for lower female participation and leadership in vanilla and cocoa associations include barriers like unequal access to land, women's time burden, and low literacy levels.[259] Lastly, gender norms that impeded women's willingness to run for elected leadership often mean that women are 'uninterested' in such posts.[260] One study also shows how women's participation in farmer's groups can lead to an increased workload instead of a more equitable division of labor, especially regarding production activities.[261]

Women with older children are freer to participate in cooperatives, including in leadership positions, because they have fewer childcare duties and, as a result, have more free time.[262] In addition to more free time, society affords older women more respect because of their experience and social capital and, as such, participate more actively in vanilla associations.[263]

Women's participation in vanilla cooperatives is associated with improved outcomes related to vanilla price, harvest, and contract negotiation. Both men and women vanilla farmers view cooperative participation as having a positive impact on access to technical information, which improves harvest and fair prices.[264] Female-headed HHs, in particular, gain an advantage in terms of access to zero-interest loans and increased bargaining power.[265] These advantages help farmers avoid exploitative 'flower contracts' (see access to credit under Business Enabling Environment, Entrepreneurship, and Employment).[266] Moreover, both men and women vanilla producers gain increased access to formal markets through their participation in vanilla associations.[267] However, women vanilla farmers may have more to gain from cooperative members than men. Specifically, women who enter vanilla cooperatives have positive coefficients on vanilla prices, total vanilla harvested and sold, and total cash crop income.[268] They also have a positive coefficient for flower contract take up.[269] Vanilla's price was 3.71 USD higher, and the average vanilla price was 4.62 USD higher on average per kilogram for women who entered the cooperative.[270] Men's membership in cooperatives had negligible

impacts on flower contract take-up and negative, statistically significant coefficients on total vanilla produced and sold, total cash crop income, and vanilla income.[271]

Women's participation in cocoa cooperatives is associated with increased well-being and empowerment. Robust global evidence demonstrates that cocoa cooperative farming has a wide array of positive impacts for men and women, boys and girls, including on poverty, school attendance, access to healthcare, and HH production.[272] In M-BG supported cooperatives, cooperative membership has provided employment opportunities for many women.[273] This has provided economic autonomy to many women because of their increased income from cocoa.[274]

Cocoa cooperatives led by men tend to produce higher quality products than those led by women. Cooperatives led by men usually conduct the cocoa bean processing themselves, leading to higher quality control and better quality products. On the other hand, female cooperatives prefer to hire external labor for this process. The need to hire out specific steps for cocoa processing in women-led groups is likely due to their limited free time to engage in this labor, especially in steps that are particularly time-consuming, such as sorting. This results in less control, and, by extension, a lower quality product with more 'foreign' objects in their cocoa.[275]

VERTICAL LINKAGES

Relationships with private=sector and non-governmental actors:

GDA partners working to support vanilla and cocoa production take a 'household' approach that inadvertently makes women's contributions in male-headed HHs less visible, excludes them from accessing important technical and financial benefits, and may reinforce gender stereotypes. The GDA model works with vanilla and cocoa farmers through POs/cooperatives. However, the model also takes a 'household' approach in their engagement of POs/cooperatives, whereby participation of one typically male representative of the HH is sufficient.[276] This leads almost always to men holding the cocoa and vanilla contracts and receiving payment when selling their products because of their status as head of the HH.[277] Likewise, men are the ones who benefit from trainings and other services offered by private sector actors and NGOs (See Access to inputs, innovations/technology, and extension services under On-Farm Productivity for further discussion). One study on the cocoa value chain also specifically shows that if interventions do not explicitly acknowledge and reward the role of women in male-headed HHs, they may unintentionally reinforce gender-related social norms, including the strict division of labor that reserve women for household chores and men for economic provision.[278]

GDA partners have made some efforts to increase women's visibility in the value chain by targeting female-headed HHs; however, they fall short in addressing the specific needs of different types of female-headed HHs. GDA partners have made efforts to work with women-led HHs as a way to redress the inadvertent "invisibility" of women in male-headed HHs that occurs with the 'household approach'. However, they frequently fail to recognize the diversity of female-headed HHs. For example, a woman head of HH may be single, divorced, or widowed or someone whose husband is away from home for work or other reasons. It is also common for a woman to become head of HH when her husband leaves her to find a new wife.[279] All of these HHs have different needs, and barriers, in relation to vanilla and cocoa production. Specifically, a widowed woman or de facto female-headed HH may have more access to land, whereas a divorced woman may have fewer assets (especially

in cases of informal marriage).[280] The barriers and opportunities for these women also change with age and family size.[281]

Private sector actors like M-BG have contributed to gender equality in the cocoa value chain primarily through women's economic empowerment and enhanced access to basic services. In Madagascar, a 2019 assessment of M-BG's social impact found that the organization has contributed to gender equality primarily by creating employment opportunities for women who previously had no other alternative to economic support than to marry. The study also indicated that gender equality has increased through improved access to water and sanitation and increased income to facilitate access to a better education for girls and boys.[282]

Opportunities exist for GDA partners to build on existing GBV prevention and response strategies developed for implementation along the cocoa and vanilla value chains. Increased women's economic empowerment and autonomy can challenge social norms and power dynamics in HHs, which, in certain contexts, can increase the incidence of GBV (in particular intimate partner violence).[283] At the same time, increasing women's control over revenue from these value chains can be a vehicle to increase women's empowerment and enable them to protect themselves from violence. The GOM's *Pôles Intégrés de Croissance*/Integrated Growth Channels (PIC) project, which seeks to support revitalizing areas in Madagascar with high growth potential by stimulating the private sector and sectors such as agribusiness and tourism,[284] integrates a GBV prevention and response strategy in its work in the cocoa and vanilla value chains.[285] The strategy focuses on GBV prevention in implementing its sectoral support activities, increased documentation of cases of GBV, and socio-economic reintegration of GBV survivors.[286] However, in practice, PIC has not yet received any reports from survivors of GBV.[287] This might be because members of the cocoa farming community lack of awareness about GBV as a form of violence, GBV has been normalized in the community, or the response services available are not adapted to the needs of survivors in the value chain.[288]

The HEARTH TSIRO GDA model seeks to provide equitable prices to cooperatives it partners with by ensuring a balance between market prices and livable wages in the target communities. Ensuring a fair price is a delicate and difficult challenge for GDA partners. For the vanilla value chain, NGO partners seek to equip cooperatives with tools to negotiate, including relevant historical data on green vanilla price, whereas private sector partners align price points with data from studies on community-specific livable wages.[289] The M-BG model provides consistently above-market prices, including higher-than-average farm gate prices to cocoa producers.[290] The collective bargaining that takes place through cooperative membership is arguably the best avenue for increasing men and women producer's ability to negotiate "fair" prices.[291]

Female-headed HHs appear to have lower levels of trust in big companies involved in vanilla purchasing. Vanilla-producing HHs in rural Madagascar are suspicious of outside actors seeking to link them to markets generally.[292] Female-headed HHs are even more distrustful. A 2018 DTBS found that when comparing the levels of agreement between male- and female-headed HHs with the statement, "I do trust vanilla collectors," no significant differences were found between both groups. However, when comparing the average levels of agreement with the statement, "I trust people from big companies that buy my vanilla," male-headed HHs agreed significantly more with the statement than female-headed HHs.[293] The DTBS also found that a significantly lower proportion of female-headed HHs participated in CFAs than male-headed HHs.[294] This puts female-headed HHs at a disadvantage in

receiving a fair price by reducing fees subtracted from middlemen.[295] Relatedly, one USAID activity-level gender analysis found that men, in particular, are interested in establishing partnerships directly with exporters to remove fees of these "middlemen."[296]

BUSINESS-ENABLING ENVIRONMENT, ENTREPRENEURSHIP, AND EMPLOYMENT

Legal, regulatory/licensing, certification, policy, and institutional frameworks:

The National Vanilla Council/Conseil National de la Vanille Madagascar (CNV)'s current mandate is gender blind, which offers the potential to promote the business case for gender equality in the value chain. The GOM officially established the CNV in March 2020, as a result of an institutional overhaul of the vanilla value chain in 2019.[297] It is a platform that brings together relevant Ministries (10), public entities, and representatives of the private sector, exporters, operators, and producers.[298] Unfortunately, the scope of CNV is gender blind, with no mention of tracking gender-related data or gender equality outcomes in relation to the vanilla value chain. However, this provides the opportunity for GDA partners, especially private sector actors, to build on the existing collaborative synergy of the CNV to tackle gender inequality and promote the business case for gender equality in vanilla value chain.

The GOM sets and shares the market dates and minimum price of vanilla, making it easier for women and men to access the information. The CNV, in collaboration with the Ministry of Industry, Commerce, and Handicrafts/Ministère de l'Industrie, du Commerce et de l'Artisanat (MICA), set the market dates and prices for vanilla seasonally. In vanilla-producing zones, women and men farmers access this information easily as vanilla stakeholder share this information using various means, including television, radio, and—in rural areas—megaphone, community announcements, or meetings.[299] At formal vanilla markets, the price is posted for all to see.[300]

The barriers that rural and female-headed HHs face to secure fair trade and organic certification documentation include the complexity of the process and the requirement to pay annual fees. Securing the documentation needed to become organic or fair trade certified is a major hurdle for farmers. It is nearly impossible to secure without the support of social enterprises or private sector actors.[301] Specifically, the costs of certification are high.[302] However, the fair trade and organic markets offer up to three times the conventional market price.[303] There is an opportunity to work with exporters interested in more equitable and sustainable relationships with producers to help farmers, especially women, access certification.

Access to credit/financial services:

Outside the TSIRO HEARTH GDA model, abusive loan schemes offered by collectors in the vanilla and cocoa value chains can trap households in harmful cycles of debt, which has a likely negative impact on women's access to resources, food security, and coping strategies. Throughout the year, especially during the lean season or the end of year holidays, farmers, especially women, driven by the need for cash, are tempted to take loans from collectors to acquire products such as rice in exchange for their vanilla or cocoa crops, often harvested before maturation.[304] In many communities, HHs rely on these contracts to survive.[305] Farmers borrow money from "collectors," who are often young men who drive around to area villages and buy the farmers' vanilla and cocoa before harvest during the lean seasons.[306] In exchange, farmers "sell" or sign over their vanilla or

cocoa and then are responsible for maintaining, harvesting, and delivering the already sold vanilla to the merchant around the time of the official vanilla or cocoa market.[307] Farmers, especially women, in vanilla value chain are at risk of these exploitive loan contracts that are called "flower contracts" (contrats fleurs). One study found that the market price for vanilla was 30 percent higher than those in these contracts in the vanilla value chain.[308] Other data indicate worse margins with market prices as much as 500 percent higher than those offered in flower contracts.[309] Some of the "flower contracts" are paid in-kind, most commonly in rice (in place of cash) or, in cases of illness, medicine.[310] If households have a bad harvest and cannot meet the requirements of flower contracts, young girls in the household may be used as "payment" in terms of sexual exploitation.[311]

Access to formal financial services is a barrier to growth for vanilla and cocoa producers, especially women. Most vanilla and cocoa-producing villages are remote and far from financial institutions. Women vanilla producers specifically indicate that access to capital is a major barrier to increasing their vanilla yields.[312] A lack of formal land ownership and formal employment precludes them from accessing loans to expand their farming business.[313] However, the private sector has proven capable of working in remote and rural areas in Madagascar, as evidenced by their presence in the vanilla and cocoa export economies, proving its feasibility for initiatives to increase, including for women, access to formal financial services.[314]

Community savings groups and zero-interest loans from cooperatives provide opportunities to vanilla and cocoa-producing HHs, especially female-HHs, to access informal credit and finance. The SILC approach, implemented by CRS, helps to advance women's economic empowerment by providing access to informal credit and capital.[315] GDA partners also seek to compensate for women's low participation in farmers' groups by adding programmatic components deemed of particular interest to women, specifically SILC approaches.[316] However, women's participation in SILC does not provide the same decision-making and leadership opportunities concerning their roles in the vanilla and cocoa value chains that cooperative membership and management would.

Other vanilla/cocoa stakeholders also replicate this community savings practice. For example, M-BG connected cooperatives with the Agha Khan Foundation to develop community savings and loans to benefit farmers.[317] Projects like PIC also created community savings groups that specifically target women cocoa farmers.[318] Cooperatives supported by social enterprises often provide their members with zero-interest loans to combat the commonly exploitative practice.[319] Access to microcredit, especially for women, reduces their dependency on intermediaries or collectors buying cocoa/vanilla products from farmers at a lower price than those offered through GDA-supported cooperatives.[320]

Access to markets:

The volatile vanilla price fluctuations impact HH food security and increased likely deforestation, which disproportionally impacts women and girls.[321] When vanilla prices are high, smallholder farmers forego vital food crops they desperately need to make it through the "lean season."[322] This can fuel speculation and clearing some of Madagascar's biodiverse rainforests for additional agricultural exploitation.[323] Climate change due to deforestation disproportionately impacts women and girls.[324]

See also above under Vertical Linkages, as private sector buyers are the primary buyer/market of cocoa and vanilla in the TSIRO value chain model.

Gender norms about entrepreneurship/employment:

Gender norms associated with working in export commodities dissuade women from active engagement in leadership and entrepreneurship in the vanilla and cocoa value chains. A belief in Madagascar associates men with work in cash commodities. In Malagasy, it is known as *ny toe-tsaina amin'ny asa fanondranana vokatra*, "the mentality of working with export commodities"—or, more broadly in French as, *la culture de l'exportation*, "export culture."[325] In Madagascar, vanilla and cocoa production fit into this category and, as such, results in low female participation in entrepreneurship and leadership in these sectors.[326] Though formal numbers are unavailable, few women reportedly lead enterprises in both of these value chains.[327] In cocoa, for example, among the 3,168 cocoa producers and 93 collectors/processors officially registered and working with the GOM's Integrated Growth Channels/*Pôles Intégrés de Croissance* (PIC) project, 560 are women, representing only 17 percent.[328] Women are extremely underrepresented in transport, trade, and sales activities along the cocoa value chain. Likewise, female HHs are weakly integrated into the vanilla value chain in Madagascar compared to their male counterparts. The 2018 DTBS found in its sample from the Sava Region that only 65 percent of female-headed HHs practice vanilla farming as entrepreneurs (compared to nearly 100 percent otherwise).[329]

Sociocultural norms about what constitutes "men's work" versus "women's work" largely determine the types of jobs that women and men hold in the cocoa and vanilla value chains. Examples include:

- The cocoa traceability work is done mainly by men because of the perception that women are thought not to be interested in this domain.[330]

- Men are responsible for transporting the harvested vanilla beans when necessary (i.e., selling at market versus to collectors at the farm gate) because uncured vanilla is heavy, and the transportation can pose security risks.[331] Therefore, this is not considered an acceptable job for women.

- Vanilla and cocoa intermediaries called "collectors" are almost exclusively men who have some financial capacity to collect and sell green or processed vanilla and cocoa to exporting companies.[332] These collectors drive around alone to remote villages to purchase and collect cocoa or vanilla, making this work culturally unacceptable for women in Madagascar.

- Cocoa beans go through secondary and final processing in factories in the capital Antananarivo before exportation.[333] In the factory, men's jobs consist of moving bags, roasting beans, and maintaining factory equipment because it is considered heavy, manual labor appropriate for men.[334] Women are in charge of cleaning and molding chocolate as Malagasy society deems this work as "appropriate." since it requires little physical force.[335] Cocoa companies like M-GB, for example, employ almost exclusively female staff to perform chocolate's final wrapping.[336] This is because, generally, Malagasy men and women view women as more detail-oriented and patient than men in performing repetitive tasks.[337] For instance, women account for 45 percent of the M-BG factory

staff, and of the five managers, three are women.[338] At the highest level, however, the two directors are men.[339]

- Vanilla-processing facilities are reportedly predominantly staffed by women.[340] In many ways, vanilla processing is viewed as uniquely appropriate for women, as it requires a great deal of "patience" and is "detailed-oriented."[341] Relatedly, it does not require large amounts of physical strength, which is a common justification for a gender division of labor in Madagascar. In reality, though, vanilla processing is "difficult work—they [women] are sitting, sorting, wrapping/packaging, selecting, for many hours a day."[342] Women who are employed tend to be seasonal or temporary workers.[343]

Education, entrepreneur training, and BDS:

Husbands often prevent women from attending vanilla training, particularly if they are outside the village, due to gender norms requiring women to request spousal permission. When women vanilla farmers are interested and able to participate in outside training, husbands present a major obstacle. In these instances, husbands have to provide their consent, which they are reluctant to do because they view their wife's participation as usurping their control over vanilla production.[344] They also view women's participation in trainings away from the community with suspicion and distrust, indicating that they need to know what their wives will be doing and with whom they will be spending time.[345] This relates specifically to the fact that vanilla production can be lucrative, and men may fear that a richer man will entice their wives.[346]

Women's participation is low in cocoa training because key stakeholders do not recognize them as cocoa farmers; accordingly, they do not adapt trainings to women's specific needs. The integration of women is generally low in cocoa training and productivity programs that the GOM and private sector actors offer.[347] Women's low participation is also, in part, due to women's lower levels of education and literacy.[348] For example, the participation of women was low in cascade training that the MAEP offered to cocoa farmers—in which they identified lead farmers to train at regional levels to facilitate training at the local levels—due to the low education of women cocoa farmers.[349]

Entrepreneurial opportunities:

Local vanilla curing offers a unique opportunity to increase women's economic power. The equipment and technologies for vanilla production and postharvest processing are low-cost and simple, offering an excellent opportunity to increase women's visibility in the value chain. Postharvest processing of vanilla is an attainable skill and accessible investment opportunity for smallholders, including women. The equipment needed to process (cure) harvested vanilla is simple and relatively low cost.[350] Equipment needs include wooden boxes for storage, bamboo drying beds, boiling pots, and wool blankets.[351] However, HHs need training on the steps to curing that leads to the highest-quality vanilla. When processing is done correctly, producers can sell cured vanilla at a much higher price than green vanilla.[352] Female-headed HHs, in particular, are likely victims of low prices of green vanilla because they are more likely than men to sell green vanilla because of the perceived opportunity costs (labor, time, risk of theft) associated with the transformation to black vanilla.[353] Moreover, HHs can store correctly cured vanilla for months and sell it on an as-needed basis, offering rural HHs a unique way to safeguard against financial shocks and lean season stressors.[354] The Sahanala company works with its network of associations, POs, and cooperatives to build capacity for in-house curing.[355]

Though high-grade vanilla is by far the most profitable, there may be unique opportunities to explore the development/exportation of lower-grade vanilla for alternative products, especially for female-headed HHs. Many of the private sector firms working in processing and exporting buy only the highest grade of vanilla. Yet, poorer HHs, including female-headed, are likely to have lower-grade vanilla.[356] Promoting the purchase of lower=grade vanilla is an opportunity to increase revenues for female-headed HHs.[357]

Employment:

Efforts to integrate cocoa and vanilla farmers into formal employment will contribute to their recognition as legal farmers. Entering the formal cocoa and vanilla markets would allow farmers, especially women, to increase their visibility, and at the same time, to increase their access to tools, skills, and information needed to make farming more profitable.[358] However, companies do not require farmers to enter into formal employment, which would require them to pay taxes, as a criteria for their partnership[359] due to farmer's reluctance to pay taxes.[360] The entry of women—who make substantive contributions to the cocoa value chain—into the formal economy is also limited by their lack of visibility vis-a-vis market, research, and policy actors. The TSIRO alliance and the MAEP need to ensure this visibility into their plans to promote cocoa farmers' entry into the formal economy.[361]

The Labor Code forbids women's employment in night shifts at industrial establishments, limiting their ability to access formal work in agricultural product processing plants that work around the clock. Article 85 of Madagascar's Labor Code (Law No. 2003-44 of July 28, 2004) forbids employing women in night work.[362] The only exception to this is when companies employ women from their own family.[363] Chocolate-producing companies in Madagascar mentioned this as a potential barrier to women's employment, especially for companies working outside of the zone franche required to adhere to the Malagasy Labor Code.[364]

MAJOR GENDER DIFFERENCES BETWEEN THE COCOA AND VANILLA VALUE CHAINS

As the preceding sub-sections illustrate, the way that gender intersects with the cocoa and vanilla value chains is similar in most ways. The purpose is of this brief section is to highlight some key gender differences:

- Unlike key informants for the cocoa value chain, key informants of the vanilla value chain highlighted that male-headed HHs often prioritize vanilla production over other crops, including rice, which is a basic food staple necessary for HH subsistence. This results in higher levels of HH food insecurity in vanilla-producing HHs than in their cocoa counterparts, which disproportionately impacts women and girls who are typically responsible for crops used for HH consumption.

- Data emerged that show that in the vanilla value chain, male-headed HHs outperform their female counterparts in production quantity and quality, received price, and quantity sold. Although data on these same indicators did not emerge for the cocoa value chain, key informants mentioned that cocoa cooperatives led by men tend to produce higher-quality processed cocoa than those led by women.

- Vanilla is harvested and sold from July to December, leading to an income gap of at least five months. Cocoa, however, can be harvested throughout the year, offering farmers the opportunity to

diversify and stabilize their income situation yearlong. Because of the shorter time period when vanilla is produced, the money earned is associated with the phenomenon of "hot money," which is not seen as often with cocoa.

- The cocoa market is also less volatile than the vanilla market. In part because of this, the GOM sets the minimum market prices and the "open" market dates for vanilla sale. Because of the volatile nature of the vanilla market and the possibility for marked profits, exploitative loan arrangements are more common in vanilla-producing households than cocoa-producing households. Commercial sexual exploitation of children is also more common during the vanilla harvest period than cocoa harvests because of increases in "hot money" available that men often use to buy sex.

- Unlike cocoa, vanilla offers low-cost and simple value-added economic opportunities to women (e.g., curing green vanilla at home and making low-grade vanilla for perfumes).

- Female-head HHs face greater obstacles to accessing labor in the cocoa chain than their vanilla value chain counterparts.

- Secondary and final cocoa processing facilities employ women and men for different tasks; however, the vanilla-processing facilities predominantly employ women.

5.2 RECOMMENDATIONS: COCOA AND VANILLA VALUE CHAINS

GENERAL RECOMMENDATIONS

Integrate gender systematically into the TSIRO GDA MEL Plan. The MEL should include: 1) sex-disaggregated data collection; 2) indicators that measure change related to gendered power dynamics at the HH and community levels (e.g., control and access to revenue, decision-making, time poverty); and 3) gender-sensitive qualitative data collection tools that seek to monitor these changes (e.g., daily diaries of men and women; gender-segregated focus groups). Ensure that the relevant studies that form part of the MEL plan include exploration of outcomes of single-gender groups versus mixed-gender vanilla and cocoa cooperatives groups vis-à-vis women's empowerment indicators, including benefits to women's access to information, knowledge, men's alliance and support (allyship); realization of women's self-defined aspirations for involvement in the vanilla value chain; quality of product; and any specific gender-based constraints that may impact quality.

Implement SBCC activities with all stakeholders in the value chains, including private-sector actors and HHs/farmers/farmer association members. SBCC with HHs/ farmers/cooperative members should be a key approach used to promote joint decision-making, more equitable control over revenue and resources, more equitable division of household and care responsibilities, and increased leadership for women at home and within the framework of farmers' associations**.** Initiatives that foster effective partnership between women and men, based on fostering more equal gender relations, are more likely to result in higher productivity and other gains.[365] Conducting these trainings within the framework of farmers' associations can also help to increase members' awareness of women's time burden, which can potentially help them schedule meetings, locations, etc. at appropriate times. The SBCC activities can also sensitize the cooperative leadership to the importance of working with men/husbands to understand benefits when women are more actively engaged in activities outside of the home. With private sector actors, the SBCC should focus on

implementing critical dialogue and reflection within their organizations about the social and cultural norms that sustain restrictions on what constitutes "women's work" and "men's work." Consider, specifically, using the following tools and approaches:

- Promoting Gender-Transformative Change with Men and Boys: Manual to Spark Critical Reflection on Harmful Gender Norms with Men and Boys in Aquatic Agricultural Systems developed by Promundo. This manual provides guidance on using critical reflection and dialogue to explore, challenge, discuss, and potentially transform social and cultural norms that impede gender equality in aquaculture-based communities.

- International Fund for Agricultural Development's Household Methodologies. These methodologies provide HHs with livelihood planning tools where HHs are encouraged, and given the tools, to discuss and plan together on the management of revenue and decisions related to production, harvest and revenue use.

- Gender Action Learning System (GALS) is a tool seeking to transform gender and unequal power relations in value chains. GALS uses inclusive and participatory processes and simple mapping and diagram tools for individual life and livelihood planning, institutional awareness-raising and changing power relationships, and collective action and gender advocacy for change.

- Cooperative Development Program (CDP), a USAID-funded global initiative in Rwanda and Malawi, has developed a "wrap-around approach" to gender transformation through agricultural cooperatives. This approach includes tools to integrate gender equality and GBV prevention and response into agriculture cooperatives. The tools seek to challenge the belief systems that encourage women to accept a subservient role (in marriage, daily lives, and cooperative leadership) and to tolerate violence for the sake of keeping the family together.[366] These tools include: 1) foundational training on topics like self-worth, leadership, gender-based violence, gender dynamics, and decision-making; 2) gender champions that involves identifying men and women of renown in their communities who advocate for women's inclusion in decision-making and leadership; 3) safe spaces for women to mentor each other to boost self-confidence of women as leaders; and 4) a trading places tool that has men and women switch roles within the community for three days, including household work and agricultural work. Participants then share how the switch went and what they learned in a large, community-based forum.[367,368]

ON FARM PRODUCTIVITY

Support the organization of young men and women into cooperatives to increase their access to land and to train them on good agricultural practices in vanilla and cocoa production so that they can offer services to well-established cooperatives. Any approach that seeks to target youth should ensure appropriate targeting of male and female youth and integration of appropriate gender-transformative approaches to ensure healthy power dynamics.

Explore partnerships with mobile phone companies (e.g., Orange), NGOs, and the GOM to expand Internet access, cell phone coverage, and other appropriate technologies to cocoa- and vanilla-producing communities. This will promote more equitable access to agricultural technical information, especially for women and youth who do not participate as actively in technical training often conducted in the framework of agricultural association meetings.

Target youth associations and young men in particular, with additional income-generating opportunities. This will support reducing the incidence of vanilla and cocoa theft, since young men predominately participate in this illegal activity because of limited economic opportunities in their home communities.

Provide adequate support to cocoa and vanilla farmers, especially from women-headed HHs, to ensure the security of their farms and safety of the male guards. This support should include, at a minimum: 1) sufficient funds to secure paid security; 2) nighttime lighting; 3) training on good practices in farm security, including information on relevant labor laws in Madagascar that prohibit working in hazardous jobs until the age of 18; and 4) technical assistance in establishing protocols and processes for access to the farms.

Create new and support existing women's saving groups of vanilla and cocoa farmers to access credit to buy and own land as a group. Women's savings groups provide an important platform to work collectively to grow their respective agricultural enterprises. Therefore, this is an opportunity GDA partners can build upon to support women in accessing credit and buying land collectively as a way to encourage greater participation and leadership of women in the vanilla and cocoa value chains.

Provide training to women cocoa and vanilla farmers on negotiating and bargaining within the value chain market. A woman's ability to move up the value chain and earn more income depends on her ability to bargain successfully within a competitive value chain. Negotiation and communication skills help to support women's economic advancement in the workplace and through their improved decision-making capacity and control over household resource allocation, making them less susceptible to various forms of GBV, including intimate partner violence, at work and at home.

Encourage all partners to use existing tools to combat child labor in the vanilla and cocoa sectors and ensure they are aware and abide by existing child laws and policies in Madagascar. The Sustainable Vanilla Initiative (SVI) in Madagascar developed a series of tools with the ILO to combat child labor in the Malagasy vanilla sector. Encourage partners to use and adapt these tools to ensure initiatives seek to end child labor while at the same time engaging the entire community in critical reflection about the social benefits of ending child labor. All initiatives should align with Madagascar's laws and regulations on child labor.

Explore synergies between the USAID/Madagascar HEARTH GDAs and USAID/Madagascar governance sector to support the enforcement of the GOM's child labor normative and policy framework. This should explore leveraging private sector actors in advocacy and lobbying of governmental authorities to ensure enforcement of existing child labor laws and regulations.

Establish Sexual Exploitation and Abuse systems to monitor gender-related risks associated with the vanilla harvest, including specifically related to sexual exploitation and abuse and intimate partner violence. All partners working in vanilla value chain promotion should have these types of systems in place and functioning.

HORIZONTAL LINKAGES

Work with targeted POs, associations, and cooperatives to establish internal structures and policies that are inclusive and gender-sensitive to encourage increased women's participation. For example, models of rotating leadership (such as every two years) provide more opportunities to less "powerful" or visible members to run for leadership positions. Other cooperatives could seek support for training members interested in pursuing leadership posts in the future but who lack specific skills to do so.

Target women active in the vanilla and cocoa value chains at the community level for training specifically in group leadership, financial management, and methods for finding buyers or introducing local buyers to local PO groups. The training materials should adapt to the needs of illiterate farmers to maximize women's potential participation and also build individual leadership capacity and self-confidence among women. Avoid regional trainings that require travel for rural farmers and that prevent women from participating equitably.

Measure the nature and extent of women's participation in vanilla and cocoa cooperatives across all levels, particularly at senior levels, and make this information publicly available. This could take place in partnership with key GOM stakeholders, including specifically the CNV for the vanilla value chain.

Facilitate women's increased participation in POs, cooperatives, and associations through measures to reduce time burden. Partners can address this issue by putting in place gender-responsive measures, such as ensuring GDA partners and cooperative leadership organize cooperative meetings and technical trainings at times suitable for women or providing meals and/or childcare during such meetings. Ensure that women's participation in SILC does not act as a replacement for women's participation and leadership in vanilla and cocoa POs/cooperatives.

Scale up vanilla cooperatives' (and their partners') capacity to provide zero-interest loans to members in need during the lean season through strengthening their capacity for social enterprises. This could include training and technical support on financial management and other business practices to improve the cooperatives' bottom line.

Support diverse female-headed HHs (e.g., single, divorced, or widowed women). This should be done by addressing their specific needs and building on their unique strengths in vanilla and cocoa production in designing relevant interventions along the cocoa and vanilla value chains.

Encourage GDA partners to collaborate with cooperatives in implementing a comprehensive GBV monitoring, reporting, and referral system. The system should include a response framework, such as standard operating procedures that partners and the association should follow when they find out about cases and/or are facing GBV; and specific measures the associations may take against perpetrators. The system should build on any existing GBV response services and resources.

VERTICAL LINKAGES

Seek a partnership with CNV to jointly increase women's visibility in the value chain. This could include, specifically, supporting the collection of national data on women's employment in the

vanilla value chain, as well as creating initiatives to promote women's entrepreneurship in the vanilla value chain. This partnership should also focus on collecting data to support the business case for gender equality in the vanilla value chain.

Promote a more nuanced approach to cooperative farming employed by NGOs and/or private sector actors that prioritizes equitable participation, which is necessary for women's increased visibility and control in vanilla and cocoa production. These actors should analyze their approach to targeting HHs, including following up on how information and income are shared within the HH. For example, promoting HHs to adhere to a cooperative should be coupled with concerted efforts to improve couple communication, planning, and decision-making. The GALS approach described above helps to achieve this and to make cooperatives more inclusive generally.

Encourage the private sector to approach working with communities as partners in the communities' long-term development through social investment that goes beyond their commercial relationship with farmers in the vanilla and cocoa value chains. Efforts to invest in community development, including, for example, in mutual health programs for partnered cooperative members and zero-interest loan programs or other initiatives to increase access to financial services for women, could help establish long-term relationships and trust with communities. The latter is necessary to increase women's direct interaction with exporters or other private sector actors who offer opportunities for increased revenue from vanilla production. It also will add to private sector organizations' increased role in contributing to gender equality in the communities where they work.

Require the TSIRO GDA partners to develop a gender equality plan that outlines how NGOs and the private sector actors will facilitate gender equality. This plan should specifically outline roles and responsibilities that NGOs will assume in providing gender-related monitoring, technical assistance, training, etc., to private sector actors. The plan also should address how the private sector actors will ensure an inclusive, non-discriminatory work environment free from sexual harassment. It should include a plan for assessing and ensuring gender-equal and equitable pay and how to tackle gender bias in hiring based on what culturally constitutes "men's work" versus "women's work." The plan should also include a GBV prevention and response strategy that makes provisions for the establishment of a GBV monitoring, reporting, and referral system.

Consider developing a community of practice among public, private, and NGO stakeholders for GBV prevention and response in export commodities to identify existing practices and efforts to combat GBV in Malagasy value chains and related gaps. The group should convene public, private, and NGO stakeholders, including specifically the GOM's PIC project. The group can be responsible for compiling and facilitating access to up-to-date information on GBV referral pathways and gathering evidence on promising practices. It should also focus on developing the evidence base on how integrating a strategy to combat GBV in the GDAs can contribute to more sustainable cocoa and vanilla value chains.

BUSINESS-ENABLING ENVIRONMENT, EMPLOYMENT, AND ENTREPRENEURSHIP

Work with private sector stakeholders in the vanilla and cocoa processing to require safe workplace environments free of harassment, exploitation, and violence. Though no data exist on the incidence of sexual harassment in cocoa- or vanilla-processing factories, GDA partners should be encouraged to set up systems to ensure a safe workplace, especially for women. Advocating for safer

and fair work conditions for women will increase their productive capacity and income-generating potential while protecting their emotional and physical safety. Direct-deposit structures that deposit wages directly into a woman's bank account are another measure to protect women from sexual harassment.

Encourage the GOM to overturn the gender-discriminatory labor code that prohibits women from working in industrial establishments at night outside of a family structure work setting. This should include establishing requirements for employers to create safe and secure environments that are sensitive to the gender-specific safety and security concerns of women and men.

Provide support to farmers, especially women, to navigate the complex processes to acquire organic certification. This should include training and hands-on technical assistance to complete the necessary paperwork and requirements.

Create opportunities for women-led enterprises specifically in relation to vanilla curing. This would involve not only women's labor but also their technical leadership in appropriate methods of curing green vanilla. Women entrepreneurs could potentially work to train women in other communities interested in establishing similar enterprises. Interested women would likely need access to capital to begin. Private sector actors may also support these efforts as they would meet their demand for cured vanilla, which is easier to transport from rural communities because cured vanilla weighs significantly less and travels easier.

Adapt community-level programmatic components, such as SILC, to include gender equality messaging promoting more equitable power relations in HHs, cooperative/POs, and along the vanilla and cocoa value chains. Partners working to establish SILC groups as a complement to value chain development should seek to promote more equitable gender power relations that increase the efficiency of the value chain as well as women's visibility and control over resulting benefits. For example, partners could adapt the manual on SILC Plus Gender-Transformative Approach (SILC+GTA) manual developed by Promundo and Worldish, which integrates gender-transformative content into the SILC group methodology to create pathways through which members can freely invest their time and money in economically productive (agricultural-based) activities. It can also be adapted to address issues related to sexual exploitation and other harmful practices during vanilla harvest and high cash influx.

Promote innovative mobile technologies to increase women's access to finance, BDS, and agricultural extension. Projects can facilitate women's access to these services to strengthen their productivity and bargaining position in both value chains.

Commission a study looking at opportunities to buy/use lower-grade vanilla for other products like perfume. This study should identify potential uses of lower grade vanilla, needed resources necessary to train vanilla farmers, especially women, to produce lower grade vanilla, and preliminary markets/purchasers of lower grade vanilla.

Consider investing in a study related to the positive impacts (regarding economic security, food security, education, etc.) resulting from women's formal employment in the vanilla and cocoa sectors. The study should include a wage audit to ensure that women and men in similar positions are paid equally, and also explore the extent to which women would like to have a larger and

more visible role in these value chains. Propose a cost-share for this study with private sector organizations, as they could use this as part of a corporate social responsibility initiative or an action in their gender-equality business plans.

Support initiatives that promote the access of farmers, especially women, to formal employment in the cocoa and vanilla value chains. This could involve working with the government to provide tax incentives to private sector actors with gender-inclusive hiring policies and practices that increase women's formal employment. Other potential initiatives could include ensuring men and women in cocoa-producing HHs have professional cards regardless of the contract holder.

Work with private sector partners to promote the business case for gender equality in the vanilla and cocoa value chains so they understand the benefits of promoting more equal power dynamics and participating in production and other segments of the vanilla value chain. The monitoring and evaluation plan for the TSIRO could include gender equality outcome indicators that can inform evidence-based business cases, for example, capturing the business benefits of investing in women as workers. It can also consider technical support on how to leverage gender-equality outcomes for marketing to importers/consumers.

6. GENDER ANALYSIS FINDINGS AND RECOMMENDATIONS FOR THE TOURISM SECTOR

6.1 KEY FINDINGS: TOURISM SECTOR

MAPPING OF ROLES AND RESPONSIBILITIES OF TOURISM-RELATED GLOBAL DEVELOPMENT ALLIANCE STAKEHOLDERS AND TOURISM SECTOR OVERVIEW

The proposed Miarakap USAID/Madagascar HEARTH GDA focuses on supporting, financing, and promoting small and mid-size enterprises in several sectors, including tourism, with an impact fund that aims to fill existing gaps in private sector financing in Madagascar. The fund aims to create enterprises that are both profitable and have a positive impact on the environment and local communities. Specific to tourism, the GDA engages two private sector companies: Vatel, a Malagasy graduate school specialized in hotel and tourism management, and Sahanala,[369] a social enterprise aimed at supporting the diversification of farmers' livelihood activities, including through improving and diversifying ecotourism in their communities.

Madagascar's tourism sector has expanded significantly over the past few years. In 2019 alone, 486,000 international tourists arrived in Madagascar (compared to 360,000 in 2018 and 285,000 in 2017).[370] Tourists mostly come from France (58 percent), Reunion Island (11 percent), and Italy (9 percent), followed by China, Mauritius, and South Africa (combined at 40 percent).[371] Tourists are primarily men (64 percent), followed by women (5 percent), couples (20 percent), and family groups (11 percent).[372] Men generally visit Madagascar for business, sports and adventure, research, and seaside tourism. Women visit for research, business, and seaside tourism. Couples and families visit for ecotourism, seaside, and cultural tourism.[373] The tourists looking for wellness and spa activities are often couples. Those who come for nature are often in groups. It is mostly men in business who come alone.[374]

Also, promoting Madagascar as a tourist destination has not yet reached a sufficient level of development. Though coastal communities can focus on different types of tourism, Menabe is centered around ecotourism, and the Island of Saint-Marie is mostly beach and seaside tourism.[375]

MAPPING OF GENDER ROLES AND RESPONSIBILITIES IN TOURISM SECTOR EMPLOYMENT

The table below provides a snapshot of the roles and responsibilities that women and men, respectively, have in the tourism sector in Menabe and the Island of Sainte-Marie.

	Women's roles and responsibilities	Men's roles and responsibilities
Tourism Employment Sites (e.g., hotels; ecolodges; restaurants; bars; tour agencies)	• Hospitality/customer service • Waitering • Receptionist • Food preparation • Housekeeping/cleaning • Selling handicrafts	• Management • Security • Maintenance • Luggage handling/porter • Forest guides

EMPLOYMENT

Pay, benefits, and working conditions:

Women earn less than men in the tourism sector in similar positions, and typically are assigned lower-paying jobs than men.[376] In Madagascar, women are involved in most socioeconomic activities in the tourism sector. However, they often earn less than men. They also have less access to education, training courses, and other services that could help add value.[377] In the broader economy, women in Madagascar make 69.4 percent of what men earn. Within the accommodation and food services sector, which forms a significant portion of the tourism industry in Madagascar, women make 71.2 percent of men's earnings.[378] The lack of wage transparency in many companies favors these inequalities.[379]

Gender-based discrimination and sexual harassment of tourism employees, including psychological and economic violence against female employees, especially against those who come from other regions, is prevalent.[380] In general, in any sector, some male leaders abuse their power. Some demand sexual services in exchange for promotion.[381] Sexual harassment also exists between male and female peers working in the tourism sector (typically male personnel toward female personnel).[382] Tourism managers often discriminate against LGBTQI+ persons during recruitment in the tourism sector.[383]

Women's leadership:

Few women occupy leadership positions in the tourism sector, specifically within decision-making structures. Those who do are typically from abroad. Though women's access to information is increasing through targeted programs and initiatives to build the skills they need in the tourism sector, they still do not occupy the majority of decision-making positions.[384] Across industries,

women hold 31.8 percent of managerial positions and 24.5 percent of senior and middle management.[385] Although female leadership is more prevalent in the tourism sector than in others, this is predominantly at the national level in the capital city because women have easier access to training and formal education at universities and more access to jobs.[386] Outside of urban areas, they typically do not have this access. The more remote the region, the less likely that women hold a leadership position.[387] Although official statistics are unavailable, one estimate places the percentage of managerial positions occupied by women at about 20 percent and in the Island of Sainte-Marie at about 35 percent with most of those being foreign women.[388] This illustrates that women, especially those in rural areas, face discrimination and barriers to obtain a managerial position based not only on their gender but also on their nationality (i.e., they are Malagasy and not from abroad).

Negative stereotypes and perceptions about women in the world of work hinder their professional advancement in the tourism sector. Social norms emphasizing women's reproductive role—as well as beliefs that women are not capable of making management decisions and administering resources—limit them from joining the economic sphere.[389] These norms also discourage women from having leadership responsibilities in the village and home, or in agricultural activities.[390] Moreover, even women who do have more schooling or education still accept positions of lower rank because they do not expect something higher.[391]

Women often have to travel long distances to work in tourism, a requirement that is not seen as compatible with family life. Tourism staff include staff from the village (local) and staff from the capital or other urban centers (often in executive positions). Staff are often comprised of more men than women because women are less able to travel than men. Tourist areas are sometimes difficult to access, leading to more men than women applying for staff positions. If women accept a job at a tourist site, they often do not stay long because of the distance from home.[392] For example, women tour guides are rare because the job requires full-time employment and leaves only limited time to raise a family.[393]

Education and vocational training:

Unequal access to high-quality education and vocational training is a structural barrier to women's participation and advancement in the tourism sector. Many women and girls drop out of school after the lower levels of education, due to CEFM and early pregnancy. Inequalities persist especially in access to university education and at the level of technical and vocational training. Women represent only 45 percent of those enrolled in technical training and 25 percent of vocational training.[394] Not having enough education can make women less confident in managerial positions or when accessing financial services in the sector.[395] Also, the location of management schools in the tourism sector in major cities serves as an additional barrier for women in more remote areas to gain the qualifications needed to access managerial roles in the sector. Further, when women do graduate from these schools, they are unwilling to work in the more remote tourist sites of Menabe and the Island of Sainte-Marie.[396]

Management schools and vocational training programs, such as Vatel Institut National de Tourisme et d'Hôtellerie, and Sahanala, specifically target women, providing unique opportunities for increasing women's roles, responsibilities, and visibility in the tourism sector.[397] Vatel, for example, specifically targets women, such as single mothers and those who are unemployed, to offer them employment. Ninety percent of students studying at the Vatel tourism school in Morondava, of the Menabe Region, are women. Each cohort of students includes 35 people receiving training on tourism job competencies such as cooking, housekeeping, and reception. The

training lasts three months.[398] In Sahanala ecolodges, the company's professional development program provides technical training and ongoing coaching. The program serves to develop the women's professional qualifications and to maintain a high quality of service in the ecolodges.[399] Of Sahanala's 7,000+ members, 49 percent are women. Also, 49 percent of staff are women, and women account for 44 percent of management positions.[400]

Gender-based violence:

GBV is a reality for women working in the tourism sector in line with larger national trends. In Madagascar, 38 percent of girls and women aged 15 to 49 have experienced physical or sexual GBV during their lifetimes.[401] This includes domestic abuse, intimate partner violence, physical violence, sexual violence, economic abuse, and psychological violence. Women working in the tourism sector experience many of these forms of GBV at home.[402] For example, local women sometimes experience physical violence at the hands of their husbands as they gain increased financial independence from working in the sector.[403] Additionally, husbands may become jealous and abuse their wives who interface directly with male customers.[404] Some tourism actors hire separated or divorced women to mitigate this risk.[405]

GBV interventions are relatively limited in Madagascar. External donors or institutions fund all of the GBV prevention, response and reporting mechanisms in Madagascar. These services are insufficient in relation to the demand.[406]

ENTREPRENEURSHIP

Women entrepreneurs:

Female entrepreneurship in Madagascar is growing. The growth is especially present in the informal sector in which 58 percent of businesses are women-run.[407] In 2019, 44.5 percent of women expressed the intention of starting their own business in the next three years.[408] Approximately 40 percent of small and medium tourism-related enterprises in Madagascar are women-owned and/or women-run.[409]

Access to credit and financial services:

Potential women business owners lack access to formal credit and financial services. More than 80 percent of women and girls over the age of 15 lack a formal relationship with a banking institution, and more than 95 percent of Madagascar's women lack access to credit.[410] This is due in part to extremely high interest rates and/or lack of collateral.[411] Additionally, creditors often espouse traditional gender norms and beliefs that discriminate against women lenders.[412]

Access to markets:

Though the tourism sector in Madagascar has experienced significant growth, this expansion has often failed to translate into economic growth and opportunities for local businesses. and, in particular for women.[413] This is due to several factors. First, both male and female Malagasy staff mostly occupy entry level positions in the sector, which limits their access to higher renumerated positions in management. Second, foreign tourists often patronize luxury, foreign-

owned businesses instead of local restaurants and hotels. This takes place at the point of origin – international tourist purchase travel packages from foreign operators who benefit from the majority of sales.[414] Third, the quality of structures that Malagasy own are not competitive with foreign-owned businesses.

Agency and relationship barriers:

Although tourism-specific data are unavailable, issues like self-confidence play a role in deterring Malagasy women and girls from becoming entrepreneurs. Forty percent of women in Madagascar reported that they would not start a business because of a fear of failure.[415]

SUSTAINABILITY

Environmental impacts of tourism:

Tourism has begun to have a serious impact on the environment in Madagascar, which in turn, has the great potential to negatively impact the livelihoods of Malagasy women and men who work in tourism. In Madagascar, tourism has placed great pressure on the island country's natural resources. For example, one of the most detrimental impacts tourism has on the environment is the threat of coral bleaching in sun- and sea-heavy touristic areas including the Island of Saint-Marie. Changes in the environment, including land-based pollution that increases with tourism and sedimentation entering the water where coral reefs live cause coral bleaching. This, in turn, presents an important risk to growth of ecotourism in Madagascar because ecotourists frequently include snorkeling around the coral reefs in their itineraries. As coral bleaching increases, ecotourism will likely decrease as well as tourists seek out alternatives in absence of coral reefs in Madagascar.[416] Environmental degradation has also led to a reduction in the raw materials used in basket-weaving and the production of other handicrafts which women often use as a source of income within the tourism industry.[417]

Women and sustainability efforts:

Women play an important role in ecotourism, and ecotourism provides unique livelihoods for both local women and men. In the GDA-targeted regions, women are involved in the development of ecotourism. Many women's associations in Menabe are involved in activities to preserve and maintain natural resources that form the base of ecotourism. In MaMaBay, men and women Judicial Police Officers (JPOs) actively participate in the preservation and management of natural resources. Three out of 15 JPOs are women.[418] At the same time, community-based ecotourism provides opportunities to engage Malagasy men and women in enhancing economic development in a sustainable way.[419] Specifically, ecotourism provides a number of unique livelihoods opportunities to women and men in ecolodges, to women, especially, through the sale of handicrafts, and to men, especially, as tour guides.[420]

SEX TOURISM

Prevalence:

Sex tourism is widespread in Madagascar and often includes the sexual exploitation of children. The sex tourism industry employs and/or exploits approximately 63,000 people in

Madagascar. However, this figure only includes those who work in formal settings like bars, nightclubs, hotels, etc.[421] This figure does not account for people prostituted in other venues, or transactional sex in public places, which remains largely invisible. In 2013, the United Nations Special Rapporteur on the Sale and Sexual Exploitation of Children reported an increase specifically the sexual exploitation of children in Madagascar, which is particularly common in tourist areas along the coast of Madagascar, including Menabe and the Island of Saint-Marie, the latter of which is the third most popular tourist site responsible for 16 percent of Madagascar's tourism.[422]

Demographics:

Those who work and/or are exploited in Madagascar's sex tourism industry are predominantly minors, including girls, and women.[423] The sex tourism industry employs and/or exploits girls and women predominantly. However, the industry also exploits boys. The majority of those who work and/or are exploited in the sex tourism industry (15–24 years old) had their first sexual relations before the age of 18, and 45 percent of them had their first sexual relations before the age of 15.[424] The average age of entry/ forced entry into sex tourism was age 13 for girls and age 12 for boys.[425] In Madagascar, the availability of prostituted people far exceeds the demand, which forces children and adults into exploitative and abusive situations where they receive very little financial gain and are entrenched in extremely inhumane conditions.[426]

Young people aged 15–24 face immense difficulties entering the labor market, which can push them into sex work. Seventy-five percent of the unemployed population of Madagascar is under 30 years of age. The vast majority of women who work and/or are exploited in the sex tourism industry do so to be able to buy basic necessities for themselves or their families. Though women also have other forms of employment, they often are not sufficient for their economic survival.[427] The development of tourism, can also lead to school drop-out, and lead girls into the sex tourism industry.[428]

Sex tourists:

Most perpetrators of child sexual exploitation are Malagasy men, traveling for pleasure or work, followed by foreigners, especially those from European countries.[429] Three quarters of Malagasy men who are perpetrators of child sexual exploitation do so with underage girls.[430]

Intermediaries:

Intermediaries often facilitate sex trafficking and the sexual exploitation of children in Madagascar. Most child exploitation occurs with the involvement of family members, friends, transportation operators, tour guides, and hotel workers.[431] Established networks and large communities of sex-trafficking experts exist to create easy access to sexual exploitation in the tourism sector. Men, including hotel staff, taxi drivers, and European men who work in the tourism sector, are the entry point for purchasers of commercial sex acts and perpetrators of sexual exploitation. Sometimes perpetrators use the Internet to facilitate contact with the exploited child.[432]

Families often facilitate sex trafficking and the sexual exploitation of children in Madagascar because of poverty. Malagasy society, including political leaders, generally accept that transactional sex is an economic necessity for some people.[433] Similarly, Malagasy people frequently accept sexual exploitation of children because it is viewed as a source of economic revenue for the

family.[434] Seventy-eight percent of women in certain regions legitimize the sexual exploitation of children.[435] Depending on the region, parents sometimes encourage and enable children to engage in sexual exploitation.[436] In some areas, when young girls reach puberty, the family requires the girl to emancipate herself. The only viable way to do this is to exploit their own bodies.[437] For example, in touristic places, parents often encourage girls to find a *vazaha* (Caucasian foreigner/tourist) as a sexual partner, since they view this as bringing financial gain and prestige to the entire family.[438,439 440] Sometimes parents accompany children to meet with sex tourism perpetrators at hotels, especially those that have signed the Code of Conduct that prohibits minors from being with strangers. Often. parents and administrative offices are also complicit in acquiring false identification for minors as young as 13 to facilitate their exploitation in sex tourism.[441]

Laws, policies, regulations, and institutional practices:

The Tourism Code of Conduct, signed by approximately 980 actors in the tourism sector, includes measures to combat the sexual exploitation of children in Madagascar.[442] The initiative is a collaboration between the private and public sectors and NGOs, aimed at reducing sexual exploitation and child labor related to the tourism sector. It has created some initial awareness around the issue of sexual exploitation; hotel staff have become stricter with guest behaviors, including not allowing minors and potential perpetrators into the hotel without proof of a relationship. At the same time, it may be having an unintended negative impact. Fewer tourists patronize establishments that have signed the code of conduct. As well, the COVID-19 has reduced the number of tourists in the country. Both factors may have resulted in businesses and hotels not continuing to follow the code of conduct.[443]

Madagascar has adopted a disjointed legal framework against sex tourism; adherence to the framework is limited. Madagascar has passed a number of laws to mitigate commercial sexual exploitation of women, girls, and boys often involved in sex tourism. For international instruments, Madagascar has ratified the United Nations Convention on the Rights of the Child (1991), the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography (2004), and became party to the African Charter on the Rights and Welfare of the Child in 2005. National legislation includes Law No. 2007-38 of January 14, 2008, amending and supplementing certain provisions of the Penal Code that fight against human trafficking and sex tourism and law No. 2014-040 of 20 January 2015 to eliminate trafficking in persons.[444] Additionally, the law to Combat GBV No. 2019-008 provides some protection to those exploited by the sex tourism industry, including those who experience sexual abuse, sexual harassment, pimping, and forced prostitution as forms of GBV punishable by law.[445] According to public order laws in Madagascar, prostitution defined as selling sex in public and/or living off the earnings of sex work, including owning establishments that sell sex, is illegal while buying sex is not.[446]

Despite this legal framework, there are a number of challenges with their implementation. The framework is disjointed. There is a lack of one overarching law that tackles the issue of sex tourism and related commercial sexual exploitation that occurs in this context. The public order laws that are part of this framework protect the purchasers of commercial sex acts and perpetrators of sexual exploitation while simultaneously penalizing those who work and/or are exploited in the sex tourism industry. Police officers frequently use these laws to extort women and children, especially girls, who sell sex and/or who are exploited for commercial sexual purposes. At the same time, police and other officials often lack the skills needed to detect and investigate sex tourism and related commercial sexual exploitation.[447] Police also lack sufficient resources such as fuel, vehicles, and officers to carry out

patrols in the high-risk areas for child sexual exploitation and sex tourism.[448] The court system also faces challenges such as long case processing times,[449] the absence of an established system to manage data and case management,[450] and impunity of perpetrators of commercial sexual exploitation.[451] Attorneys representing both plaintiffs and defendants in cases of child sexual exploitation often prefer to ignore the law and seek a settlement, prioritizing monetary gain over justice.[452]

Access to the judicial system is also limited for those seeking justice in cases of commercial sexual exploitation because of insufficient awareness of reporting mechanisms and limited financial resources.[453] For example, the financial cost of getting a case through the justice system is high.[454] Additionally, a phone is necessary to make a call to report; however, most women and girls do not have access to this technology.[455]

Because of these challenges, Madagascans typically do not trust the justice system and have little faith in the follow-up of reports, which often leads to underreporting and, in turn, a lack of prosecution of perpetrators.[456, 457]

Families often prefer traditional resolution mechanisms in cases of commercial sexual exploitation and sexual violence against children in Madagascar. Most cases of sexual violence against children are addressed within the family and/or community instead of the court system.[458] This is, in part, due to the reasons mentioned above and also because survivors and families wish to maintain social cohesion.[459] Therefore, families often consult with chiefs and elders to settle matters within the family or the community. These settlements do not necessarily address the needs and best interests of the survivor. Furthermore, the settlements often neither hold perpetrators accountable nor prevent them from inflicting further abuse and/or exploitation.[460]

Mitigation strategies:

Some sexual tourism mitigation strategies exist but they are often ineffective. In Madagascar, there have been trainings on child sexual tourism for hotels in larger tourism hubs in Toliara and Nosy Be, and these hotels also signed the Code of Conduct (see above). However, these trainings and codes of conduct are insufficient because there is no Local Code Representative present to monitor and enforce the code.[461] Sustainable implementation is also challenging because of lack of ownership and support among local community members.[462] Many posters provide information targeted at stopping sex tourism with minors, but sexual tourism experts typically deem these as ineffective.[463]

Response services:

Only limited services exist for survivors of sex trafficking. Madagascar has 450 society and community-based Child Protection Networks. These systems cover 55 districts in 11 regions. Unfortunately, these networks are not always fully functional. They do not have systematized reporting, and often parties involved in cases of sexual exploitation and abuse settle outside of the judicial system.[464] Along with six existing national centers for child survivors of sexual violence, two new centers were established last year. Only eight centers countrywide offer case management, medical, social, and psychological support to survivors of GBV. Social workers refer survivors to the centers.[465] Although centers provide children with room and board, they typically lack schooling, play facilities, legal assistance, and psychological support from psychologists and psychotherapists trained specifically to address the specific needs of child survivors of sexual exploitation.[466]

6.2 RECOMMENDATIONS: TOURISM SECTOR

EMPLOYMENT

Support national, regional, and local SBCC activities and campaigns that focus on transforming harmful gender norms that act as barriers to women's advancement and leadership in the tourism sector. Engage women's associations and traditional leaders, such as clan leaders who are predominantly men, to lead these SBCC activities and campaigns that target and engage women and men to explore transforming these norms.[467] This support should include technical assistance to the Ministry of Tourism in updating existing policies and plans to address underlying social and cultural norms as a key barrier to Malagasy women's increased visibility in higher-level positions in the sector.

Encourage private sector partners in the tourism sector to provide on-the-job mentoring training opportunities to adult women, and young men and women, especially from rural areas. These opportunities should focus on building not only job-related technical competency but also leadership capacity and self-confidence of these actors in the sector.

Support private sector partners in the sector to implement career advancement programs that build on on-the-job training and mentorship opportunities. These programs should encourage internal recruitment for higher-level positions and promotions from their existing pool of national staff, especially of women and young people from rural areas.

Expand local and/or regional education and vocational training options in the sectors that target women and men in rural areas. Carry out this expansion in partnership with universities and sector-specific technical vocational training institutes (e.g., Vatel) and the Ministry of Tourism using education models like remote learning, short courses offered locally, and short-term programs in the capital city funded through scholarships. As possible, tie these local/regional training options to job opportunities upon finalization of training.

Promote inclusive and anti-discriminatory human resource policies, procedures, and practices among private sector and community-based social enterprise (e.g., ecolodges) partners. These policies and practices should include provisions to combat sexual harassment in the workplace, such as developing and implementing a functioning system for reporting, investigating, and addressing incidents of sexual harassment. They also should include stipulations that make hiring, benefits, pay, and working conditions gender equal and equitable.

Ensure private sector and community-based social enterprise (e.g., eco-lodges) partners in the sector have information about GBV referral services in place. This information should be made available to women and men in all places of work in the tourism sector (e.g., hotels, tour companies, ecolodges, restaurants). Examples could include small cards and posters with information on where to access GBV services in places where employees frequent, such as breakrooms and employee bathrooms.

ENTREPRENEURSHIP

Support initiatives that bolster national ownership of tourism infrastructure and businesses, as foreign-owned tourism typically offers fewer economic benefits for local communities, and, in particular, for women. This should include comprehensive support for locally owned ecotourism initiatives through access to credit, technical assistance, special tax incentives, and/or other measures that provide needed support to nationally owned businesses.

Provide entrepreneurship programs that include business and entrepreneurial training, leadership-building, and access to credit and/or seed money and facilitates access to markets. Business and entrepreneurial training should focus on building confidence and vision, developing public and private partnerships, improving financial management, including at the household level, and developing business plans and market knowledge to successfully launch new ventures.[468] When available, provide seed funding and/or access to credit for these new business ventures as well as continued technical training and mentorship to coach girls and young women.[469]

SUSTAINABILITY

Ensure all tourism projects that the Mission funds include a gender-sensitive environmental impact assessment. This assessment should clearly identify how the project may have an impact on the region's biodiversity, climate change, and/or other aspects of the environment requiring protection and how this will impact women and men differently.

Support ecotourism and other locally owned tourism-sector businesses with special programs, such as training women in tourism and sustainability and collaborating with existing women's associations concerned with natural resource preservation. This could include raising public awareness about reforestation and fruit nursery planting and empowering women to be leaders in ecotourism and the preservation of natural resources.[470]

SEX TOURISM

Encourage the Ministry of Tourism to launch tourism marketing campaigns that specifically target women, couples, and families to visit Madagascar together. This will support encouraging a more diverse groups of tourists beyond men traveling for business who are the primary consumers of sex tourism. The Ministry of Tourism should also accompany the marketing campaign with investment in infrastructure to ensure that tourism structures are "family-friendly."

Invest in education, professional and vocational training, and employment options in touristic locations sites like Menabe and Sainte Marie, specifically for survivors of sex tourism exploitation and young women who are most at-risk of sex tourism exploitation. Investment should include basic education as well as vocational training linked to employment in the tourism sector. For children, this could be in the form of internships.

Implement community-wide SBCC activities in tourist locations like Menabe and Sainte Marie to tackle underlying gender norms that sustain the acceptance of sexual tourism and the sexual exploitation of children, especially girls. This should include raising awareness of the harm that sex tourism causes not only to the individuals who are exploited but also to the community as a whole.

Build upon efforts by industry professionals and NGOs, such as those of ECPAT International, to prevent and respond to the sexual exploitation of children in tourist areas. This should take place through training programs to support the government, local authorities, child protection networks, tourism professionals, especially hotel and ecolodge staff, and survivors of violence.

Support the GOM in requiring companies and businesses in the tourism sector to adopt the Code of Conduct to Combat Sexual Exploitation of Children in Madagascar. To build a coalition of informed actors against sexual exploitation across the private, non-governmental, and public sectors, governmental authorities must institutionalize and mandate adherence to the Code for all tourist enterprises. This will limit the opportunities for perpetrators to circumvent it. The authorities must also designate local code representatives to enforce the Code and provide relevant information to the various actors across the country in implementing it.

Ensure all ecolodges supported by the Miarkap HEARTH GDA adhere to the Code of Conduct by training staff to recognize sex tourism and enforcing the prohibition of sex tourism on the premises.

Develop a formal process for mitigating and reporting sexual exploitation including the proactive and survivor-centered identification of victims and survivors, investigation of cases, and referral of survivors to appropriate and quality services.[471] Improve the existing reporting systems to include a central database, a referral mechanism, and an accessible hotline and/or in-person service to report sexual exploitation.[472] Increase efforts to prosecute and convict perpetrators of sexual violence, including buyers, intermediary facilitators of sexual exploitation, and complicit officials.[473] Adequately fund the relevant offices, agencies, and actors to be able to provide quality prevention and response.[474] The latter should include comprehensive training and raising police awareness for mitigating abusive behavior toward girls and women who provide sex in exchange for money. Services targeted to child survivors must be age appropriate and include not only adequate shelter and food but also comprehensive psychological support, schooling, play facilities, and legal assistance.

Support efforts to strengthen the existing legal and policy framework against sex trafficking and sexual exploitation of children. Specific areas to strengthen include enforcing laws; prosecuting and punishing traffickers, including intermediaries; and changing the Malagasy law to make buying sex a crime in Madagascar, thereby placing the punitive burden on those who drive demand (buyers who are predominantly men).

ANNEX A: SCOPE OF WORK

1. BACKGROUND

The U.S. Agency for International Development (USAID)'s Health, Ecosystems and Agriculture for Resilient, Thriving Societies (HEARTH) engages private sector partners to co-design integrated sustainable development activities that conserve high-biodiversity landscapes and improve the well-being and prosperity of communities that depend on these landscapes.

USAID and the private sector collaborate through HEARTH on natural resource management, climate change adaptation, emerging infectious disease control, maternal and child health, voluntary family planning, nutrition, farming, economic growth, energy, and governance.

Under HEARTH, USAID is developing Global Development Alliances (GDAs), which are high-impact activities that conserve biodiverse ecosystems and improve the well-being and prosperity of communities that depend on them by helping the private sector. USAID/Madagascar's Sustainable Environment and Economic Development (SEED) Office is planning to implement three HEARTH GDAs with several local and international private sector partners.

2. OBJECTIVES AND TIMELINE OF THE GENDER ANALYSIS

Objective

To conduct a gender analysis for three HEARTH GDAs of the coca, vanilla, and aquaculture value chains. The analysis of the coca and vanilla value chains will focus regionally on the Tsaratanana Forest Corridor (COMATSA) and the Fandriana-Vondrozo Forest Corridor (COFAV). The aquaculture value chain study will concentrate geographically on the MaMaBay, Menabe, Atsimo-Andrefana, and Anosy.

To conduct a gender analysis of the tourism sector in Madagascar, with specific attention given to reducing sex tourism and educating and training women to take formal and more senior roles in the tourism sector.

3. METHODOLOGY

3.1 In-Country In-briefing with USAID/Madagascar Mission Staff

During the first week of this task order, the gender analysis team will provide key Mission staff with a presentation on the purpose and methodology of the gender analysis.

3.2 Draft Gender Analysis Report

The gender analysis will include a combination of secondary and virtual primary data collection.

The research team will then prepare a draft gender analysis report that follows the structure and format of the USAID/Madagascar CDCS gender analysis report.

3.3 Validation Workshop – Draft Gender Analysis Report

The research team will conduct a validation workshop for the draft gender analysis report with

USAID/Madagascar.

3.4 Final Gender Analysis Report

The research team will prepare a final gender analysis report that incorporates the feedback of USAID/Madagascar on the draft report.

4. DELIVERABLES AND REPORTING GUIDELINES

4.1 Key Deliverables

The associated work will include the following deliverables:

	Deliverable/Task	Due Date
1.	In-briefing with USAID/Madagascar	March 10, 2021
2.	Draft Gender Analysis Report	March 10, 2021–April 16, 2021
3.	Validation Workshop–Draft Gender Analysis Report	April 20, 2021
4.	Final Gender Analysis Report	April 22–May 6, 2021

4.2 Reporting Guidelines

Gender Analysis Reporting Guidelines

The **Gender Analysis report** (for the four sectors) should be approximately 50 pages long (excluding annexes), should follow the format below, and should be submitted electronically in Microsoft Word and PDF versions. The report should include:

1. Executive Summary (2 pp.)
2. Table of Contents (1 pp.)
3. Acronyms (1 pp.)
4. Introduction (1 pp.)
5. Background (2–3 pp.)
6. Methodology (1 pp.)
7. Finding, by ADS205 domain (5 pages)
8. Findings/Conclusions/Recommendations, by development objective, including a list of potential partnerships and key players working on gender in Madagascar (30–36 pp.)
    - Recommendations for future USAID programming that highlight lessons learned from current programming with consideration of linkages to existing programs
9. Annexes

- Gender Analysis SOW
- List of Key Documents
- List of Participants and Organizations Interviewed

5. TEAM COMPOSITION

Team Leader

This position seeks an international consultant with core experience working with and knowledge of USAID programs who is an experienced social scientist with expert-level knowledge in conducting gender assessments in Africa (required), preference given for relevant Malagasy experience. Other qualifications include:

- Minimum of 10 years' of experience in research, policy formulation, and program design
- S/he must have at least 10 years of experience in gender analysis–including gender-based violence prevention and response.
- Familiarity with USAID strategic direction and program management.
- Exceptional inter-personal and inter-cultural skills.
- Excellent leadership skills.
- Sector expertise in one of the priority sectors areas: agriculture and economic growth.

National Gender Experts (two)

The team must include two national Malagasy gender experts who exhibit complementary skills to the team lead and core experience conducting thorough evidence-based research gender issues in Madagascar. Other qualifications include:

- Minimum of seven years of experience in conducting evidence-based research and expert knowledge on gender and women's economic empowerment issues in Madagascar
- Knowledge in technical areas such as agriculture or economic growth
- Knowledge of the Government of Madagascar's gender environment and development partner engagement
- Knowledge of socio-cultural beliefs and practices in Malagasy societies
- Exceptional inter-personal and inter-cultural skills

Examples of past analysis reports produced under the direction of the proposed team leader and national gender expert may be requested as well as character and professional references.

6. GENDER ANALYSIS MANAGEMENT

6.1 Logistics

USAID will assist the team in gathering relevant contact information from those groups, organizations, and individuals identified for interviews.

6.2 Scheduling

The expected period of performance for the assessment will be roughly 40 days per the outline below (extended timeframe due to end-of-year holidays).

Note that this work order includes a six-day work week for the duration of the work order due to the compressed timeframe for completing the deliverables listed in Section 4.

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ANNEX C: INTERVIEW GUIDES FOR THE GENDER ANALYSIS

Agriculture and Aquaculture Value Chains – NGOs and Governmental Actors supporting value chains

Name(s) of Interviewee(s):	
Title(s):	
Institution/Organization:	
Sex(es):	
Date of interview:	
Names of Interviewers:	

INTRODUCTION:

Thank you very much for setting aside time to talk with me today. As you know, our interview is

is part of the gender analysis that will inform USAID/Madagascar's Sustainable Environment and Economic Development (SEED) Office implementation of three Health, Ecosystems and Agriculture for Resilient, Thriving Societies Global Development Alliances (HEARTH GDA) with several national and international private sector partners.

The gender analysis focuses on identifying key gender advances, inequities, constraints, and opportunities in four agriculture/aquaculture value chains (cocoa, vanilla, sea cucumber, and seaweed) and the tourism sector in Madagascar.

The interview will take between 1 and 1.5 hours. Your participation in this interview is completely voluntary. If you would like to stop the interview at any time, please let me know. There are no right or wrong answers. Please feel free to give your honest opinion and experiences and as much information as you can in response to the questions.

Everything you share with us will remain anonymous but not confidential. This means that we may share quotes or stories, but your name will not be tied to them. No personal information will be disclosed in any setting.

If you wouldn't mind, I (*my colleague and I*) will be taking notes to capture the highlights of our conversation to use in our analysis. Would that be alright? [I will also be recording for backup purposes, will that be okay?]

Let's begin.

Questions:

1. Please briefly describe the mission of your organization/Ministry/Government agency and how your organization/Ministry/Government supports/works with this value chain. [475] What is your role in the organization/Ministry/Government?
2. What role does your organization/Ministry/Government play and what support does it provide to facilitate women's and men's respective entrepreneurship in the value chain?
3. What are the primary steps of this value chain and who are the major stakeholders of this value chain? Where are women and men most prevalent along the value chain and in what capacity?[476]
4. Please describe the different on-farm (production, harvesting, etc.) roles and responsibilities that women, men, girls and boys have, respectively, in this value chain.[477] Please provide as many details as possible related to on-farm tasks and how that work is divided by women and men. ***Probe for any potential differences by age and gender.*
5. Are there commonly accepted ideas (perceptions/stereotypes) that impact how women, girls, men, and boys participate in this value chain? Please explain. ***Probe for information about perceptions/stereotypes about appropriate roles/jobs for women versus men (and girls/boys) have in the value chain, perceptions about who is the decision-maker in the household or about inherent leadership abilities that may impact women's participation and leadership in farmers' associations, etc.*
6. What data exists from your organization in relation to women's and men's informal and formal employment in the value chain? Could you share it with us?
7. How do women-headed household farms and men-headed household farms participate in the value chain differently?
8. What is the number of women-owned businesses in the value chain in regions in question?[478]
9. What are the barriers for women to run businesses in this value chain?
10. How do women and men access agriculture extension services, technologies, business development services, information about markets and prices, inputs like land, labor, and farming supplies, and credit/financial services, respectively? What barriers do women and men, respectively, face to access these resources? ***Probe for any specific barriers women or men have in getting information, such as limitations in digital literacy, access to data/the Internet, inability to travel to markets, female extension agents.*
11. What limitations do women farmers, especially in female-headed households, face in terms of needed certifications, land ownership, access and control over other assets and resources, education and training, etc.?
12. What are the benefits or disadvantages of women's and men's respective participation in cooperatives, producer organizations, and/or farmers' associations? ***Probe for women's potential increase in decision-making power in the HH; probe for potential disadvantages like reinforcement of same gender and social norms (e.g., reserves women for domestic-like responsibilities within the framework of the association).*
13. What barriers and opportunities exist for supporting gender equality and economic empowerment of women as well as increases in their visibility along the value chain (e.g., in formal employment along the value chain, entrepreneurship, etc.)? ***Probe for potential barriers like time burden/poverty, gender discrimination/social norms and beliefs, gender-based violence, etc. Probe for potential opportunities like new value-added products that women could make, etc.*
14. Where are the greatest challenges related to gender equality in the value chain? ***Probe for issues related to gendered division of labor/time burden; gender norms and beliefs, unequal access to and control over assets and resources; unequal decision-making power, control over and use of financial benefits of value chain income, etc.)*
15. Is there violence against women and girls in the value chain? How does this impact women working in this value chain, including their role, visibility, and responsibilities along the value chain? ***Probe for information about anywhere GBV survivors can go for resources and support.*

16. What are opportunities or promising practices for supporting gender equality in this value chain?
17. Please share any other final thoughts or feedback.

Agriculture and Aquaculture Value Chains – Private sector Actors (input suppliers, business development service providers, agricultural extension service providers)

Name(s) of Interviewee(s):	
Title(s):	
Institution/Organization:	
Sex(es):	
Date of interview:	
Names of Interviewers:	

INTRODUCTION:

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Let's begin.

Questions:

1. Please describe your/your organization/company role in the value chain[479] (e.g., input supplier, business development service provider, agriculture extension service provider). How does your organization/company fit into the larger value chain?
2. How did you raise the initial funds to purchase/obtain the business?[480] How did you get additional funds, if any, to expand the business?
3. How involved are women and men, respectively in running your enterprise?[481]
4. Are there specific tasks that women and men are better suited for in your enterprise?
5. FOR AG. EXT. AGENTS ONLY: What are the obstacles to reaching women with your technical services? [Probe to understand if the limited number of female ag. agents plays a role or if for certain crops considered 'male' if it's difficult to target women]
6. FOR WOMEN-OWNED INPUT SUPPLIERS: What are the challenges to running an input business as a woman? What opportunities are there for more women to enter this segment of the value chain?
7. Are their policies or requirements that make it difficult to start a business (i.e., registration and licensing) along this value chain? Which ones and why? What can be done to streamline business registration and licensing?
8. Who are your primary clients? Why? What are their primary needs?
9. What are the barriers to targeting women and men, respectively, for your services?
10. Do you have any services that are specifically targeted towards women farmers and/or entrepreneurs in this value chain? If yes, what are they and how much do women take advantage of these services?
11. Do you think women entrepreneurs face greater difficulty in navigating the business regulatory system for this value chain? If yes, why and how?
12. What opportunities exist for creating new off-farm jobs and/or enterprise-making opportunities for women and men along the value chain through new types of processing and/or value-added products before exportation?
13. What are opportunities to increase the role and visibility of women along the value chain?
14. Do you sell/provide services to cooperatives and/or producer associations/organizations? If yes, what is your criteria for selection? Of your current contracts with cooperatives and/or producer associations/organizations, what is their composition in terms of male and female members?
15. In what ways do you work to ensure fair price to smallholder producers? Are prices charged to women and men equitable or are there differences typically? Why?
16. Do you provide any sort of technical or resource assistance to farmers? If yes, what type and who is the primary recipient of the assistance (predominantly women, predominantly men, or a more or less equitable benefit)?
17. Please share any other final thoughts or feedback.

Agriculture and Aquaculture Value Chains – Private sector Actors (processors/collectors/buyers/national value-added producer/retailers, exporters)

Name(s) of Interviewee(s):	
Title(s):	
Institution/Organization:	
Sex(es):	

Date of interview:	
Names of Interviewers:	

INTRODUCTION:

Thank you very much for setting aside time to talk with me today. As you know, our interview is part of the gender analysis that will inform USAID/Madagascar's Sustainable Environment and Economic Development (SEED) Office implementation of three Health, Ecosystems and Agriculture for Resilient, Thriving Societies Global Development Alliances (HEARTH GDA) with several national and international private sector partners.

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Everything you share with us will remain anonymous but not confidential. This means that we may share quotes or stories, but your name will not be tied to them. No personal information will be disclosed in any setting.

If you wouldn't mind, I (*my colleague and I*) will be taking notes to capture the highlights of our conversation to use in our analysis. Would that be alright? [I will also be recording for backup purposes, will that be okay?]

Let's begin.

Questions:

1. Please describe your/your company's role (e.g., private sector Malagasy buyers/processors and/or value-added businesses, exporters) in the value chain.[482] How does your company fit into the larger value chain?
2. How did you raise the initial funds to purchase/obtain the business? How did you obtain additional funds, if any, to grow your business?
3. How involved are women and men, respectively in running your enterprise? [*make sure to note approximate percentages of men/women employed and in what capacity*]
4. Are their policies or requirements that make it difficult to start a business (i.e., registration and licensing) along this value chain? Which ones and why? What can be done to streamline business registration and licensing?
5. Do you think women entrepreneurs face greater difficulty in navigating the business regulatory system for this value chain? If yes, why and how?
6. What type and how many off-farm jobs are available in Madagascar along this value chain? What kinds of jobs are available/occupied by women and men, respectively? ***Probe for jobs for women*

and men in preliminary processing (e.g., drying of seaweed and sea cucumbers) and/or value-added (e.g., production of fine chocolate) plants/factories.

7. Do you believe that men or women are better suited to particular jobs in your business? Which ones and why? ***Probe also for whether there are roles that girls and boys and/or young men and women have and/or believe are better suited for fulfilling certain jobs/roles.*
8. Are there laws or policies that prohibit or act as a barrier to men or women performing particular jobs in the plant/factory? Which ones and how?
9. Do you believe that there are differences in the supply or quality of the product that you receive from men or women? In what ways does supply or quality differ dependent on whether the farmers are men or women?
10. With whom do you negotiate your sales contract (man/ woman)? Do you have a gender preference with whom to negotiate the contracts? Why?
11. Do you buy from cooperatives and/or producer associations/organizations? If yes, what is your criteria for selection? Of your current contracts, what is their composition in terms of male and female members?
12. In what ways do you work to ensure a fair price to smallholder producers? Are prices paid to women and men equitable or are there differences typically? Why?
13. Do you provide any sort of technical or resource assistance to farmers? If yes, what type and who is the primary recipient of the assistance (predominantly women, predominantly men, or a more or less equitable benefit)?
14. Who is your typical business client (e.g., for processors, to whom do you sell preliminary processed good; for exporters, to which countries and what types of companies do you export and for what purposes?)
15. What opportunities exist for creating new off-farm jobs and/or enterprise-making opportunities for women and men along the value chain through new types of processing and/or value-added products before exportation?
16. What are opportunities to increase the role and visibility of women along the value chain?
17. Please share any other final thoughts or feedback.

Agriculture and Aquaculture Value Chains – Producers/Farmers in the value chain (Individual interviews with male and female farmers/producers)

Name(s) of Interviewee(s):	
Title(s):	
Institution/Organization:	
Sex(es):	
Date of interview:	
Names of Interviewers:	

INTRODUCTION:

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The interview will take between 1 and 1.5 hours. Your participation in this interview is completely voluntary. If you would like to stop the interview at any time, please let me know. There are no right or wrong answers. Please feel free to give your honest opinion and experiences and as much information as you can in response to the questions.

Everything you share with us will remain anonymous but not confidential. This means that we may share quotes or stories, but your name will not be tied to them. No personal information will be disclosed in any setting.

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Let's begin.

Questions:

1. Please describe the different on-farm (production, harvesting, etc.) roles and responsibilities that women and men have, respectively, in this value chain.[483] Please provide as many details as possible related to on-farm tasks and how that work is divided by women, girls, boys, and men.
2. How satisfied are you with your role, responsibilities, and amount of time dedicated to working along this value chain? What would you change if you could? What would help you make the change? ***Probe for women's interest in expanding roles/responsibilities in production and in other segments of the VC. Probe issue of time burden, any existing technologies that could support production, and to what extent shifts in power dynamics at home to allow more control over HH income would support expanded roles.*
3. To what extent do you have access and control over land? How do you have access to land? What are the barriers to your accessing land? How does this differ for women and men? ***Probe for potential ways like inheritance from parents, inheritance from husband?*
4. To what extent do you have access and control over other resources and inputs needed for the production of XX[484] (e.g., labor, credit/financial services, VC-specific farming inputs[485])? How do you access these resources and inputs? What barriers do you face accessing and controlling these resources and inputs? How does this differ for women and men?
5. How do you obtain information about new farming practices, innovations, technologies related to this value chain and/or entrepreneurial/business development services (e.g., NGOs, governmental extension services, etc.), if any? What barriers do you face accessing information, technology, and innovations? How does this differ for women and men?
6. Are their specific farming practices, innovations, technologies that you wish to know more about in relation to X?[486]
7. How do you obtain information about potential markets and market prices related to the sale of your primary agriculture/aquaculture product?[487] How does this differ for women and men?

***Probe for any specific barriers women or men have in getting information, such as limitations in digital literacy, access to data/the Internet, inability to travel to markets, female extension agents.*

8. What are the top three challenges you face in regard to working in this value chain? ***Probe for differences between women and men. Probe for on-farm security/theft; gender discrimination; access to credit; insufficient time/time poverty; etc.*
9. Who makes decisions related to and is responsible for the production, sales (when/how/negotiation of sales and prices), and use of income derived from the sale of your primary agriculture/aquaculture product? ***Probe about whether it is difficult for women to engage with buyers and probe for differences between the types of buyers (e.g., collectors, other intermediaries (find out which kind), export companies, national private sector companies that will make a finished product, etc.*
10. Who manages income from the sale of your primary agriculture/aquaculture product? How is the income usually used?
11. To what extent do you participate in cooperatives, producer organizations, and/or farmers' associations for XX?[488] What are women's and men's participation, including leadership and membership) in these groups? What barriers do women and men face, respectively to entering these groups? What about providing leadership for these groups?
12. What benefits or disadvantages arise from your participation in cooperatives, producer organizations, and/or farmers' associations? ***Probe for women's potential increase in ability to negotiate prices, receive technical or price information, etc.; probe for potential disadvantages like time-burden, financial requirements for participation, reinforcement of same gender and social norms (e.g., reserves women for typically women-held roles within the framework of the association).*
13. Are there laws, policies, and/or registration and licensing requirements that make it hard for you to run your farm as a business? If yes, which ones and how?
14. What do you do on your farm to manage natural resources and preserve the environment? What challenges do you face doing this? ***Probe for any gender-specific challenges like gender discrimination, threats by violators (that may deter women), etc.*
15. Please share any other final thoughts or feedback.

VANILLA VALUE CHAIN

Who decides on engaging with collectors for 'flower loans'? What are the difficulties associated with such loans? What happens when the loan cannot be repaid?

Tourism Sector – All Stakeholders (Hotel Operators; Tourism Education/Training/Professional Development Providers; Tour Operators; Ministry of Tourism; NGOs; Women-owned tourism business owners)

Name(s) of Interviewee(s):	
Title(s):	
Institution/Organization:	
Sex(es):	
Date of interview:	
Names of Interviewers:	

INTRODUCTION:

Thank you very much for setting aside time to talk with me today. As you know, our interview is

is part of the gender analysis that will inform USAID/Madagascar's Sustainable Environment and Economic Development (SEED) Office implementation of three Health, Ecosystems and Agriculture for Resilient, Thriving Societies Global Development Alliances (HEARTH GDA) with several national and international private sector partners.

The gender analysis focuses on identifying key gender advances, inequities, constraints, and opportunities in four agriculture/aquaculture value chains (cocoa, vanilla, sea cucumber, and seaweed) and the tourism sector in Madagascar.

The interview will take between 1 and 1.5 hours. Your participation in this interview is completely voluntary. If you would like to stop the interview at any time, please let me know. There are no right or wrong answers. Please feel free to give your honest opinion and experiences and as much information as you can in response to the questions.

Everything you share with us will remain anonymous but not confidential. This means that we may share quotes or stories, but your name will not be tied to them. No personal information will be disclosed in any setting.

If you wouldn't mind, I (*my colleague and I*) will be taking notes to capture the highlights of our conversation to use in our analysis. Would that be alright? [I will also be recording for backup purposes, will that be okay?]

Let's begin.

Questions:

1. Please describe your/your company's role in the tourism sector.
2. What roles/jobs do women typically play/have in the tourism sector? How does this compare to men? What about girls and boys? *Probe for information specifically about Menabe and Sainte Marie/Nosy Boraha[489]
3. What are the reasons for a division of roles between women and men in jobs within the tourism sector? What are ways to decrease the division by sex of these roles?
4. How prevalent is women's participation in leadership, managerial, and high-level roles in the tourism sector in Menabe and Sainte Marie/Nosy Boraha? How does this differ with other tourist areas of the country?
5. What obstacles exist to women playing a more prominent role in leadership, managerial, and high-level positions in the tourism sector, including entrepreneurship, in the tourism sector in Menabe and Sainte Marie/Nosy Boraha? ***Probe for information about social and cultural norms that may limit their professional progression (e.g., discrimination, stereotypes about jobs for women and men, etc., gendered roles and responsibilities, access to education and progression to higher levels, etc.); Probe for gender-specific barriers related to access to credit/financial services, labor, regulatory/licensing processes, etc.*
6. What opportunities exist for women to play a more prominent role in leadership, managerial, and high-level positions, including entrepreneurship, in the tourism sector in Menabe and Sainte Marie/Nosy Boraha?

7. What is the approximate percentage of women-owned/women-run businesses in the tourism sector? [490]
8. What type of vocational and/or training programs exist for the tourism industry? To what extent are women targeted, especially for business leadership development?
9. Who are tourists that come to Madagascar? Men (on business? Strictly for leisure?), women (on business? Strictly for leisure?), couples, families? And to what degree do these groups make up tourists to Madagascar? What types of activities do these different groups of tourists seek in Madagascar?
10. How is tourism marketed in Madagascar? How does tourism marketing and communication differ when targeting women versus men?
11. What types of tourism for sexual purposes (often referred to as "sex tourism") exists in Menabe and Sainte Marie/Nosy Boraha?
12. Who participates in "sex tourism" in terms of providing and using services in Menabe and Sainte Marie/Nosy Boraha? Women? Men? LGBTQI+ persons? Girls? Boys? ***Probe for who is paying for sex and who provides transactional sex.*
13. What initiatives, if any, exist in Menabe and Sainte Marie/Nosy Boraha to combat "sex tourism"? Any promising practices and/or lessons learned?
14. In addition to sex tourism, are there other manifestations of violence against women and girls, or LGBTQI+ persons, in the tourism sector? Please specify.
15. What resources are available to survivors of exploitation in the sex tourism industry and other survivors of GBV in the sector? Are there any gaps in services and resources? If yes, what are those gaps?
16. Though the tourism sector in Madagascar has experienced significant growth, this expansion has often failed to translate economically for local communities, and, in particular, women. Why is this? What prevents local communities and, in particular, women from fully benefiting from the expansion?
17. What are the three best practices and/or lessons learned from your work that have contributed to gender equality and/or female empowerment in the tourism sector?
18. Please share any other final thoughts or feedback.

ANNEX D: LIST OF KEY INFORMANTS

KEY STAKEHOLDER	NAME OF ORGANIZATION/POSITION
Aquaculture (Seaweed and Sea Cucumber)	
Charlie Gough	Blue Ventures/Global Technical Advisor fisheries management and conservation
Fred Pascal	OF/CEO
Domoina Rakotomalala	World Wildlife Federation/Regional Coordinator Atsimo-Andrefana
Hantanirina Rasoamananjar	MAEP/Director of Aquaculture Development
Rindra Rasoloniriana	Blue Ventures/Fisheries National Technical Advisor (Madagascar)
Yvette Raveloarisoa	Female seaweed farmer
Hery Razafimamonjiraibe	Blue Ventures/Livelihoods National Technical Advisor (Madagascar)
Christoloïne Razfindravao	IOT/Quality Manager
Constantine Soafaniry	OF/Warehouse Manager
Marcelin Stephan	Male seaweed farmer; President of the Association of Fishers
Nadira Tenake	OF/Chief of Sector (Seaweed Technician)
Richard Tefirahelitovo	Male sea cucumber farmer/President of the Association of Sea Cucumber Farmers
Cocoa	
Bill Guyton	Fine Chocolate Industry Association (FCIA)/Executive Director
Ryan Kelley	Beyond Good/Managing Director
Andrianarison Lalatiana	Male cocoa farmer
Mirana Prisca Rabarivololona	Beyond Good/Quality Manager
Marizaran'I Said	Female cocoa farmer
Mialy Rakotoarison	MAEP/Chief of Vegetable Production Support Services
Anatole Alexandre Rasamilala	CRS/Private sector and Partnership Manager
Harizo Rasolomana	PIC/Manager of Social and Environmental Protection
Vanilla	
Serge Rajaobelina	Sahanala/President
Harivony Ramananjanahary	MAEP/Director of Vegetable Production Support Services

Zoelimalala Ramanse	National Cooperative Business Association CLUSA International (NCBA CLUSA)/Sustainable Vanilla for People and Nature Project
Anatole Alexandre Rasamilala	CRS/Private sector and Partnership Manager
Lydia Rasoanalaina	Association Zoto/Female vanilla farmer
Harizo Rasolomana	PIC/Manager of Social and Environmental Protection
Ryan Roberge	NCBA CLUSA/Senior Manager Enterprise development
Stephano Sabotsy	Association Vagnono/Male vanilla farmer
Tourism	
Rossella Albertini	UNICEF/Gender Advisor
Irene Andreas	Women's Tourism Association of Madagascar/President
Richard Boda	National Tourism Development Institute/General Director
Michèle Cotsoyannis	Ecolodges/Co-found of several ecolodges in Madagascar
Flora Rakotomahanina	UNICEF/Focal Point for Tourism
Falihery Ramakavelo	Vatel *Graduate school specialized in hotel and tourism management
Damiana Rasoavinjanahary	Sahanala/General Manager
Béatrice Ravaotiana	Ministry of Tourism/Service Chief for Tourism Safety and Security

ANNEX E: GENDER ANALYSIS SUMMARY OF FINDINGS AND RECOMMENDATIONS

GENDER ANALYSIS FINDINGS AND RECOMMENDATIONS	
FINDINGS	RECOMMENDATIONS
All Value Chains	
On-Farm Productivity	
• Women in all of the value chains face many gender inequalities (e.g., women's time poverty, unequal access and control over resources and income, unequal leadership opportunities along the value chains, gendered expectations about what constitutes "men's work" versus "women's work").	• Implement SBCC activities with all stakeholders in the value chains, including private sector actors and HHs/farmers/farmer association members.
• The lack of sufficient technology is a barrier to accessing agricultural/aquacultural technical extension services, business development services, and finance for farmers in the value chains.	• Explore partnerships with mobile phone companies (e.g., Orange), non-governmental organizations (NGOs), and the Government of Madagascar to expand Internet access, cell phone coverage, and other appropriate technologies to communities working in the cocoa, vanilla, seaweed, and/or sea cucumber value chains.
• Child labor is a documented risk in all of the value chains, but especially in the cocoa and vanilla value chains.	• Encourage all USAID partners to develop and implement and/or strengthen existing measures to combat child labor in the value chains and ensure they are aware of and abide by existing child labor laws and policies in Madagascar that place the minimum age of work at 16. • Explore synergies between USAID/Madagascar HEARTH GDAs and the mission's governance sector to support enforcement of the GOM's child labor normative and policy framework.
• Formal land transfer is extremely expensive and time-consuming, limiting formal land purchase significantly for rural HHs, especially those that are female-headed.	• Create new and support existing women's saving groups to access credit to buy and own land as a group.
Horizontal Linkages	
• Challenges such as insufficient time, not feeling comfortable speaking in front of men and publicly overall, limited access to transportation, and absence of childcare typically deter women from participating in agricultural/aquacultural POs, cooperatives, and/or farmers' associations.	• Facilitate women's increased participation in POs, cooperatives, and associations through time burden reduction measures. • Collaborate with targeted associations to establish internal structures and policies that are inclusive and gender-sensitive to encourage an increase in women's participation. • Implement a professional development training program targeting women members that focuses on not only agricultural/aquacultural-related technical competencies but also leadership capacity and self-confidence.
• Active participation and leadership in farmers' associations may be a protective factor for women against GBV.	• Encourage GDA partners to collaborate with farmers' associations to implement a comprehensive GBV prevention and response strategy that includes monitoring, reporting, and referring cases of GBV to specialized service providers (where requested).

Vertical Linkages	
• NGOs and private sector actors use a household approach to community-based and/or cooperative farming, which tends to make women invisible. Opportunities exist for NGOs to engage private-sector actors as partners in supporting gender-sensitive approaches. • Opportunities exist to increase awareness and knowledge of GDA partners about the extent to which GBV impacts women and men in the aquaculture value chain and where women can go for support if they experience it.	• Support NGOs and/or private sector actors to use a more nuanced approach to community-based farming and/or cooperative farming that prioritizes equitable participation, which is necessary for women's visibility and control in aquaculture production. • Require the MARISA and TSIRO GDAs to develop a gender equality plan that outlines how NGOs and private sector actors will facilitate gender equality in the GDA. The plan should include a system for monitoring, reporting, and referring cases of GBV to specialized service providers. • Consider developing a community of practice among public, private, and NGO stakeholders for GBV prevention and response in export commodities to better understand what can be done to combat GBV in Malagasy value chains.
Business Enabling Environment, Employment, and Entrepreneurship	
• A discriminatory Labor Code forbids the employment of women on night shifts in industrial establishments, which limits their ability to access formal work in the value chains.	• Encourage the GOM to overturn the gender-discriminatory labor code provisions that prohibit women from working in industrial establishments at night outside of a family structure work setting. This should include establishing requirements for employers to create safe and secure environments that are sensitive to the gender-specific safety and security concerns of women and men.
• Limited access to credit is an important barrier for rural farmers in the value chains, especially for women because of unequal access to land and other resources that could be used as collateral.	• Support the creation of new village savings groups and facilitate access to the Presidential Fiharian Project credit as a means for aquaculture farmers, especially women, to access needed savings and credit to potentially expand their capacity. • Adapt community-level programmatic components, such as SILCs, to include gender equality messages that promote more equitable power relations in HHs, Cooperative/POs, and along the vanilla and cocoa value chains.
Aquaculture (Seaweed and Sea Cucumber) Value Chains	
On-Farm Productivity	
• Growth of deep-water methods of farming seaweed production disadvantages women and non-Vezo ethnic groups. • A pilot program underway in the Western Indian Ocean region to test a controlled land-based seaweed farming system could be a pathway for the equitable participation of women and men in seaweed farming as in-sea farming moves to deeper waters.	• Encourage private sector actors to continue balancing the use of deep-water and shallow-water methods in seaweed aquaculture while actively implementing measures to ensure gender and ethnic equity as the use of deep-water floating line method continues to increase. • Consider conducting a feasibility study on land-based seaweed farming as a pathway to the equitable participation of women and men in seaweed farming as in-sea farming moves to deeper waters.
• Key informants did not identify any differences between women's and men's ability to obtain authorization to exploit marine resources for aquaculture purposes; however, the authorization-granting process is male-dominated, but decisions are male-dominated in the relevant CNRMA. • Though some women aquaculture farmers own land, they most likely do not have equal access to property; women and men aquaculture farmers often do not have formal deeds for their land.	• Where community-based aquaculture is under consideration, monitor access to public waters/marine surface to ensure women have equal access and opportunity to exploit local shores for aquaculture. • Support efforts to ensure women and men have equal property rights.

• Theft is common in aquaculture farms, especially of sea cucumbers, and poses a great risk to not only the safety of the male farmers who guard the enclosures at night but also to the overall economic health of their aquaculture enterprises.	• Provide adequate support to aquaculture farmers to ensure the security of their farms and safety of the men who guard aquaculture enclosures against thieves. • Support government officials to combat the grey-market trade of aquaculture products, notably sea cucumbers.
Horizontal Linkages	
• Many women-only associations exist; these may provide an opportunity for women to become leaders in the aquaculture sector.	• Support existing women's associations (not necessarily related to aquaculture) in coastal communities to pursue aquaculture.
Business Enabling Environment, Employment, and Entrepreneurship	
• In line with global trends, Madagascar has a legal and policy framework governing the aquaculture and fishery sectors that is largely gender neutral.	• Promote gender equality in the existing governmental legal and policy frameworks relevant to the aquaculture and fishery sector.
• Community-based natural resource management is predominantly male dominated; however, the growth of aquaculture has opened the door for more women to participate in conservation efforts.	• Encourage women's active participation in natural resources management and leadership within the CBNRM.
• International certifications, standards/principles, commitments, and private sector company codes of conduct contribute to private sector commitment and active engagement in promoting gender equality and women's economic empowerment in their work.	• Ensure all private sector actors adhere to relevant international certifications, standards/principles, commitments, etc. and make any results of evaluations public to encourage transparency on how they are doing not only on gender equality (as relevant) but also on sustainability, inclusion, child protection, etc.
• Women aquaculture farmers have great potential for entrepreneurial capacity but require additional entrepreneurial training and/or business development services. • Low levels of education and literacy are obstacles for advancing the entrepreneurial ventures of women and men aquaculture farmers. • The seaweed aquaculture value chain many entrepreneurial and/or employment opportunities for farmers, especially women. • Norms defining gender roles and responsibilities contribute to negative perceptions of women aquaculture farmers (and across value chains) who cannot fulfill their care roles. This impedes their advancement as entrepreneurs. Enhancing access to family planning may be an important way to address this issue.	• Prioritize increased access to entrepreneurial training, BDS services, and training on the aquaculture-related certifications for women aquacultural farmers and/or entrepreneurs. • Explore investment in potential entrepreneurial and/or new employment opportunities for farmers, especially women, in the aquaculture sector. • Partner with governmental and non-governmental actors to enhance literacy in coastal communities where aquaculture is prevalent. • Coordinate with USAID/Madagascar's health sector actors to offer family planning services in communities working in the relevant GDA communities.
• Similar to global and national trends across sectors in Madagascar, women in the aquaculture sector generally earn less than their male counterparts. This is due to social and cultural norms and unequal access to higher education. • Sociocultural norms about what constitutes "men's work" versus "women's work" has a large impact on the types of formal jobs that women and men typically hold in the formal aquaculture sector.	• Encourage private sector actors to evaluate their policies and procedures to ensure they are gender-equitable. These should include hiring policies, pay policies, and working conditions.

• Global evidence indicates that women typically benefit more from formal employment in the aquaculture sector than employment as farmers/producers. Yet men tend to progressively appropriate these gains. However, anecdotal evidence from the seaweed and sea cucumber value chains suggests this may not always hold true in the aquaculture value chains in Madagascar.	• Monitor and document the benefits and disadvantages for women in formal employment in the aquaculture sector versus women as (informal) farmers/producers to better understand where women stand to gain the most in the sector.
Agriculture (Cocoa and Vanilla) Value Chains	
On-Farm Productivity	
• Young Malagasy men are interested in accessing more land to start vanilla production and, as a result, are often engaged in deforestation to start vanilla plantations. • Low entry costs, including for inputs, make the vanilla value chain an attractive option for rural HHs, including specifically female-headed HHs. • NGOs and cocoa-buying companies provide the majority of access to inputs and technologies related to cocoa.	• Support the organization of young men and women into cooperatives to increase their access to land and train them on good agricultural practices related to vanilla and cocoa production so that they can offer services to well-established cooperatives.
• In Madagascar, men who control production decisions regarding cash crops often prioritize vanilla production, which has a negative impact on women who traditionally control low-value food crops. • Male-headed HHs outperform their female counterparts in the vanilla value chain. • Inputs, technologies, and agricultural extension related to cocoa and vanilla are provided by NGOs or cocoa-buying companies within the framework of cooperatives and POs; this limits women farmers' access.	• Provide training to women cocoa and vanilla farmers on negotiating and bargaining within the value chain market. • Target women active in the vanilla and cocoa value chains at the community level for training specifically in group leadership, financial management, and ways to find buyers or introduce local buyers to local PO groups.
• Theft is common on vanilla and cocoa plantations; it creates dangerous and exploitative situations for men, especially male youth. • Women-headed HHs in the vanilla and cocoa value chains are more likely than their male counterparts to have insufficient resources to protect their crops despite some initiatives implemented by GDA partners. • Lack of access to security labor, especially in female-headed HHs, leads to premature harvesting of vanilla and, as a result, lower revenue.	• Target youth associations and young men in particular, with additional income-generating opportunities to reduce the incidence of vanilla and cocoa theft. • Ensure GDA partners implement safeguarding policies to make sure guards are employed under conditions in accordance with laws in Madagascar. • Support women-headed HHs with additional support for securing their vanilla and cocoa fields.
Horizontal Linkages	
• Women's participation in vanilla cooperatives is associated with improved outcomes related to vanilla price, harvest, and contract negotiation. • Women's participation in cocoa cooperatives is associated with increased well-being and empowerment. • Men represent the vast majority of vanilla and cocoa cooperative members and are the "de facto" representatives of their HHs.	• Work with targeted POs, associations, and cooperatives in establishing internal structures and policies that are inclusive and gender-sensitive to encourage the increased participation of women.

• Sometimes, integrating women into farmers groups brings the risk of reinforcing harmful gender stereotypes. • Cocoa cooperatives led by men tend to produce higher-quality processed cocoa than those led by women.	• Measure the nature and extent of women's participation in vanilla and cocoa cooperatives across all levels, particularly at senior levels, and make this information publicly available. • Support diverse female-headed HHs (e.g., single, divorced, or widowed women) by targeting their specific needs and building on their unique strengths in vanilla and cocoa production.
Vertical Linkages	
• Developmental and private sector actors working to support vanilla and cocoa production take a "household" approach that inadvertently makes women's contributions in male-headed HHs less visible, excludes them from accessing important technical and financial benefits, and may reinforce gender stereotypes.	• Work with GDA partners to ensure cooperative membership is responsive to power dynamics within HHs by encouraging internal reflections on cooperative power dynamics and participation.
• Female-headed HHs appear to have lower levels of trust of big companies involved in vanilla purchasing.	• Encourage the private sector to work with communities as partners in the communities' long-term development through social investment that goes beyond their commercial relationship with farmers in the vanilla and cocoa value chains.
Business Enabling Environment, Employment, and Entrepreneurship	
• The CNV is a new entity resulting from an institutional overhaul of vanilla in 2019. With a mandate that is currently gender blind, it has the potential to promote the business case for gender equality in the value chain.	• Seek a partnership with CNV to increase women's visibility in the value chain.
• Opportunities exist for GDA partners to build on existing GBV prevention and response strategies developed for implementation along the cocoa and vanilla value chains.	• Work with private sector stakeholders in vanilla and cocoa processing to require safe workplace environments free of harassment, exploitation, and violence.
• Securing documentation for fair trade and organic certification is extremely complicated and requires annual fees, which pose a particular challenge for rural and female-headed HHs.	• Provide support to farmers, especially women, to navigate the complex processes for acquiring organic certifications.
• Outside the TSIRO HEARTH GDA model, abusive loan schemes offered by collectors in the vanilla and cocoa value chains can trap households in harmful cycles of debt with likely a gendered impact on access to resources, food security, and exploitative coping. • Limited access to formal financial services is a barrier to growth for vanilla and cocoa producers, but especially women. • Community savings groups offer a good opportunity to protect vanilla- and cocoa-producing HHs, especially female-HHs, from economic shocks that negatively impact harvest	• Scale up vanilla cooperatives' (and their partners') capacity to provide zero-interest loans to members in need during the lean season through strengthening their capacity for social enterprises. • Adapt community-level programmatic components, such as SILCs, to include gender equality messages that promote more equitable power relations in HHs, cooperative/POs, and along the vanilla and cocoa value chains.
• The equipment and technologies for vanilla postharvest processing are low cost and simple, offering an excellent opportunity to increase women's visibility in the value chain. • Local vanilla curing offers a unique opportunity to increase women's bargaining power in the value chain. • Though high-grade vanilla is by far the most profitable, unique opportunities may be found to explore the use/exporting of lower-grade vanilla	• Create opportunities for women-led enterprises specifically in vanilla curing. • Commission a study to look at opportunities to buy/use lower-grade vanilla for other products like perfume.

for alternative products to benefit, especially, female-headed HHs.	
• Though no formal quantitative employment data are available, qualitative data suggest that women make up the majority of those formally employed in vanilla and cocoa processing.	• Consider investing in a study related to the positive impacts (regarding economic security, food security, education, etc.) that result from women's formal employment in the vanilla and cocoa sectors. • Support initiatives that promote farmers' access, especially women, to formal employment in the cocoa and vanilla value chains.
Tourism Sector	
Employment	
• Women mostly occupy the lowest-paid functions in the tourism sector. • Women earn less than men in the tourism sector in part because they occupy the lower-paying jobs. • Women often face employment discrimination and sexual harassment. • Very few Malagasy women are in leadership positions in the tourism sector. • Negative stereotypes and gender norms hinder women's advancement in the tourism sector. • Unequal access to education and vocational training, especially in rural areas, limits women's advancement in the sector. • GBV is a reality for women working in the tourism sector in line with national trends. Resources are limited to prevent and respond to it.	• Support national, regional, and local SBCC activities and campaigns that focus on transforming harmful gender norms that act as barriers to women's advancement and leadership in the tourism sector. • Encourage private sector partners in the tourism sector to provide on-the-job mentoring training opportunities that focus on building not only job-related technical competencies but also leadership capacity, along with self-confidence in adult women, and young men and women, especially from rural areas. • Support private sector partners in the sector to implement career advancement programs that build on on-the-job training and mentorship opportunities to encourage internal recruitment for higher-level positions and promotions from their existing pools of national staff, especially women and young people from rural areas. • Expand local and/or regional education and vocational training options in the sectors that target women and men in rural areas. • Promote inclusive and anti-discriminatory human resources policies, procedures, and practices among private sector and community-based social enterprise (e.g., ecolodges) partners. • Ensure that private sector and community-based social enterprise (e.g., ecolodges) partners in the sector have a GBV information and referral system in place.
Entrepreneurship	
• Female entrepreneurship in Madagascar is growing, and tourism presents opportunities for female entrepreneurs. • Women who have the potential to be business owners in the tourism sector face many financial barriers. • For women entrepreneurs in Madagascar who start a business, geographic barriers often inhibit the enterprise from expanding beyond the local community and achieving wider market access. • Significant growth of the tourism sector in Madagascar has not trickled down to local communities, in particular for women. This is in part due to the way foreign-owned companies manage this growth.	• Support initiatives that bolster national ownership of tourism infrastructure and businesses, as foreign-owned tourism typically offers fewer economic benefits for local communities, and, in particular, women than those owned locally. • Support entrepreneurship programs that include business and entrepreneurial training, leadership-building, and access to credit and/or seed money and facilitates access to markets.

• Issues like self-confidence play a role in deterring Malagasy women and girls from becoming entrepreneurs in this sector.	
Sustainability	
• Without precautions, tourism can have serious impacts on climate change that, in turn, could seriously affect the Malagasy population, especially women. • Women play an important role in ecotourism, and ecotourism provides unique livelihood opportunities for local women and men.	• Ensure all tourism projects that the Mission funds include a gender-sensitive environmental impact assessment. • To empower women to be, or continue to be, leaders in ecotourism and the preservation of natural resources, support ecotourism and other locally owned tourism-sector businesses with special programs, such as training women in tourism on sustainability and enhancing collaboration with existing women's associations concerned with raising awareness on natural resource preservation and fruit nursery planting.
Sex Tourism	
• Sex tourism is widespread in Madagascar and often includes the sexual exploitation of children. • Most perpetrators of child sexual exploitation are Malagasy men traveling for work or pleasure, followed by foreigners such as French, German, and Italian nationals.	• Encourage the Ministry of Tourism to launch tourism marketing campaigns that specifically target women, couples, and families to visit Madagascar together.
• Most of those who work and/or are exploited in the sex tourism industry in Madagascar are girls; however, boys are also exploited in this industry. • Young people aged 15–24 face immense difficulties entering the labor market, which can force young people into informal sectors like sex work.	• Invest in youth education and employment opportunities, especially for young women, in tourist locations like Menabe and Sainte Marie. • Establish or increase professional and vocational training options in tourist sites like Menabe and Sainte Marie, specifically for survivors of sexual exploitation.
• In Madagascar, most cases of sexual violence against children are dealt with within the family. • Sex tourism and sexual exploitation are closely linked to poverty. Sexual exploitation is often accepted by Malagasy people, as it is viewed as an economic revenue for the family. • The tourism Code of Conduct includes measures to combat the sexual exploitation of children in Madagascar and has been signed by approximately 980 actors in the tourism sector. Reporting and response systems exist; however, they are not effective. • Some sexual tourism mitigation strategies exist but they are often ineffective.	• Implement community-wide social and behavior change activities in tourist locations like Menabe and Sainte Marie to tackle underlying gender norms that sustain the acceptance of sexual exploitation of children, especially girls, and sex tourism. • Build upon efforts by industry professionals and NGOs, such as those of ECPAT International, to prevent the sexual exploitation of children in tourist areas through training programs to support the government, local authorities, child protection networks, tourism professionals, especially hotel and ecolodge staff, and survivors on awareness and response to the issue. • Support the GOM to require companies and businesses in the tourism sector to adopt the Code of Conduct to Combat Sexual Exploitation of Children in Madagascar. • Ensure that all ecolodges supported by the Miarkap HEARTH GDA adhere to the Code of Conduct by training staff to recognize sex tourism and enforcing the prohibition of sex tourism on the premises.
• Selling sex in a public place and organizing commercial sex in any place are illegal activities; however, buying sex is not illegal. • Madagascar has adopted some legislation against sex tourism. • Law enforcement is often abusive and arbitrary toward those who work and/or are exploited by the sex tourism industry.	• Develop a formal process for mitigating sexual exploitation and reporting procedures, including processes to identify victims and survivors, investigate cases, and refer victims to appropriate and quality services. • Support efforts to strengthen the existing legal and policy framework against sex trafficking and sexual exploitation of children, which is intrinsically linked to sex tourism in Madagascar.

• The process of arresting and convicting perpetrators of child sexual exploitation faces many barriers.	

ENDNOTES

[1] The GDF for analyzing gender in agriculture value chains is a specific adaptation of The Domains Framework for Gender Analysis developed Deborah Rubin and Deborah Caro of Cultural Practice LLC under USAID contracts (the WID IQC and the Health Policy Initiative). Source: Rubin, Deborah, Cristina Manfre, and Nichols Barrett. 2009. *Promoting Gender Equitable Opportunities in Agricultural Value Chains*. USAID. Prepared by Development and Training Services, Inc. (Link)
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[475] Interviewer, please specify the specific value chain depending on the specific interviewee(s).
[476] Interviewer to be sure to get info for all relevant VCs with which a particular Ministry or NGO works. Ideally, interviews will be conducted with different technical specialist from the same Ministry or NGO for each of the value chains as relevant.
[477] Interviewer, please specify the specific value chain depending on the specific interviewee(s).
[478] Interviewer will send this data request to the interviewees before the interview. If no response before interview, interviewer will remind interviewee of the data request during the interview and establish a deadline for sending it. Estimations would be acceptable.
[479] Interviewer, please specify the specific value chain depending on the specific interviewee(s).
[480] This question only for input suppliers or BDS service providers
[481] This question only for input suppliers or BDS service providers
[482] Interviewer, please specify the specific value chain depending on the specific interviewee(s).
[483] Ibid.
[484] Ibid.
[485] Examples depending on the value chain: sea cucumber juveniles, seaweed starts/cuttings, seeds/plant starts, nets, stakes, fertilizer, etc.
[486] Interviewer, please specify the specific primary product of the value chain (i.e., vanilla, cocoa, sea cucumber, or seaweed) depending on the interviewees during the interview.

[487] Ibid.
[488] Ibid.
[489] As possible, this will be a data request directly to the Ministry of Tourism in anticipation of interview. It will also be posed to other stakeholders to hear their perception about this and any concrete data they have.
[490] A data request will made directly to the Ministry of Tourism in anticipation of the interview. It will also be posed to other stakeholders to hear their perceptions about this and any concrete data they have.