



MORGANA WINGARD FOR USAID

ADVANCING WOMEN'S ECONOMIC EMPOWERMENT: SOCIAL NORMS LANDSCAPING STUDY SUPPLEMENTAL ANNEXES

USAID WOMEN'S ECONOMIC EMPOWERMENT COMMUNITY OF PRACTICE

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ANNEXES

- ANNEX A:** Key Terms and Definitions (in main Social Norms Landscaping Study)
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ANNEX C: ORGANIZATIONS WORKING ON SOCIAL NORMS

TABLE C1. ORGANIZATIONS AND ENTITIES

TOPIC/ ORGANIZATION	DESCRIPTION	WEBSITE
PLATFORMS AND RESEARCH ENTITIES		
ADVANCING LEARNING AND INNOVATION ON GENDER NORMS (ALIGN) <i>ODI</i>	Digital platform for exchanging research, information, and insights, to increase understanding of discriminatory gender norms and the efforts to change them. Website provides background information as well as links to an extensive number of resources.	(Link) (Link)
BEAM EXCHANGE <i>MARKETSHARE ASSOCIATES</i>	A specialist platform for knowledge exchange and learning about market systems, conducting primary and secondary research to understanding how informal rules and gendered social norms shape market behaviors and influence WEE.	(Link)
CGAP, FinEQUITY	A global partnership of more than 30 leading development organizations that works to advance the lives of poor people through financial inclusion. Uses action-oriented research to test, learn, and share knowledge to help build inclusive and responsible financial systems that move people out of poverty, protect their economic gains, and advance broader development goals.	(Link)
EMERGE <i>CENTER ON GENDER EQUITY AND HEALTH, UNIVERSITY OF CALIFORNIA SAN DIEGO</i>	Focuses on gender equality and empowerment measures to monitor and evaluate health programs; aims to improve the science of gender equality and empowerment measurement by evaluating available measures and supporting measure development research in India.	(Link) (Link)
GENDER INNOVATION LAB <i>WORLD BANK</i>	Gender Innovation Lab (GIL) seeks to fill complex knowledge gaps. It is maintained by the Africa Region Gender Practice in partnership with other World Bank units, donors, NGOs, and researchers. The Lab carries out rigorous impact evaluations for initiatives with an explicit or implicit gender perspective and explores gender-based constraints, including gender norms and inequalities that impact women's economic empowerment (WEE).	(Link)
PASSAGES PROJECT <i>LEARNING COLLABORATIVE TO ADVANCE NORMATIVE CHANGE</i> <i>INSTITUTE FOR REPRODUCTIVE HEALTH, GEORGETOWN UNIVERSITY</i>	Implementation research designed to address a broad range of social norms at scale, focusing on violence prevention, gender equality, and family planning. Uses norms-shifting approaches to build the evidence base and achieve sustained improvements.	(Link) (Link) (Link)
SEEP NETWORK	Collaborative network with members who explore innovative strategies for promoting inclusion, increasing participation in markets, and enhancing livelihoods, especially for women.	(Link)
SIGI <i>OECD</i>	Social Institutions and Gender Index (SIGI) is a cross-country measure of gender-based discrimination in social institutions (formal and informal laws, social norms, and practices).	(Link)
WORLD VALUES SURVEY	Designed to analyze people's values, beliefs, and norms in a comparative (cross-national and longitudinal) perspective, through a representative comparative social survey conducted globally every five years. It is the largest non-commercial, cross-national and empirical time-series investigation of human beliefs and values.	(Link)

NON-GOVERNMENTAL ORGANIZATIONS

CHANGE STARTS AT HOME
EQUAL ACCESS Project initially undertaken in Nepal and adapted and expanded to other countries. Was designed to test social behavior change and norms methodologies with rigorous academic research and independent impact assessment. ([Link](#))

PATHWAY TO EMPOWERMENT
CARE An integrated approach to enhancing production, markets, nutrition, gender equality, social norms, and climate resilience. Implements collective action and learning through a range of groups including farmers' field schools, business schools, and village savings and loan associations (VSLAs). Conducts community dialogues and advocacy, especially engaging men and boys to challenge formal policies and shift discriminatory social norms. Pathways was designed in part to test a working hypothesis: that directly addressing gender discrimination can drive a virtuous cycle of increased productivity, empowerment, and equity, resulting in improved income and food and nutrition security. ([Link](#))

WE-CARE
OXFAM Developed to strengthen women's involvement in leadership and livelihood activities, by changing gender norms in the distribution and allocation of unpaid childcare and domestic work. ([Link](#))
[Link](#)

ANNEX D: DESIGN, METHODOLOGY, AND LIMITATIONS

DESIGN

Both primary and secondary data collection were used to answer this landscaping study's research question: What are proven and evidence-based existing approaches that governments, private sector entities, civil society organizations, and societies are using to shift social norms to support and increase women's economic power and gender equality?

This report draws broadly on existing literature related to social norms, WEE, and gender equality. Based on the literature review, a typology was developed to identify and explain the approaches with the strongest evidence base of effectiveness in shifting social norms that advance women's roles in the economy. These interventions were then ranked according to evidence ranking criteria, which categorized them as *proven*, *promising*, and *potential* based on the quality and availability of evidence. Key informant interviews were conducted and used to cross-check and complement findings from the literature review.

METHODOLOGY

Secondary Data Collection in the form of an extensive literature review was conducted first, followed by primary data collection through key informant interviews with subject matter experts, researchers, and practitioners with expertise in one or more of the areas targeted for analysis: (1) household methodologies (HHMs), including personal agency; (2) reference groups and diffusion; (3) platforms for collective learning and action; (4) information and media; and (5) workplace and organizational social norms. This evidence was drawn on for a review of effectiveness, concentrating on key levers for shifting social norms that advance gender equality and WEE.

SECONDARY DATA COLLECTION: LITERATURE REVIEW

This report relies mainly on secondary data, with some primary evidence as offered by key informants. Literature was identified through Internet and database search, supplemented by literature suggested by Banyan Global. Articles and reports that contained literature reviews were used to identify additional relevant resources. The search for relevant literature focused on identifying robust evidence-based research on the relationship between social norms, WEE, and gender equality, and on related impacts of social norms change activities.

Key word searches identified numerous reports, studies, assessments, and evaluations that offered insights into different approaches being used to bring about shifts in social norms that support and increase women's economic power and gender equality. A supplementary search followed up on key informant recommendations, references cited in relevant documents, and documents from different websites, especially non-governmental organizations, USAID, multilateral and other donors, and social norms platforms (e.g., ALIGN, EMERGE, and the BEAM Exchange).

In total, 118 reports, articles, studies, books, and other resources were reviewed, most of which are cited in the landscaping study. Documents identified and reviewed included internal project and evaluation reports, external impact and performance evaluations, working papers, strategic plans, annual

reports, books, and peer-reviewed articles. The literature review included reports drawn from a broad cross-section of international donors, multilateral organizations, women's organizations, and private sector entities including, among others: the International Labor Organization (ILO), International Finance Corporation (IFC), World Bank (WB), International Monetary Fund (IMF), UN entities and departments, IFPRI, ICRW, and USAID.

The reviewed studies employed a mix of research designs and methods. Although randomized control trials (RCTs) are often considered gold standard for drawing causal inferences and assessing impact, it is not always feasible to implement RCTs on all topic areas, especially relating to social contexts and interactions. In many cases, quasi-experimental analysis or qualitative descriptive and survey methods are more appropriate. In general, mixed methods that combined quantitative and qualitative assessment techniques provided the most useful insights on gendered effects and other evidence for this literature review.

PRIMARY DATA COLLECTION: KEY INFORMANT INTERVIEWS

A semi-structured interview guide was used for key informant interviews. The questions were designed to elicit information about lessons learned and to help establish the evidence base of effective approaches and strategies for achieving shifts in social norms that support or increase women's economic power and gender equality. The interview guide also incorporated questions about gaps in knowledge, as well as interviewees' opinions on whether a social norms shift is more likely to precede or follow improvements in WEE.

An initial list of key informants was prepared, drawing primarily on names of individuals who co-authored reports or were identified through key resources, blogs, video conferences, or on social norms-related platforms. This list was expanded using a snowball approach, with follow-up based on recommendations provided by prior participants in key informant interviews. A total of 11 key informants were interviewed. All interviews were conducted remotely, primarily using Google Meet. Key informants ranged from practitioners to academics, all of whom had substantial experience working on factors that influence normative shifts in social norms, especially gender norms.

LIMITATIONS

This study has several limitations. The interface between social norms and women's economic power is not yet well documented and studied. While studies and evaluations of norms-transformative approaches have increased substantially, most of this work relates to social and behavioral change in the areas of health, nutrition, water and sanitation, and intimate partner violence. This literature does offer important insights, but the processes and mechanisms to achieve transformative change, including leveraging and diffusion, will necessarily be different for economic interventions.

Programming has outpaced measurement in social norms interventions. Many programs or projects identify social norms as a key factor in facilitating or constraining interventions, but most do not identify (diagnose), analyze, or measure the impact of specific norms. Some rigorous evaluations are currently in progress (including RCTs and longitudinal survey assessments); however, these are not yet published or available for review. A few RCTs were identified to include in the evidence base, but they provide

limited insights about shifts in social norms; the underlying studies are based on quantitative evidence (or sometimes mixed methods) that do not capture details of the normative shifts. An increase in mixed-method approaches that include qualitative insights into social dynamics and change processes will be needed to better explain findings and outcomes.

Terminology and programming related to social norms and gender-transformative change are still relatively new. Descriptions, definitions, and meanings vary among different projects and programs, even among those with explicit normative change components. Moreover, due to the cross-sectoral and multicomponent approach of many normative-change interventions, it is not always possible to uncouple economic empowerment strategies, activities, and outcomes from the broader intervention, to better assess evidence of impacts and results.

ANNEX E: DOCUMENTS CONSULTED FOR LITERATURE REVIEW

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