

SOCIAL ANALYSIS FOR INCLUSIVE AGRIFOOD INVESTMENTS

Social Analysis Guidelines and e-learning courses



13 December 2023 | LAUNCH WEBINAR

AGENDA

Time (Rome)	Item	Speaker
15.00 – 15.05	OPENING AND WELCOME INTRODUCTORY REMARKS	Giovanni Munoz Facilitator, Service Chief FAO Investment Centre Mohamed Manssouri Director, FAO Investment Centre
15.05 – 15.25	OVERVIEW OF THE SOCIAL ANALYSIS GUIDES	Ida Christensen Senior Rural Sociologist, FAO Monica Romano Poverty and Inclusion Specialist, FAO
15.25 –15:40	OVERVIEW OF E-LEARNING COURSES	Cristina Petracchi Leader of FAO eLearning Academy, FAO
15:40 –15:55	Q&A	Giovanni Munoz Facilitator, Service Chief, FAO
15:55 – 16:25	PANEL DISCUSSION	Chris Brett Lead Agribusiness Specialist, World Bank

Beatrice Gerli Senior Gender and Targeting Specialist, IFAD

Adriano Campolina Senior Policy Officer, FAO

Annah Rutebuka Muja Chief Social Safeguards Specialist, AfDB Francesca Russo Senior Social Development Specialist, EIB

Giovanni Munoz Facilitator, Service Chief, FAO Investment Centre

Response from users

CLOSE

16:25 - 16:30

SPEAKERS



Ida Christensen Senior Rural Sociologist FAO Investment Centre



Mohamed Manssouri
Director
FAO Investment Centre



Giovanni Munoz Service Chief FAO Investment Centre



Monica Romano
Poverty and Inclusion Specialist
FAO



Cristina Petracchi Leader of FAO eLearning Academy, FAO



Chris Brett Lead Agribusiness Specialist World Bank



Beatrice Gerli Senior Gender and Targeting Specialist, IFAD



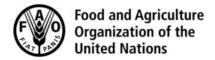
Annah Rutebuka Muja Chief Social Safeguards Specialist, AfDB



Francesca Russo
Senior Social Development
Specialist, EIB



Adriano Campolina Senior Policy Officer FAO



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WHAT ARE THE GUIDES FOR?

To improve the design and implementation of inclusive agrifood investments that:

focus on reducing rural poverty and food insecurity;

respond to the real needs and priorities of marginalized people;

safeguard the interests of vulnerable populations;





are demand-driven, relevant and sustainable;

create socially inclusive, gender-equitable and sustainable development outcomes;

honour the Agenda 2030 principle of **Leaving No One Behind**.

WHAT IS SOCIAL ANALYSIS?



A process of examining the sociocultural, institutional, historical and political contexts.

This includes matters of social diversity and gender, rules and behavior, stakeholder dynamics, participation concerns and social risks.

SOURCE: World Bank. 2013. Design & Implementation: Economic and Social Analysis.

WHAT DO THE GUIDES OFFER?

- Guidance to carry out social analysis in the context of agrifood investments using qualitative and quantitative data (primary / secondary).
- Operational tools for missions, that can be adjusted and used selectively based on context, project stage and mission purpose.
- A reference guide with links to further resources or tools to deepen the analysis in areas of need.



WHO ARE THE GUIDES FOR?

MANAGER'S Guide

For managers of investment operations who are not social analysts.

Manager's Guide:

The "why and what" of managing social analysis (NON experts).

Practitioner's Guide:

The "what and how" of conducting social analysis.

Field Guide:

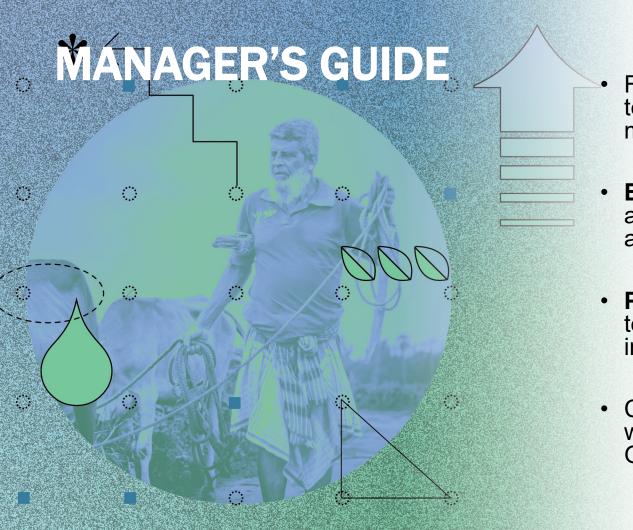
The "how" of carrying out social analysis in field missions.



For social analysts working on investment operations

FIELD GUIDE

For social analysts working on investment operations in the field



 For directors, coordinators, team leaders, task managers.

- Builds understanding around the role of social analysis.
- Provides guidance on how to integrate it in the public investment cycle.
- Can be used in conjunction with the Practitioner's Guide.

UNDERSTANDING

MODULE 1 - WHY IS SOCIAL ANALYSIS IMPORTANT?

Why should managers know about social analysis?

What is the relevance of social analysis to agrifood investments?

What is the role of social analysis in reducing poverty and food insecurity?

MODULE 2 - WHAT TO EXPECT FROM SOCIAL ANALYSIS

Objective and scope of social analysis

Levels of social analysis

Instruments for social analysis

What makes a good social analysis?

MANAGING

MODULE 3 - HOW TO INTEGRATE SOCIAL ANALYSIS IN THE INVESTMENT CYCLE

Country strategy formulation

Programme / project design

Programme / project implementation

Evaluation and impact assessment

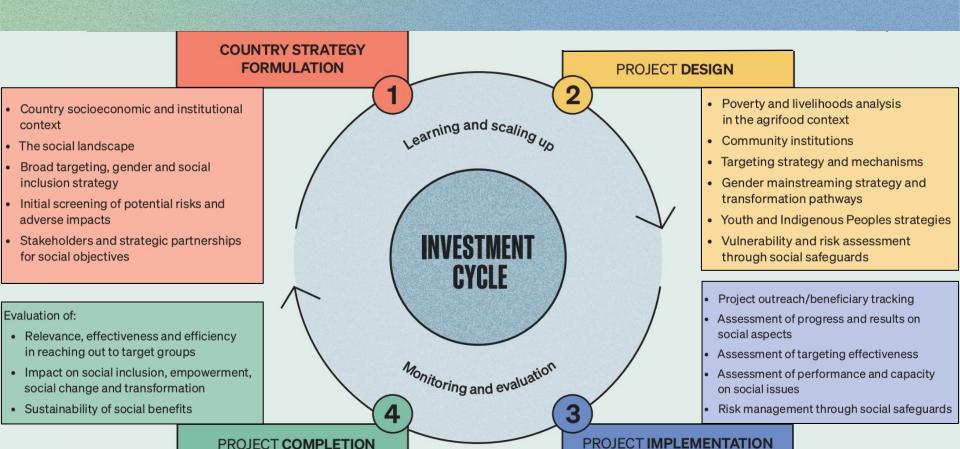
MODULE 4 - HOW TO MANAGE SOCIAL ANALYSIS DEMANDS

Requirements for social analysis

Responsibilities for social analysis

Operational arrangements for social analysis in investment missions

INVESTMENT CYCLE



TOOLS FOR MANAGERS

Table 1

Development of gender and youth action plans

Participatory needs/capacity assessment and community action

Identification of project activities

planning

Managing social inputs and assessment	s across t	the invest	tment cycl	e stages.								
	COUNTRY STRATEGY FORMULATION	N PROJECT DESIGN		PROJECT IMPLEMENTATION		СОМЕ	PLETION			4		A
Management tasks and outputs	Strategic planning	Project identification	Project formulation and appraisal	Start-up / early implementation	Supervision / Mid-term review	asses	pact sment / uation	6)		
Institutional/policy/enabling environment for social inclusion								14 / N				
Socioeconomic analysis												
Stakeholder engagement and consultation												Y
Social mapping								a March		,	/	ğ
Target group (pre-)identification and profiling									TOOLS			
Vulnerability and social risks assessment							ANI	NEX I - REQUIF	REMENTS FOR S	OCIAL ANAI	LYSIS MATRIX	
Identification of partners and capacity gaps							ANNEY	II - CAMDI E T	EDMS OF DEFE	ENCE FOR	SOCIAL ANALYS	ıc
Engagement with other donors/NGOs working in project area							AININEX	II - SAWIPLE II	ERIVIS OF REFER	RENCE FOR S	OCIAL ANALIS	10
Poverty/livelihoods/gender/youth/Ps analysis							ANN	EX III - GLOSS	ARY OF TERMS	USED IN SO	CIAL ANALYSIS	
(Community) institutional analysis and maturity/capacity assessment												200
Definition of targeting strategy and mechanisms												
Definition of gender/youth/Indigenous Peoples mainstreaming/ engagement strategies												
Definition of gender transformation pathways									1			ないの

AGENCY SOCIAL ANALYSIS REQUIREMENTS

FAO, ADB, AfDB, CABEI, CDB, EBRD, GEF, GCF, IDB, IFAD, WFP, WORLD BANK / IFC

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	Poverty targeting, social inclusion- and social protection-related frameworks and strategies	Gender equality and women's empowerment	Strategic areas, objectives or pillars in support of gender equality and women's empowerment	Youth engagement and inclusion	Engagement with Indigenous Peoples	Inclusion of persons with disabilities	Social safeguards review and procedures	Decent employment and child labour issues	Gender-based violence (GBV)
AFDB	AfDB. 2004. Bank Group Policy on Poverty Reduction Emphasizes importance of supporting national ownership, participation and outcome orientation to improve the lives of the poor in Africa. Achievement of this goal entails the integration of a poverty perspective throughout AfDB activities and development of appropriate operational mechanisms and institutional arrangements. AfDB. 2014. Banque Africaine de Developpement Strategie du Capital Humain 2014–2018 Includes topics such as: social protection, gender,	AfDB. 2021. The African Development Bank Group Gender Strategy 2021–2025 Aims to strengthen AfDB's commitment to address challenges women face and promote gender equality as well as women's and girls' empowerment in Africa. AfDB. 2022. Country Gender Profiles 2005–2022	AfDB. 2021. The African Development Bank Group Gender Strategy 2021–2025 i) Empowering women through access to finance and markets. ii) Accelerating employability and job creation for women through skills enhancement. iii) Increasing women's access to social services through infrastructure.	AfDB. 2016. Jobs for youth in Africa: Strategy for creating 25 million jobs and equipping 50 million youth, 2016–2025 AfDB. 2014. Banque Africaine de Developpement Strategie du Capital Humain 2014–2018	Addressed through: AfDB. 2013. African Development Bank Group's Integrated Safeguards System — Policy statement and operational safeguards	No specific policy/strategy, though AfDB includes people with disabilities within its target groups.	AfDB. 2013. African Development Bank Group's Integrated Safeguards System — Policy statement and operational safeguards	Addressed through: AfDB. 2013. African Development Bank Group's Integrated Safeguards System — Policy statement and operational safeguards	Although there is no specific policy or reference in support of activities to address GBV, the issue is addressed indirectly by promoting women's social and economic developmen and gender equality.
CABEI	and jobs for youth. CABEI. 2020. CABEI's 2020–2024 Institutional Strategy Aims to contribute to inclusive economic growth and support countries in their economic policies to reduce poverty and inequality. I) Its Human Development and Social Inclusion Axis aims to generate social capacities that help improve the well-being and quality of life of the Central American region. Ii) Its Program for the Reduction of Extreme Poverty and Social Exclusion (PRPEES) selects geographic areas according to multidimensional poverty maps to focus on education, health, housing, employment and social protection; and promote gender equity and the participation of excluded or vulnerable people.	A Gender Equity Policy and a Gender Action Plan is under development at the time of this publication: CABEL 2021. CABEI and UN Women promote gender equality and empowerment of women in Central America	Under development at the time of this publication: CABEI. 2021. CABEI and UN Women promote gender equality and empowerment of women in Central America	A Youth Employment Program for CABEIs 12 partner countries is under development at the time of this publication jointly with the Organization of libero-American States for Education, Science and Culture (OEI): CABEI. 2021. CABEI promotes innovation and training for youth labor market insertion in the region	No specific policy/strategy; governed through: CABEL 2020. Environmental and Social Strategy 2020-2024	No specific policy/strategy even though CABEI has programmes targeting persons with disabilities.	CABEI. 2020. Environmental and Social Strategy 2020-2024 Implemented through CABEI's Environmental and Social Risk Management System, consisting of the Environmental and Social Risk Identification, Evaluation and Mitigation System (SIEMAS) and the System of Environmental and Social Corporate Responsibility (SASC).	Addressed through: CABEL 2020. Environmental and Social Strategy 2020–2024	No specific policy/strategy; addressed through: CABEI. 2020. Environmental and Social Strategy 2020–2024

SAMPLE TORS FOR SOCIAL ANALYSIS

FOR SOCIAL ANALYST / SPECIALIST

PROJECT FORMULATION/DESIGN

The mission's social analyst is responsible for the project targeting strategy and for integrating both gender and other sociocultural issues across all project components and activities. In order to do so, the social analyst will collaborate and exchange information with the mission team leader and other team members as relevant. Main responsibilities include:

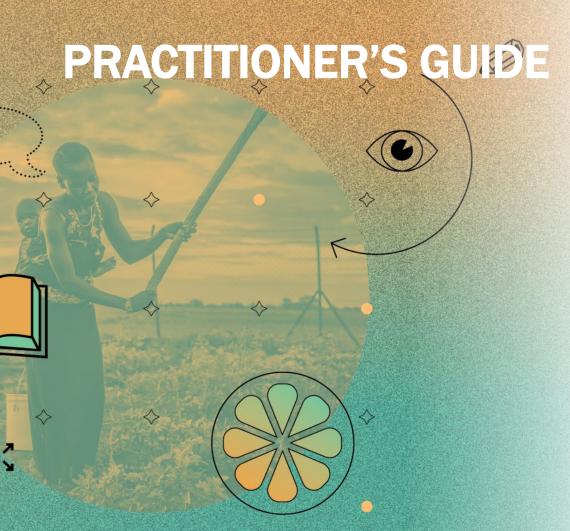
- Carry out a gender-sensitive social analysis at national and local levels comprising the issues of poverty, food security, rural livelihoods, the agrifood system, the socioeconomic and institutional context, and vulnerability.
- Conduct a gender, youth, Indigenous Peoples' analysis, as well as
 of stakeholders and grassroot institutions with mapping as relevant.
- Contribute to the identification of the project's target group and outline targeting, gender and youth mainstreaming strategies.
- Describe the main steps to carry out a participatory needs assessment and community action planning; define a capacity development plan at all levels.
- Identify experiences, lessons learned and successful approaches in engaging with poor rural people and marginalized social groups that emerged from ongoing/past programmes, upon which the project could build or replicate.
- In close consultation with other team members, contribute to the definition of project activities, identifying entry points for mainstreaming gender and social inclusion issues and ensuring that activities are tailored to the needs, capabilities and aspirations of the target group.
- In close consultation with other team members, identify any social risk and anticipated adverse impact; define corresponding mitigation,

FOR PROJECT IMPLEMENTERS

COMMUNITY FACILITATORS/SOCIAL MOBILIZERS (SERVICE PROVIDERS)

The community facilitator or social mobilizer will be contracted as a service provider. Main responsibilities include:

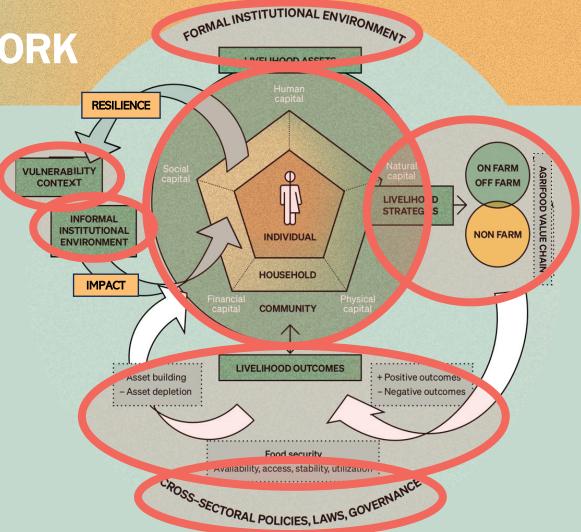
- Mobilize and sensitize target communities about project objectives, activities and opportunities, in a gender- and youth-sensitive manner, including by facilitating initial and preparatory meetings as well as all community meetings during implementation.
- Provide support in identifying and selecting the target group, based on criteria and approach defined in the PIM.
- Coordinate project implementation at the community level, in concert with other community-level implementing partners (service providers, public officers, extension workers), ensuring that community planning is the entry point of project interventions.
- Provide training, mentoring and facilitation support to strengthen
 the capacity, resilience, livelihood development, income-generating
 opportunities and leadership skills of the target group, at individual,
 household and community group level.
- Facilitate the community planning process, including preparation of community plans, in a way that is participatory, socially inclusive and gender-sensitive.
- Carry out participatory monitoring by collecting information and feedback from the communities about project implementation and



- Provides an analytical framework and methodology to guide the analysis conceptually.
- Offers the practical tools and resources needed to support each task and step of the process.
- Used in conjunction with the Field Guide.

ANALYTIC FRAMEWORK

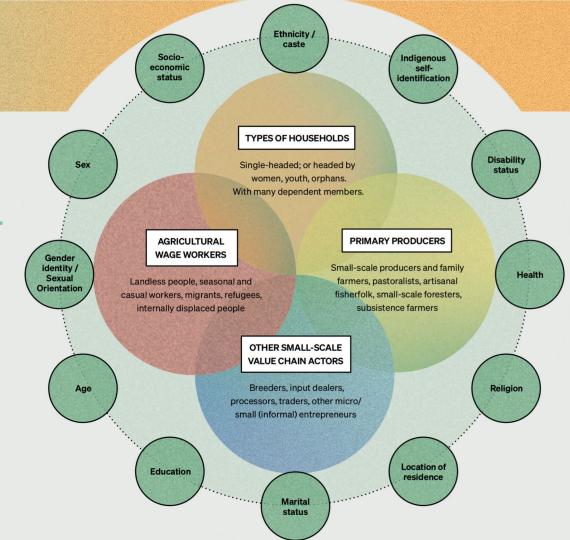
The framework for analysis combines livelihoods approach AND food systems approach.



WHO ARE WE INCLUSIVE OF?

Inclusivity is the empowerment of people who experience higher levels of vulnerability, exclusion and marginalization.

Target groups and intersectionality.



MODULES:

STRATEGIES and PROJECTS: DESIGN - IMPLEMENTATION - EVALUATION



Module 2

ANALYSIS

Task 1

Assessing the socio economic policy context

Task 2

Mapping the social landscape: pre-identification of target groups

Task 3

Mapping of the institutional landscape: identification of strategic partners

Task 4

Carrying out an upstream social risks assessment

OUTPUTS

Task 5

Outlining the broad targeting and social inclusion strategy

Task 6

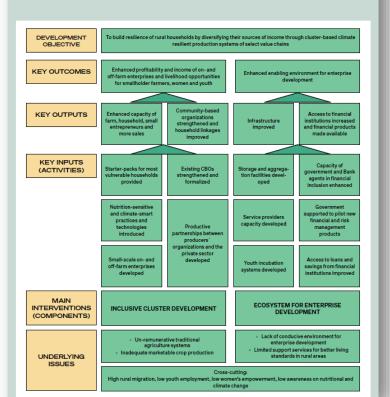
Embedding social inclusion aspects into the strategy's theory of change (TOC) and results framework

SAMPLES OF TOOLS AVAILABLE

Reference Tool



THEORY OF CHANGE: EXAMPLE FROM AN INCLUSIVE AGRIFOOD INVESTMENT



Reference Tool



RESULTS FRAMEWORK: EXAMPLE FROM AN INCLUSIVE AGRIFOOD INVESTMENT

Indicators						Means of verification				
Results hierarchy Name		Base- line	Mid-term	End target	Source	Frequency	Responsibility	Assumptions		
	Persons receiving services proproject	d by the	Project monitoring	Quarterly	PMU/DPMU					
	Males - Males									
	Females - Females		240 000	336 000						
	Young - Young people		264 000	403 200						
	Indigenous Peoples		56 000	117 600						
	Total number of persons receiving services - Number of people		480 000	672 000	-			Project implementation		
Outreach	1.b Estimated corresponding total members	old	Project monitoring	Quarterly	PMU/DPMU	undertaken without delay and with adequate release of financia				
	Household members - Number of people		1960 000	2744 000				resources.		
	1.a Corresponding number of hou		Project monitoring	Quarterly	PMU/DPMU					
	Women-headed households - Households									
	Non-women-headed households - Households									
	Households - Households		400 000	560 000						
Project goal	Percentage of households reporting increase in income by 35 percent above baseline				Impact assesment	At baseline, midterm and	PMU	Sustained government		
Contribute to the doubling of income	Households - Percentage		25	70		completion		policies in favour of rural income		
of rural households and reducedistress	Percentage of returnee migral		Impact	At baseline,	PMU	enhancement with improved				
rural out migration.	Households - Percentage		15	30	assesment	midterm and completion		terms of trade for rural producers.		

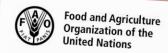
RESOURCES

USEFUL RESOURCES BY 20 THEMATIC AREAS

- Macro-level social analysis for country investment policy and strategy formulation.
- **Project-level social analysis** for design, implementation, supervision, and evaluation.

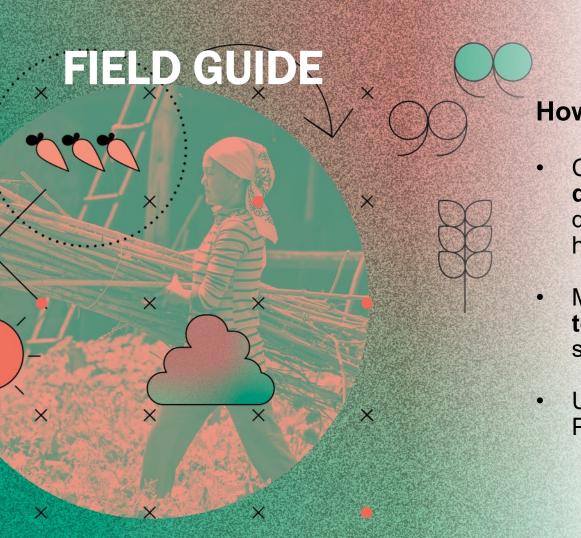
12 GENDER CHECKLISTS

By sector and theme



GENDER CHECKLISTS
SUPPORTING MATERIAL FOR THE
SOCIAL ANALYSIS FOR INCLUSIVE
AGRIFOOD INVESTMENTS
PRACTITIONER'S GUIDE





How to:

- Collect primary data, using rapid qualitative methods; national, district and community (including households).
- Modules, checklists and field tools; to be used flexibly and selectively.
- Used in conjunction with the Practitioner's Guide.

THE 'HOW TO' OF FIELD WORK



Field guide Module 1



Review of secondary data and relevant resources (quantitative and qualitative)



Multi-stakeholder consultations and work with key informants

Definition of field methodology:

- · Agree on the mission's ToR
- · Agree on key social analysis questions
- Define representative communities and the typology of households to visit
- · Finalize the field trip plan

DISTRICT-LEVEL FIELD WORK





Multi-stakeholder consultations and work with key informants Review of district-level data (quantitative and qualitative)



Confirm / fine-tune field methodology:

- Representative communities and households to visit
- · Field visit plan and logistics

COMMUNITY-LEVEL FIELD WORK

Field guide .

Module 3

Direct interaction with a wide range of community stakeholders Participatory primary data collection (using rapid qualitative tools) through:



Community meetings

- · Focus group discussions
- Individual household interviews

FIELD TOOLS

CHECKLISTS

(All Field guide

modules)

(Field guide Module 4)

METHODOLOGICAL PRINCIPLES

- Participatory flexible culturally / gendersensitive data collection.
- Data validity and reliability (triangulation) minimizing bias.
- Data focus and relevance; using checklists.
- Diversity, inclusivity and voice; capturing the realities of all.
- Collaboration and learning; cuts across sectors, disciplines and assigned roles in a mission.

Тур	e of blas	
	Agramont	How to avoid bias
MTRIAG	Agreement bias: when participants choose positive responses to "agree" with the researcher. They mathis due to fatigue, to complete the interview quick	ye Frame questions that are open-en y do participant from simply agreeing of dy. (replying yes or no), and guide thei and honest answer. Ask the same q
PARTICIPANT RIAC		Phrase the questions in a manner the participants to feel accepted no mat answer. Opt for indirect questions, for what a third party would say/do in a participants to project to others and project to
	Habituation bias: when participants provide the same answers in response to similarly-worded questions.	Ensure that different questions are wor and that the questions are engaging an
R BIAS	Confirmation bias: when the interpretation of information favours or confirms prior beliefs or hypotheses. This may happen unconsciously.	Be aware of your own beliefs and values political, etc.) and continually re-evaluat impressions and responses objectively, a pre-held assumptions. Consider all the inobtained with a clear and unbiased mind.
W	Leading questions bias: when questions contain an opinion that prompts participants to respond in a particular way. This is linked to confirmation bias.	Keep your questions simple and neutral, at use of value laden words that emerge from assumptions.
q	Question order bias: when the order in which questions re asked influences the responses to subsequent uestions. This happens when participants compare or dge subsequent questions based on their response to efirst question, resulting in inaccurate answers.	Sequence your questions suitably. Ask gene first, before moving to specific, more sensiti controversial questions.

CHECKLISTS

HOW TO USE THE CHECKLISTS IN THIS GUIDE

The checklists are phrased as guiding guestions which are by no means meant to be used verbatim. It is up to the social scientist to tailor the questions to the appropriate context and audience, remembering to:

Select the questions that are most relevant to the sectoral focus, objectives, and interventions of each specific project or programme.

Formulate additional questions as needed.

Prioritize the questions, considering logistical constraints (e.g. time) and the likelihood of yielding reliable answers from respondents.

Adapt the wording to the local context and the realities (including the educational level) of the respondents.







- 4 Are project activities improving household's food security, healthy
- rights? For example, land titling process, issuing land certificates names of husband and wife; engaging in policy dialogue to secure land property and inheritance rights, etc.
- 4 Is the project introducing farming tools and equipment, including
- 4 How is the project enhancing access to quality and responsive ex agricultural and rural advisory services, and financial services?
- 4 How is the project providing households with greater opportunitie training, and capacity building, for examples, through FFS; technic business and entrepreneurship development training; vocational literacy, numeracy and financial training; nutrition education?
- की Is project supporting or strengthening CBOs and safety networks

X LIVELIHOOD, FARMING AND AGRIFOOD SYSTEMS

- 4 How is project supporting and strengthening households' livelihoo
- + How is project enhancing households' access to agrifood chains a

MODULE & CONDUCTING COMMUNITY-LEVE

× VULNERABILITIES

- To what extent is the project helping households to be prepared to shocks? For example, by providing households with sustainable an employment or income generating opportunities; promoting resilie systems and agroecological practices; providing training in disaste
- + How is the project monitoring and addressing risks that may arise implementation (poor or hazardous labour conditions, GBV, child la What mechanisms have been put in place if such risk emerged? Fo in-depth exploration of such issues, use District-level Checklist 4 on risks assassment throughout the project-rucle (Module 9)

FOCUS GROUP CHECKLIST 4



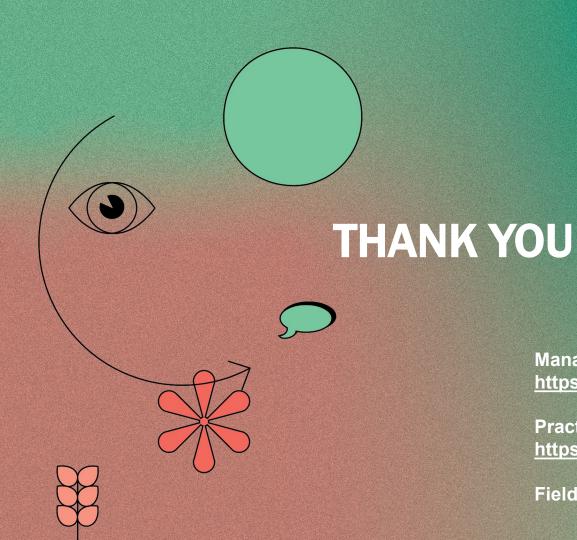


- ्री In what ways has the project empowered women (especially vulnerable women) economically and socially and improved their wellbeing?
- 4 How has the project enhanced women's secure access to inputs, assets] services, information, (digital) technologies, employment opportunities. markets and/or agrifood value chains? To what extent have women set up
- To what extent did the project help women exercise more control over the income they earn and benefits/returns they accrue?
- To what extent has women's voice and decision-making power been strengthened at the household and community level? Can women participate more actively in community decision-making processes, village development councils, or CBOs as members and leaders? Do they enjoy a larger share of
- + Have household workloads become more equitable between men and women as a result of project activities? What kind of benefit did this bring to the life of the both men and women? To what extent is food allocated more equitable as a result? Is this visible in a reduction in women's malnutrition and anaemia,
- How has the project enhanced women's access to, rights over and security

X YOUTH

- 4. Did young people's access to decent self- or waged employment in the farm, off-farm and non-farm sectors increase, as a result of the project? How were young women and men integrated into agrifood chains to access
- + Have young men and women engaged in more income-generating activities, particularly in producer associations, cooperatives or rural SMEs? Have they accessed secure employment and a sustaining income? How?





Manager's Guide:

Practitioner's Guide:

https://doi.org/10.4060/cc6517en

https://doi.org/10.4060/cc6498en

Field Guide: https://doi.org/10.4060/cc5389en