

Exploring gender transformations for staff members of iDE Cambodia's SMSU3 WASH Program: Visual Persona Report

Jess MacArthur
Moung Vandy

August 2021

This study and visual report has been completed as a part of Jess MacArthur's doctoral research on gender transformations in the WASH sector (UTS HREC REF NO. ETH19-4343) and funded Australian Government's Water for Women Fund and in collaboration with iDE Cambodia's SMSU3 program.

The persona analysis was conducted with Moung Vandy of the iDE Innovation Lab.

Visuals, graphics and cartoons by Jess MacArthur.

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Project Background

Water for Women is Australia's flagship water, sanitation and hygiene (WASH) program supporting improved health, equality and wellbeing in Asian and Pacific communities through socially inclusive and sustainable WASH projects. Water for Women is delivering 18 WASH projects in 15 countries together with 11 research projects (2018-2022).



Sanitation Marketing Scale-Up Program 3 (SMSU3), a water and sanitation intervention implemented by iDE Cambodia contains multiple funding streams including DFAT's Water for Women fund. The program operates in six rural provinces supporting the promotion and sale of latrines, water filters, faecal sludge management and handwashing systems through private enterprises.



SMSU3 Program Objectives

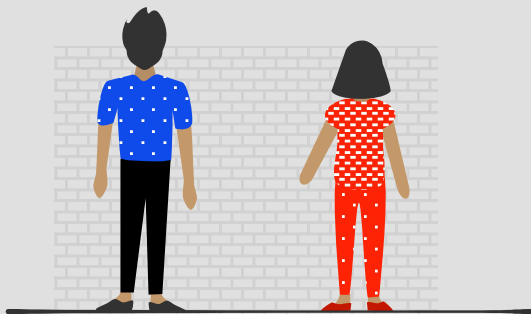
Gender transformations for staff, change agents and beneficiaries

SMSU3 GOAL



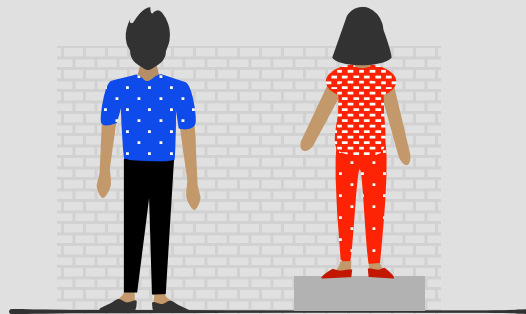
sameness

*equality as sameness
where women are able to
enter male domains*



difference

*equality as the equal
valuation of both men and
women in society*



transformation

*equality as transformation
to new standards for
gender relations*



Assessments often focus on beneficiaries

However, gender transformations begin with staff



“Gender transformation is required at all levels in the WASH sector: **individual (staff),** programme, organization, donor, government, and partner level.”

Waterlines, 39(2-3), 219-237
<http://dx.doi.org/10.3362/1756-3488.20.00004->

A call to action: organizational, professional, and personal change for gender transformative WASH programming

Sue Cavill, Naomi Francis, Melita Grant, Chelsea Huggett, Caitlin Leahy, Lee Leong, Elaine Mercer, Jamie Myers, Mascha Singeling, and Tom Rankin

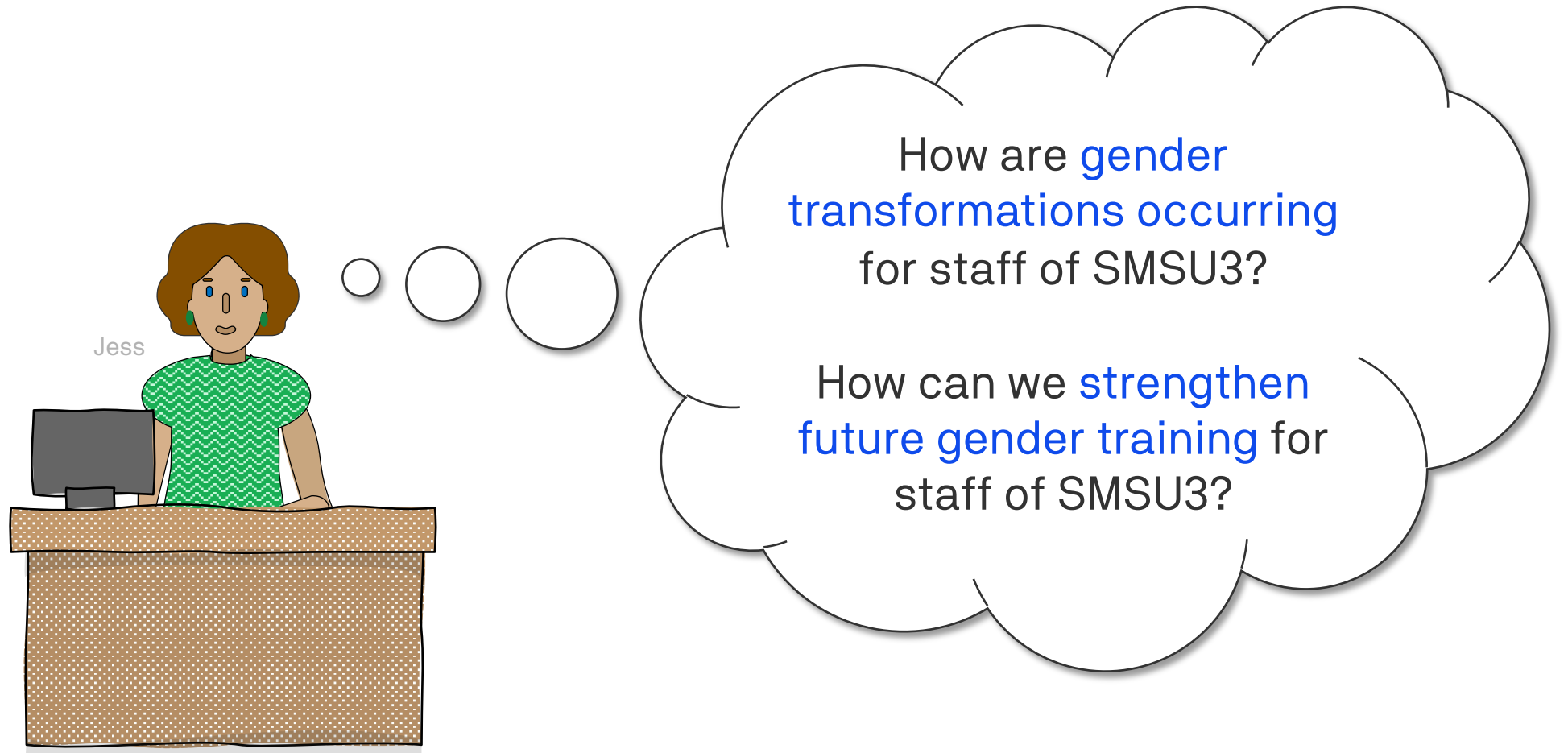
The Sustainable Development Goals (SDGs) and targets aimed at improving access to water, sanitation, and hygiene (WASH) are also an opportunity for the transformation of gender norms. To facilitate this transformation, this paper makes a call to action for global and national efforts for organizational, professional, and personal change. Several NGOs are leading a process towards a more reflective and transformative approach. This paper presents a number of examples – from headquarters, and others from country offices and research institutes – of the changes under way to support a stronger connection between the ‘outer faces’ of WASH professionals in the sector and the individual, personal ‘inner spaces’. The paper concludes with a set of recommendations for personal and organizational change.

Keywords: personal change, transformation, gender, empowerment, WASH, NGOs (Srilatha Battiwala, Keynote at RDI Conference, 2019).

TO DATE, THE GLOBAL WASH SECTOR has integrated gender equality strategies to varying degrees along a continuum (see Figure 1): from a focus on women’s reproductive and care roles in the household (van Wijk-Sijbesma, 1987) towards those with a focus on ‘strategic needs’ (Moser, 1989). Strategic needs are those that contribute to changing social norms, through changing status or changing power relations, particularly between women and men. To do this, the causes, and not just the consequences, of existing inequalities are uncovered and focused upon. In support

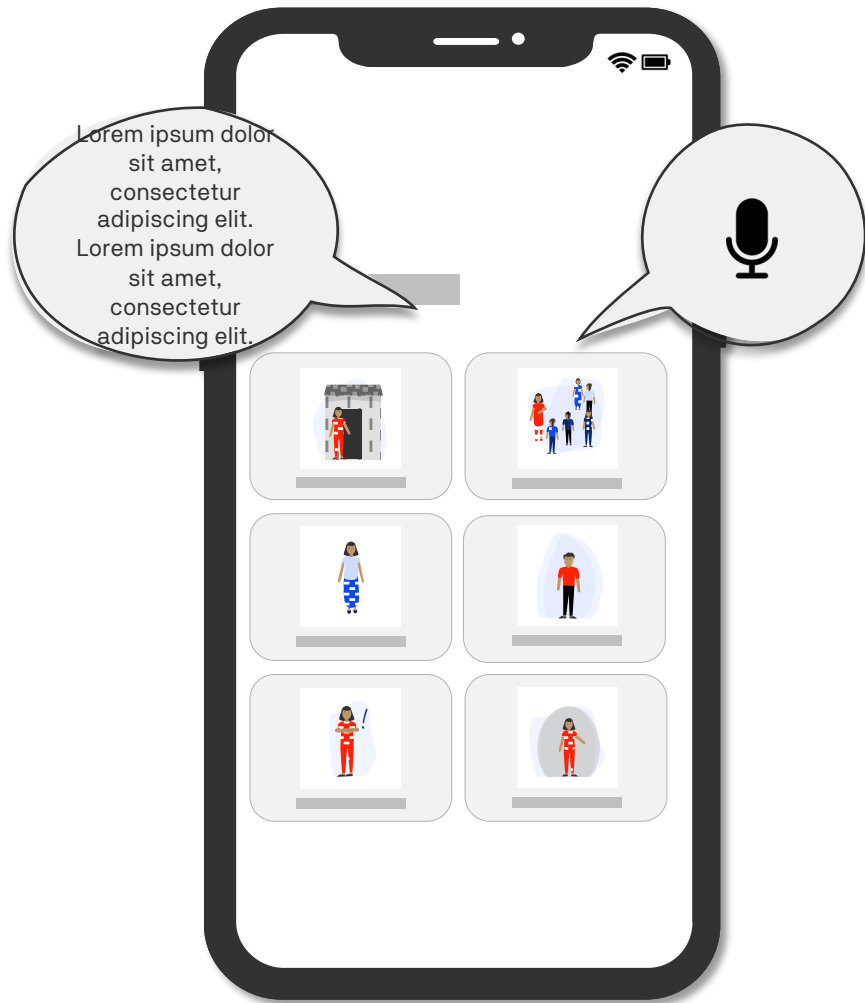
Sue Cavill (sue.cavill@outlook.com) freelance consultant, UK; Naomi Francis (naomi.francis@unimelb.edu.au) Research Fellow, University of Melbourne, Australia; Melita Grant (melita.grant@uts.edu.au) Research Principal, Institute for Sustainable Futures, Australia; Chelsea Huggett (Chelsea.Huggett@wateraid.org.au) Equity Inclusion and Rights Institute for Sustainable Futures, Australia; Caitlin Leahy (Caitlin.Leahy@uts.edu.au) Senior Research Consultant, WASH, Plan International, Australia; Lee Leong (Lee.Leong@plan.org.au) Senior Advisor, Networking Office, Sanitation Learning Hub, UK; Jamie Myers (jmyers@ids.oc.uk) Research and Learning Manager, Sanitation Learning Hub, UK; Mascha Singeling (mascha.singeling@plan.nl) Senior WASH Programme Manager, Plan International Netherlands; Tom Rankin (tom.rankin@plan.org.au) Program Manager, WASH, Plan International Australia

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SMSU3 is seeking changes for beneficiaries, change agents (LBOs) and staff. Ideally, the program is hoping to create gender transformative change.

This research seeks to understand what changes are occurring for staff members and the mechanisms towards this change.



Data Collection:

- Respective (backwards looking) stories of change were collected using **micro-narratives**.
- Micro-narratives are short audio or text stories which describe changes that the participants report on.
- Stories were to be true, personal and related to the program.
- Staff used their own phones to share their stories using an online survey format in Qualtrics and Phonic.
- The prompts solicited personal changes related to SMSU3 for all field staff members during October 2020.
- 176 staff participated as several opted out of the study.

Data Analysis and Sensemaking:

- Reported changes were then clustered based on the verbs (action words) that were used in the stories.
- From these verbs, personas were developed that represent the different types of staff changes.
- Personas were triangulated using natural language processing algorithms (Latent Dirichlet Allocation and Structural Topic Modelling).
- Personas were then reviewed with key project leadership in a Sensemaking Workshop in June 2021.

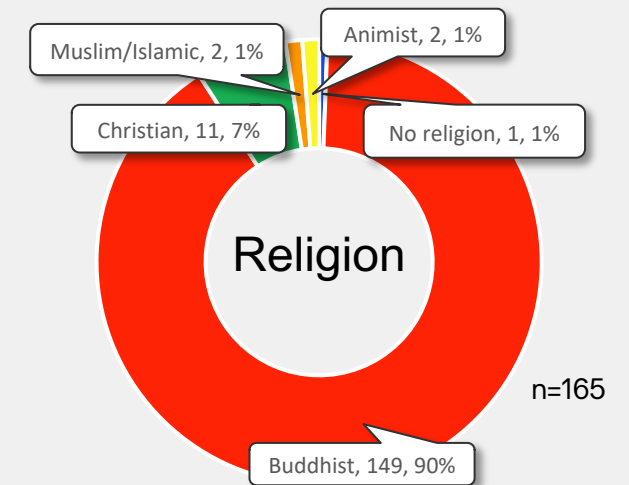
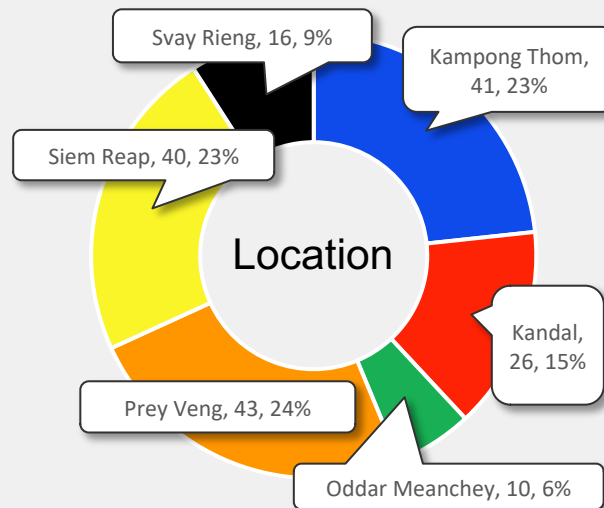
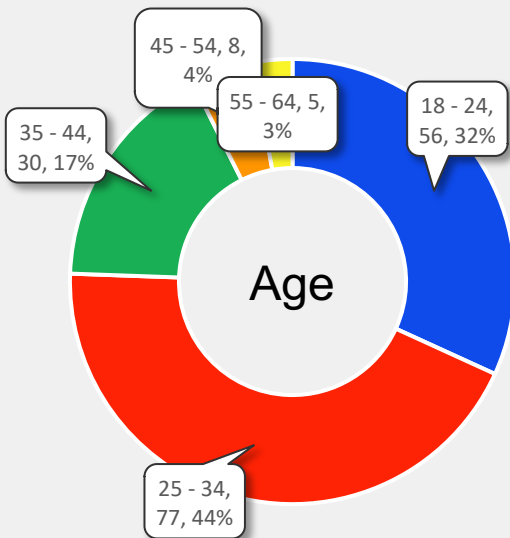
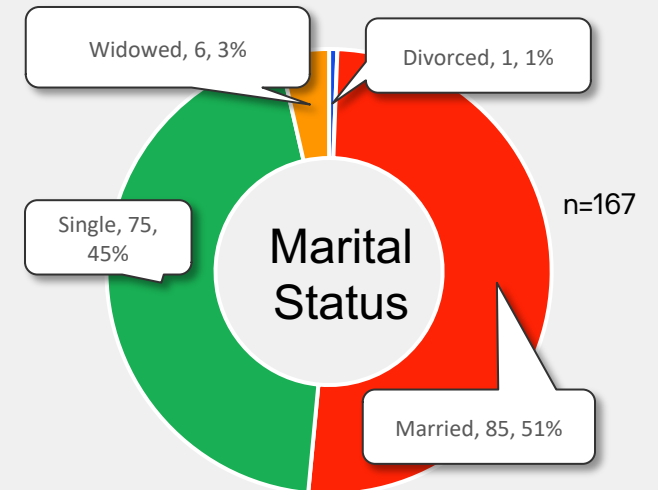
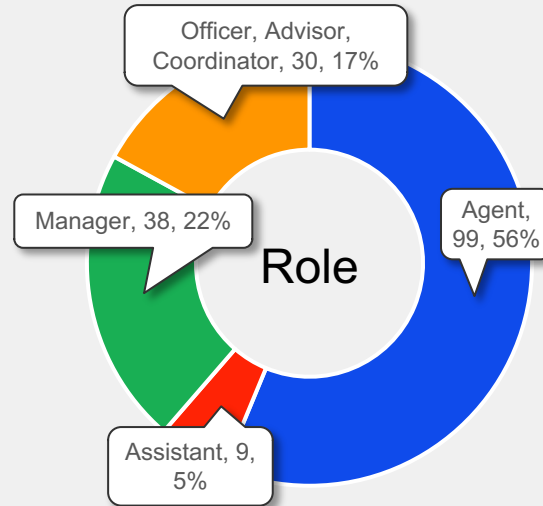
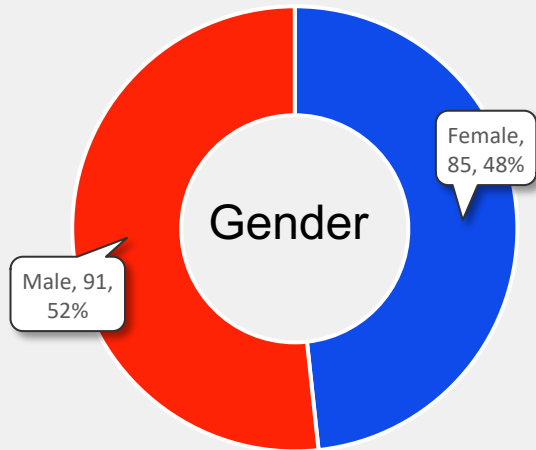
176 SMSU3 staff participated in the research.

200 stories of change shared. 19 stories were unusable.

Respondent Demographics

n=176 staff members

Unless otherwise stated



Critical Consciousness

Gender Awareness Score

Poor
<65%

Average
66-71%

Good
72-78%

Very Good
>79%

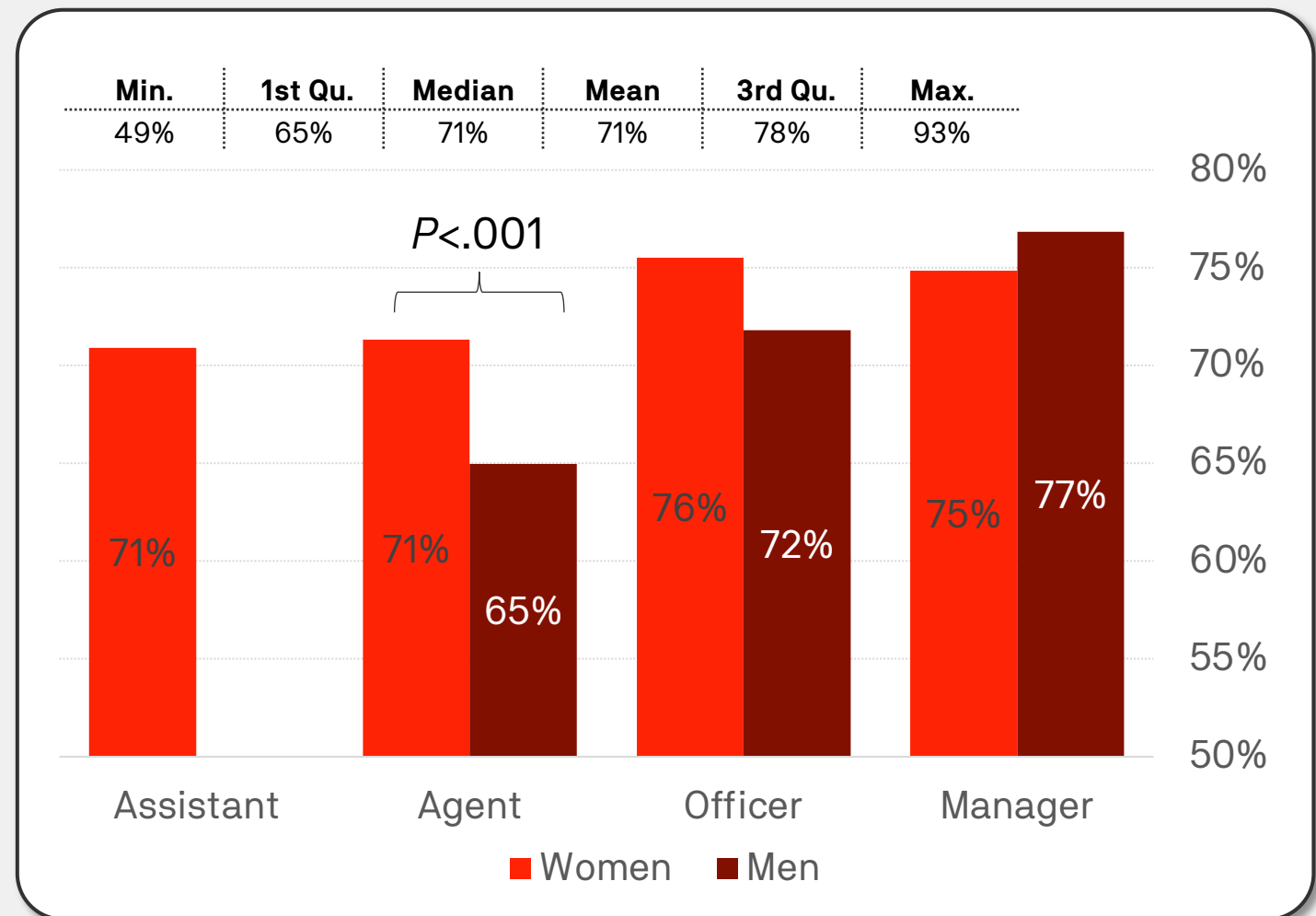
Drawing on a quintile analysis of the CC scores.

Critical consciousness (CC) varies across staff members within SMSU3. We calculate it on a CC scale of 0-100%. Higher scores relate to higher CC.

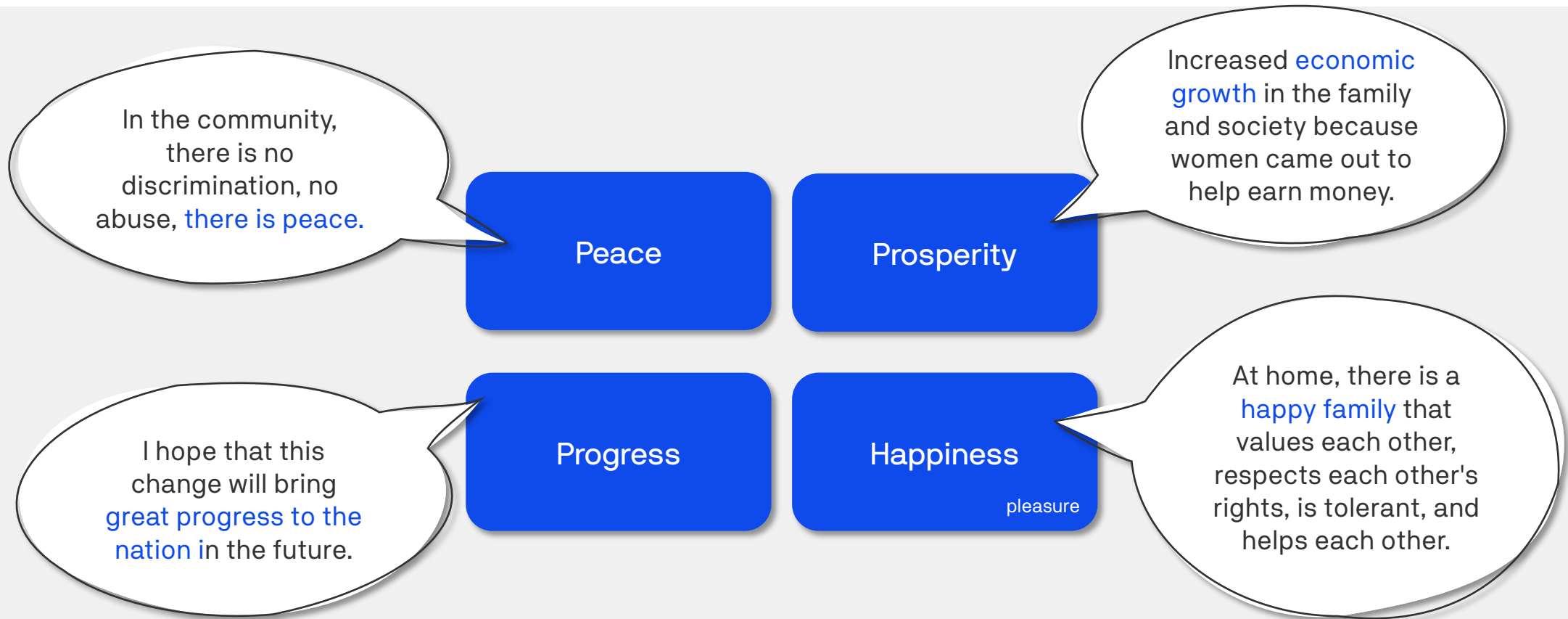
This chart suggests that women have a higher CC score than men. CC is also more stable across job roles than man.

We can see that male CC increases with job level. The lowest CC is with male agents and the highest with male managers ($P<.001$).

Average CC scores by gender and role
SMSU field staff (n=176)



For SMSU3 staff,
**Gender transformations carry
four underlying motivations**



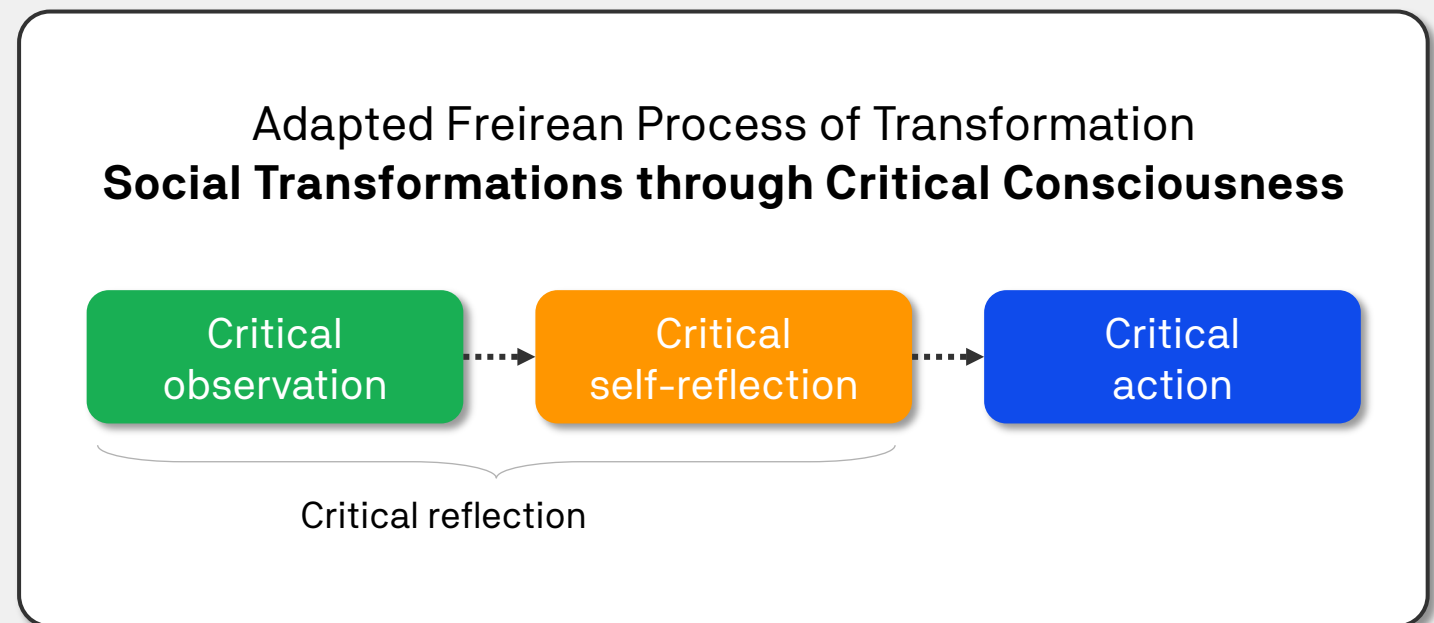
These four motivations align with the concept of achievements in Sen's Capability Approach

Theory of Change

Transformational gender equality through critical consciousness

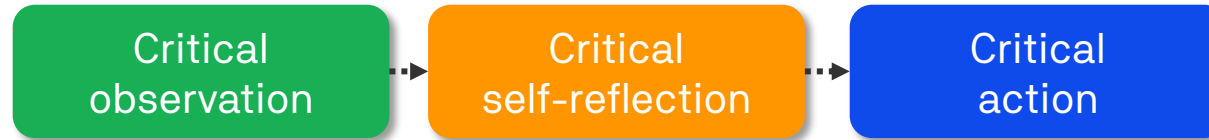
Paulo Freire was Brazilian philosopher who studied social transformations which involving empowering communities and individuals to overcome inequalities. He worked closely with adult education and learning.

Freire identified that social transformations occur through critical consciousness, a process of critical reflection leading to critical action. We have adapted this model to suggest that critical reflection happens as observation and self-reflection.

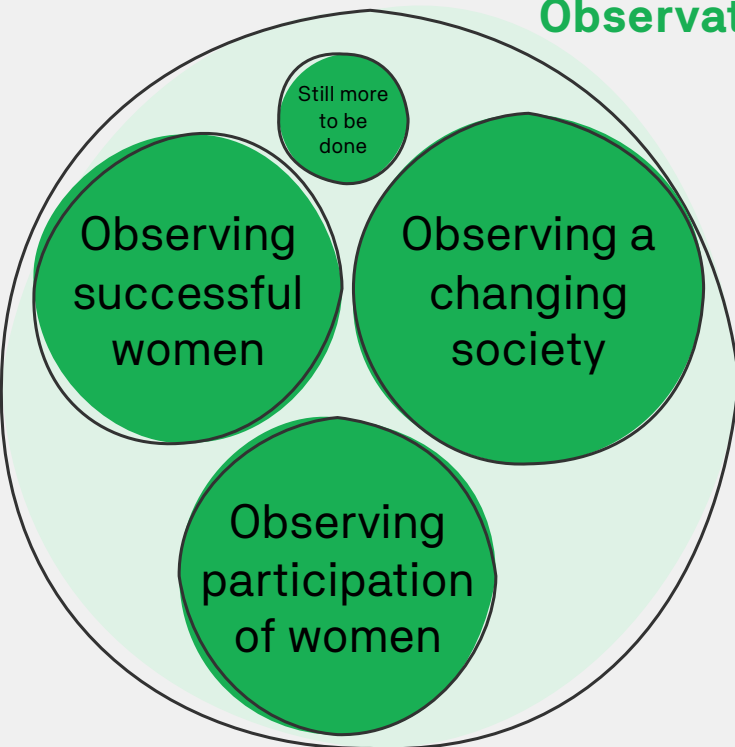


Personas of Change within SMSU3

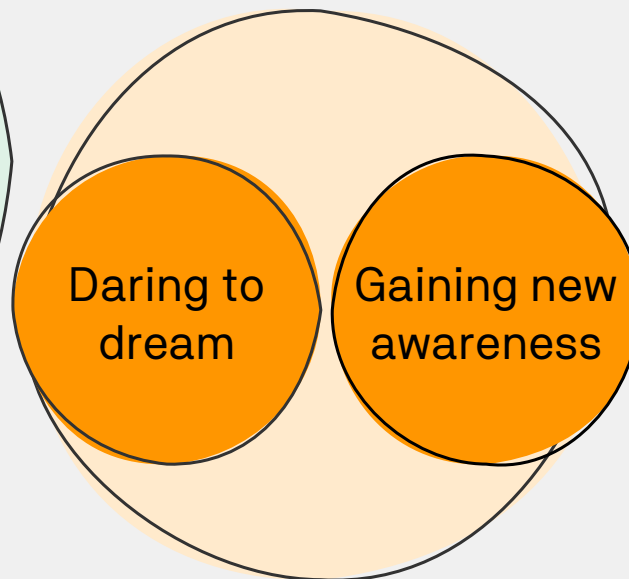
14 stories aligning to observation, self-reflection and action



Critical Observation



Critical Self-Reflection



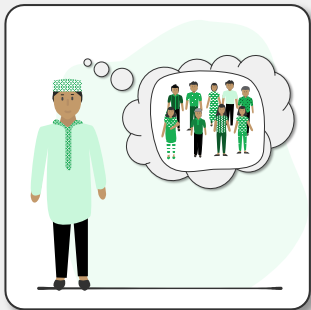
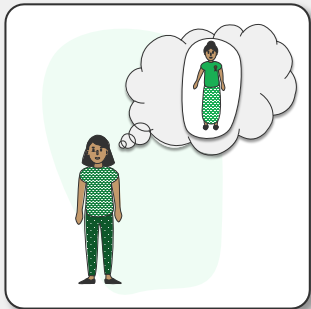
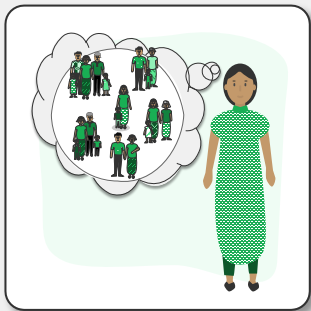
Critical Action



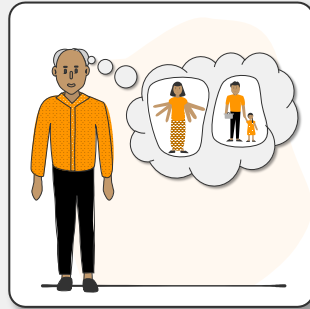
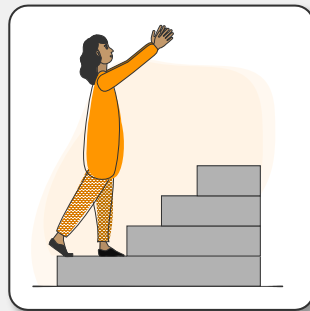
n=181 stories

Stories of quantity and with three or more similar stories.
Therefore 19 responses excluded out of 200 submitted responses.

Critical observation

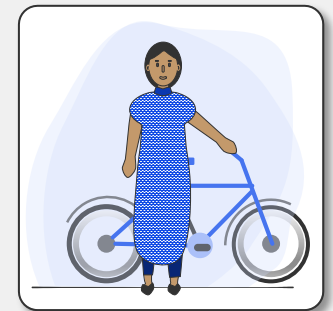
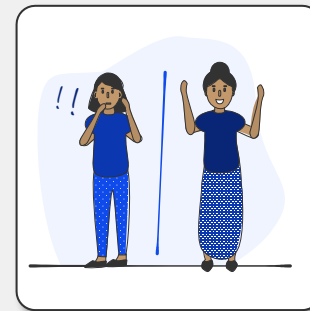
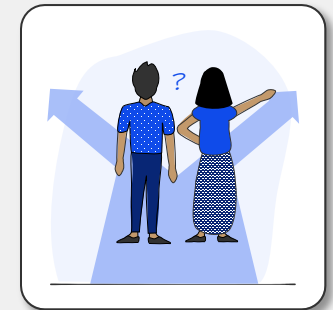
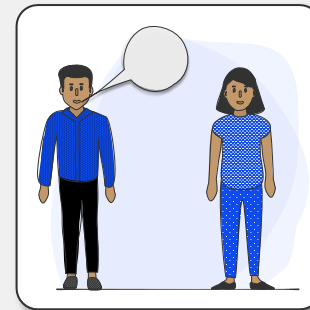
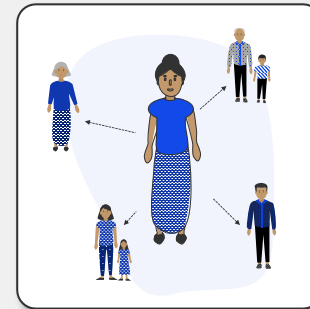


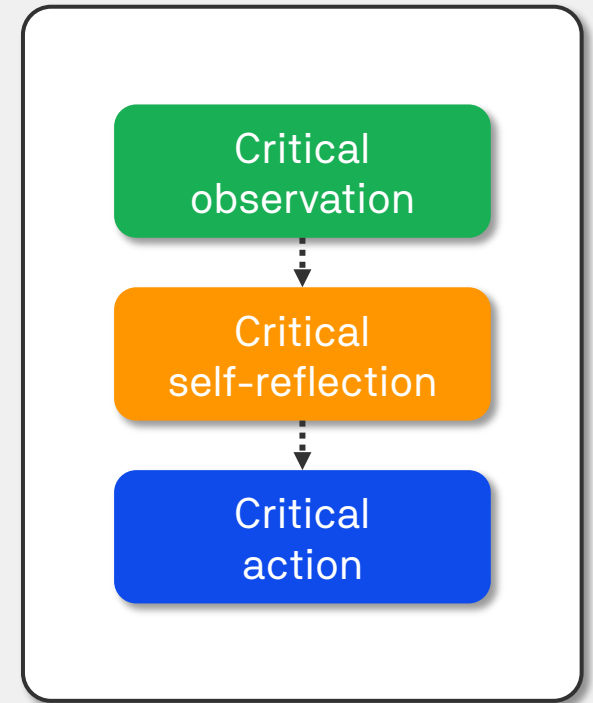
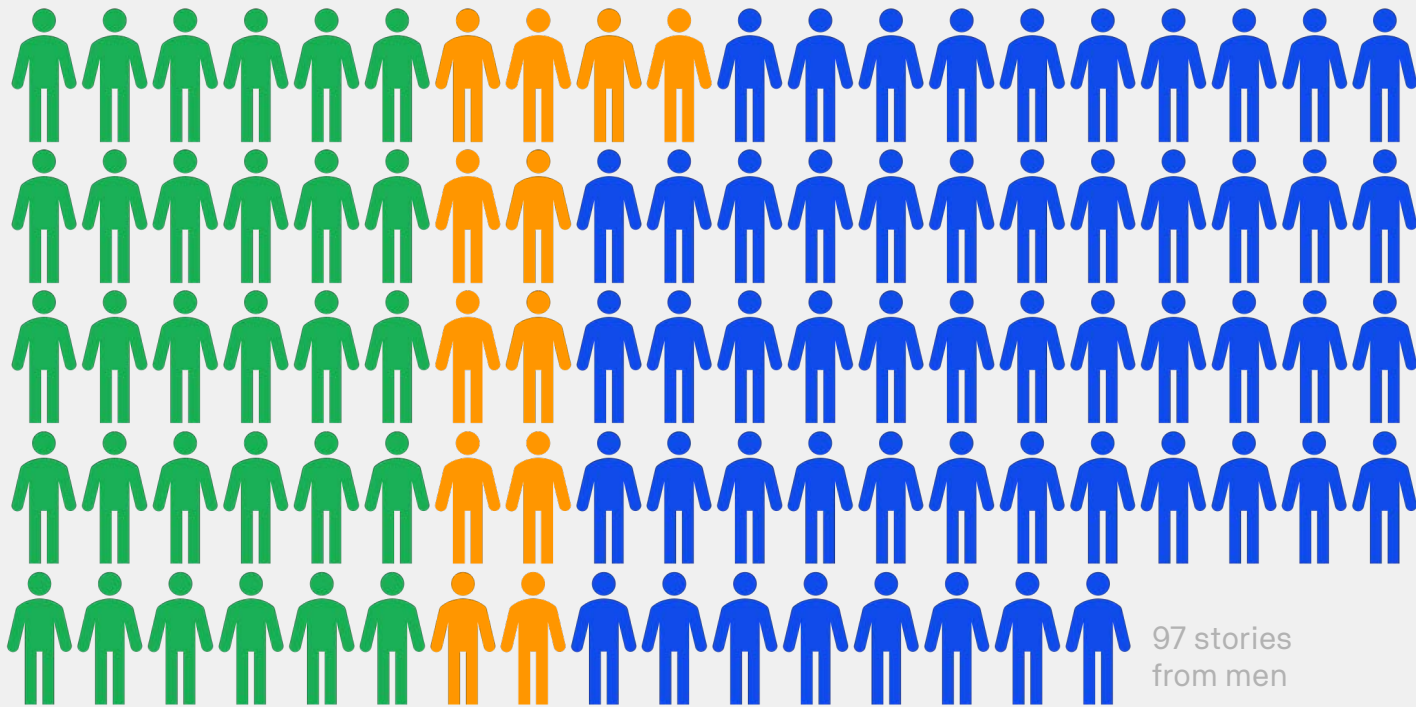
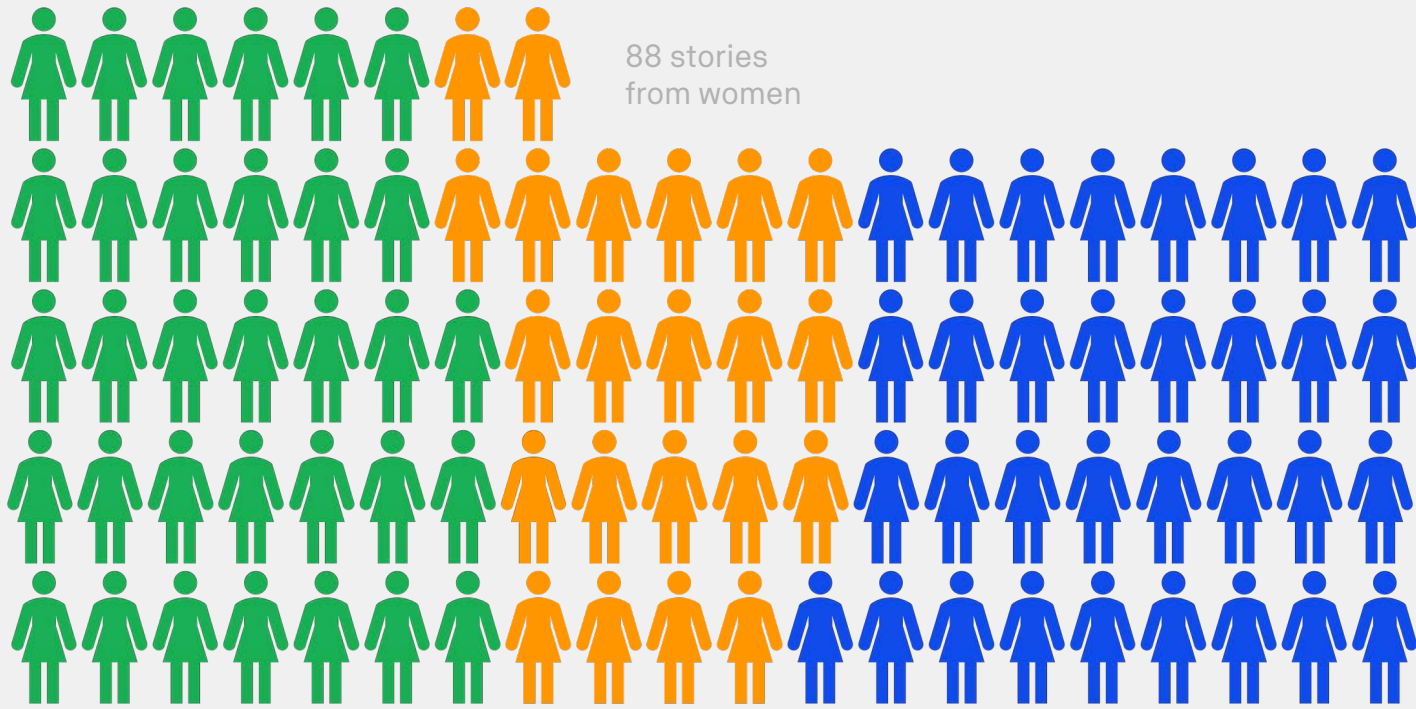
Critical self-reflection



14 stories of
observation,
self-reflection
and action

Critical action





This diagram suggests that more men than women are reporting on action. We have several remaining questions.

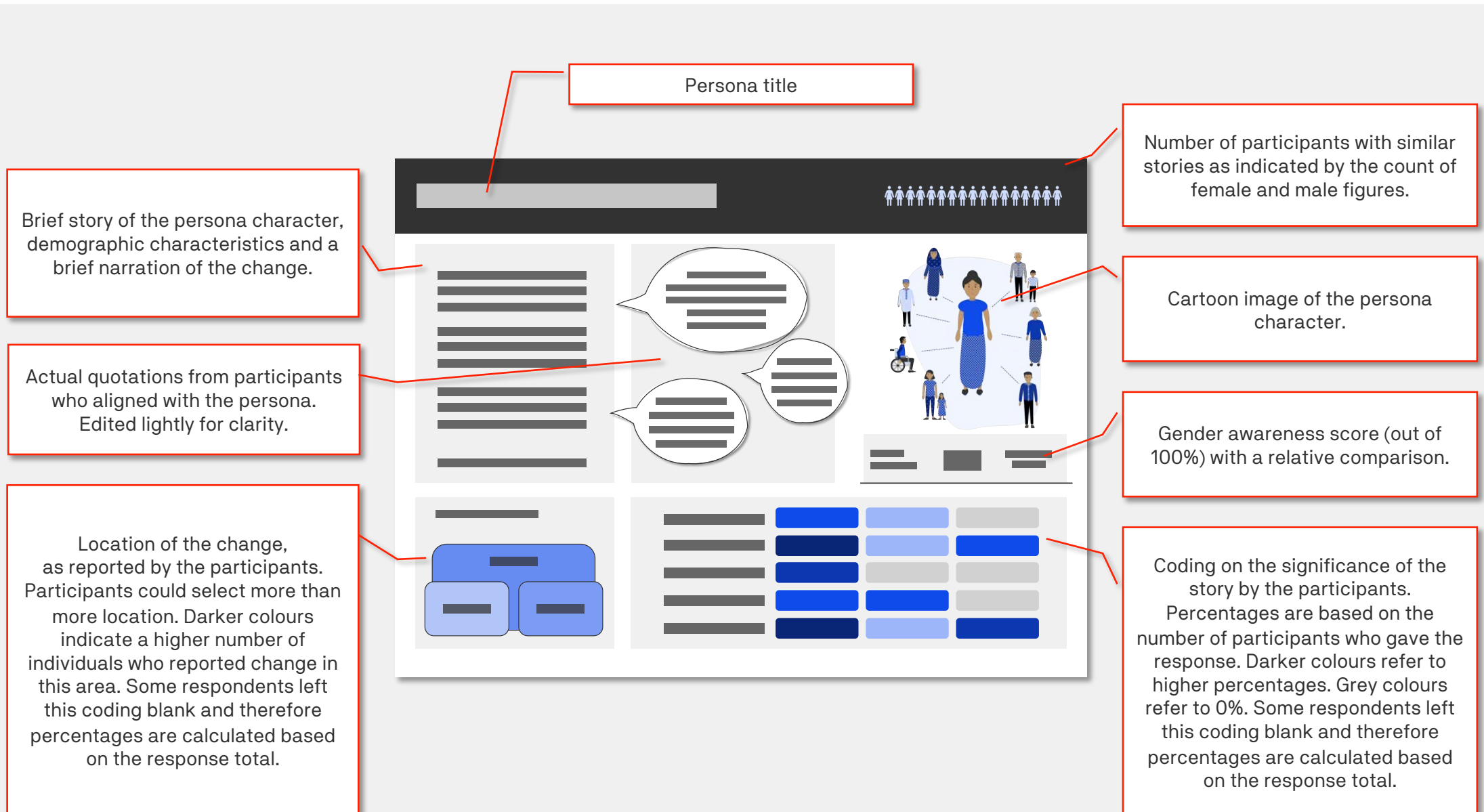
- Are men moving further through critical consciousness? *Our scoring suggests that women actually higher CC than men.*
- Are women more reflective?
- Are action-related questions more accessible for men?
- Is it easier for men to know how to act on their consciousness?

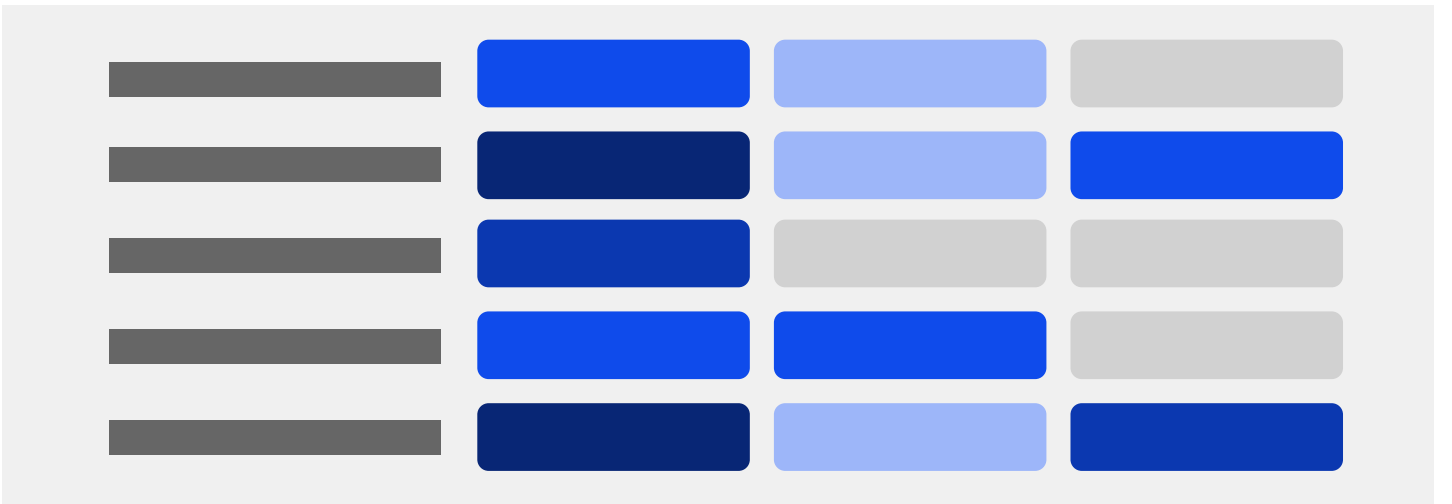
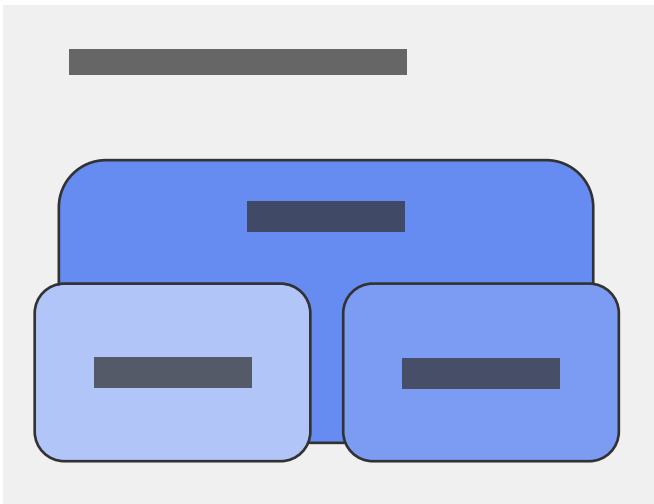
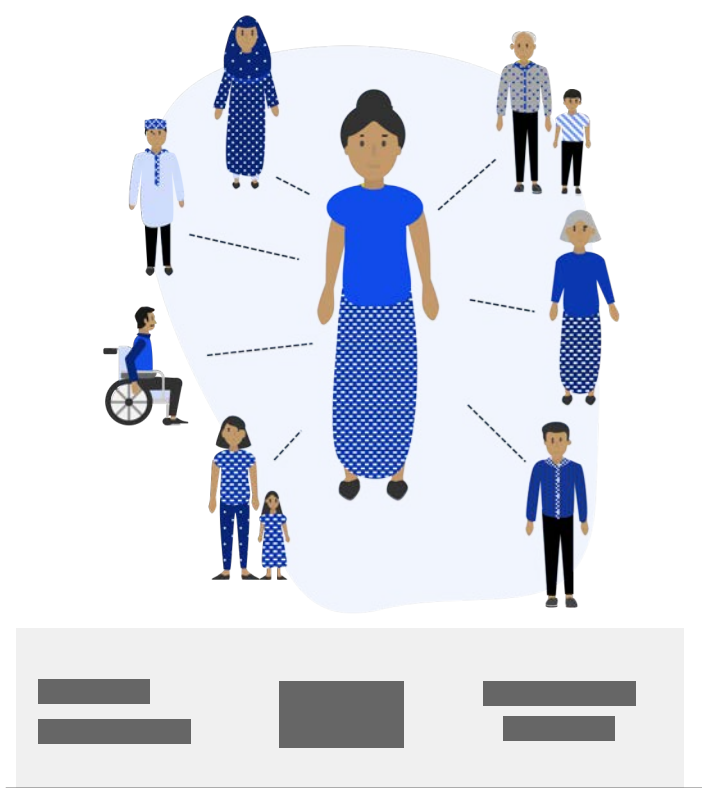
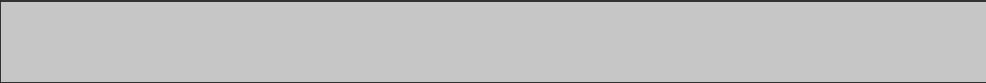
Stories of quantity and with three or more similar stories.
Therefore 19 responses excluded out of 200 submitted responses.

n=181 stories

Visual Representation of the Personas

Description of the components of the single-page persona summary





Critical Observation

Observing a changing society



There are 22 people (12 women and 10 men) with similar types of changes in the SMSU3 program.

My name is Sotear.
I am 26 years old and Sales Agent in the SMSU3 project.

Over the last few years I have noticed a lot of change in Cambodian society.

Families are really changing. Girls used not be able to go to school and women weren't allowed to work outside of the home. It wasn't proper.

As the saying goes "women should stay at the stove". But that really is changing in my community.

Changes in society have happened because the **perspective of the Cambodian family changed.**

In the past, women at home took care of their children, took care of the house, cooked, did the laundry, and did not go far from home. **Now women can do the same work as men,** can find outside work to support the family, while men can help with household chores in their spare time or time off from work like women.

In the past, women could not go to distant schools and not be allowed to study. But society is changing **women can get higher education and become leaders.**

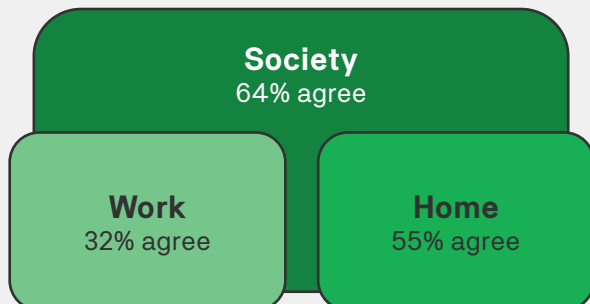


Awareness of Gender Equality

72%
good

average of all women
72%

This change is happening at/in:



Value	Value	What is the outcome of the change?	Positive 68%	Neutral 32%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 56%	Somewhat 44%	Not 0%
I	Importance	How important is this change to you?	Very 95%	Somewhat 5%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 68%	General Training 26%	Societal Changes 26%
E	Expectations	Was it surprising to you?	Very 72%	Some 27%	Not 0%
		Will this change last?	Yes 86%	Maybe 9%	No 5%

Observing successful women



There are 19 women (out of 85 women) with similar types of changes in the SMSU3 program.

My name is Chanlina. I am 27 years old and a Village Mobilizer in the SMSU3 project.

I help to get people excited about latrines. It's a really fascinating job!

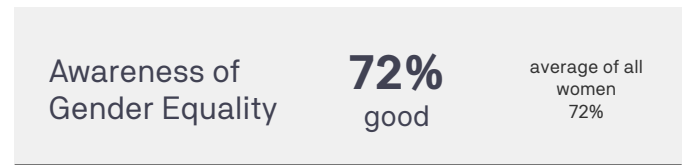
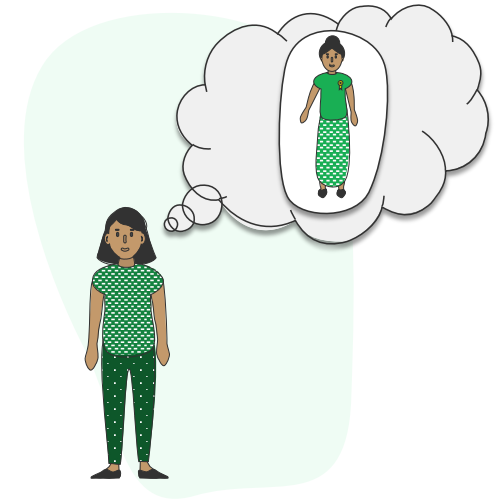
After I attended training for SMSU3, I started noticing the women who are working within the SMSU3 and as community leaders.

I have been noticing how bold and confident they are. I see that they can lead just as well as men.

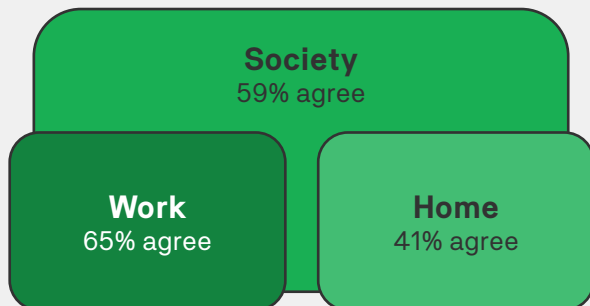
Before, there were not many women leaders, but **now there are many women leaders in the SMSU3 program.**

But now it is observed that **women** can be highly educated and **can stand as leaders**, can stand as politicians, can earn money without relying on men.

We can see the **female commune chief, a female village chief, female district governor or female member of the district council.** So we can see the changes.



This change is happening at/in:



V	Value	What is the outcome of the change?	Positive 94%	Neutral 6%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 36%	Somewhat 55%	Not 9%
I	Importance	How important is this change to you?	Very 100%	Somewhat 0%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 41%	General Training 29%	Societal Changes 35%
E	Expectations	Was it surprising to you?	Very 71%	Some 29%	Not 0%
		Will this change last?	Yes 82%	Maybe 18%	No 0%

Observing the participation of women



There are 18 people (7 women and 11 men) with similar types of changes in the SMSU3 program.

My name is Sokhem.
I am 29 years old and a PPP in the SMSU3 project.

I've had a really interesting few months.

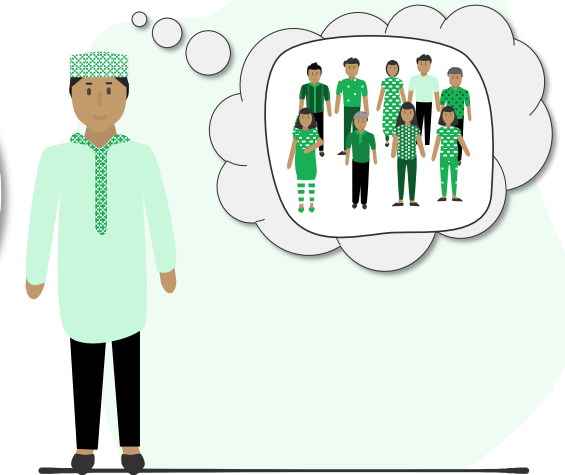
After I joined the gender mainstreaming training, I began seeing how iDE is supporting women.

I see less discrimination of women and more women participating and expressing themselves. In Svay Rieng I see a lot of women. Its really inspiring.

Women didn't usually participate in expressing their opinions. But now, because **women participate more, they express their opinions** just as much as men, so they can help to contribute to improving the society as well as their family.

In the past, women could not work like men due to a lot of discrimination. But now I see that **women can work like men without any discrimination.**

I've noticed that there is **more priority given to women in SMSU3 hiring** and recruitment. And that within iDE in the Svay Rieng province most of the staff are women.

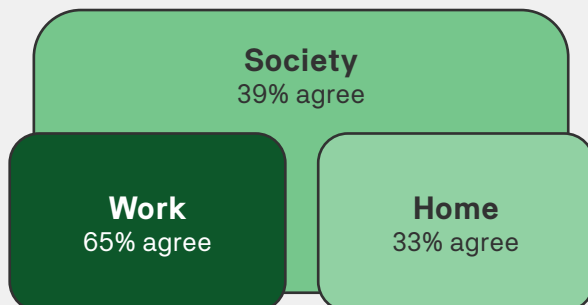


Awareness of Gender Equality

72%
good

average of all men
70%

This change is happening at/in:



V	Value	What is the outcome of the change?	Positive 68%	Neutral 32%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 56%	Somewhat 44%	Not 0%
I	Importance	How important is this change to you?	Very 95%	Somewhat 5%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 68%	General Training 26%	Societal Changes 26%
E	Expectations	Was it surprising to you?	Very 72%	Some 27%	Not 0%
		Will this change last?	Yes 86%	Maybe 9%	No 5%

Still more to be done



There are 3 people (2 women and 1 man) with similar types of changes in the SMSU3 program.

My name is Ary.
I am 22 years old and a Manager in the SMSU3 project.

I've seen some change around gender equality within the office over the last few months.

But, there is a lot more to do.

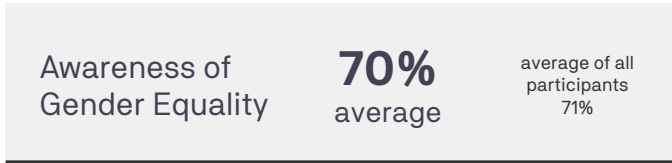
I still see discrimination, I still see women being treated unequally.

I really want the project to improve, but I'm not sure how to make this happen.

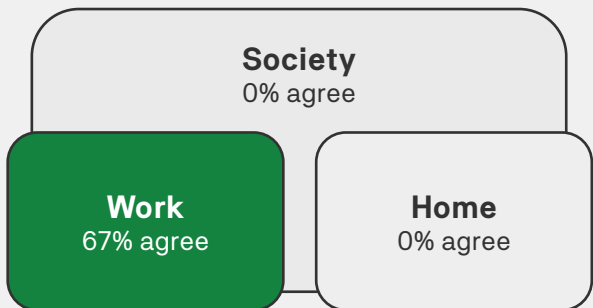
Sometimes there is **still inequality and gender inequality in the team.**
There is blame when sitting at a table, people judge you for where you want to sit.

Occasionally there is still gender inequality.
There are definitely some shortcomings.

Men still do not know about women's rights. It seems that they still do not value, do not trust women. **I feel like they think that women do nothing.**



This change is happening at/in:



V	Value	What is the outcome of the change?	Positive 50%	Neutral 32%	Negative 50%
O	Occurrences	How many people like you are also changing like this?	Very 0%	Somewhat 0%	Not 100%
I	Importance	How important is this change to you?	Very 100%	Somewhat 0%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 33%	General Training 33%	Societal Changes 33%
E	Expectations	Was it surprising to you?	Very 0%	Some 100%	Not 0%
		Will this change last?	Yes 50%	Maybe 50%	No 0%

Critical Self-Reflection

Daring to dream



There are 17 women (out of 85 women) with similar types of changes in the SMSU3 program.

My name is Soboen. I am 29 years old and a Sales Agent in the SMSU3 project.

As part of my role, I spend my time travelling within rural communities, building networks and connections.

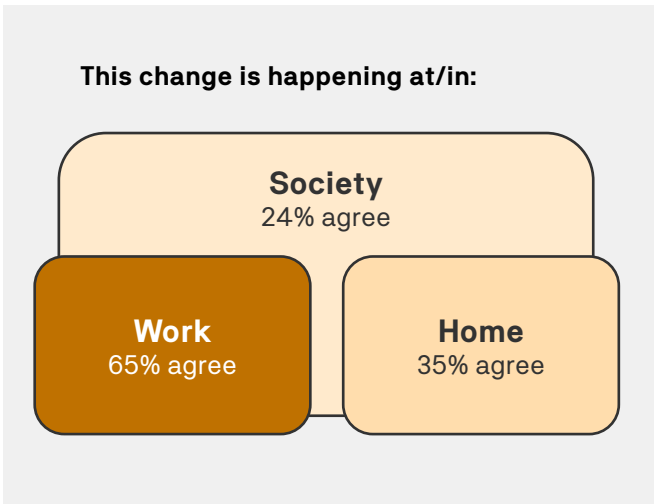
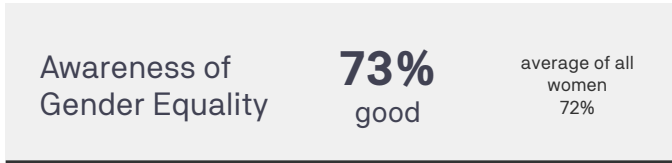
My experiences in the project have been building on one another.

I have begun to dream about what I can be in the future. I used to think that I couldn't really have a big future, but now, I am really excited about what is to come.

In the past we thought women we did not have rights. However, after we learned the gender course, we change our negative thoughts. Now it makes me think that I have more opportunities than before, **I can dare to say yes, dare to do what I want to do**, and I have the opportunity to participate. I am not afraid and always want to do what I think of doing.

"Talking to other people makes us realize that we have a **change of heart**, we are afraid to think before doing something and think that if men can work, **women can do it too.**"

"I want to change myself **to become a leader to a model that society recognizes.** Women can do all the things men can."



V	Value	What is the outcome of the change?	Positive 88%	Neutral 12%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 41%	Somewhat 59%	Not 0%
I	Importance	How important is this change to you?	Very 88%	Somewhat 12%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 47%	General Training 41%	Societal Changes 12%
E	Expectations	Was it surprising to you?	Very 76%	Some 24%	Not 0%
		Will this change last?	Yes 95%	Maybe 6%	No 0%

Changing my thoughts



There are 4 women and 12 men (out of 176 people) with similar types of changes in the SMSU3 program.

My name is Thom.
I am **26** years old and a Manager in the SMSU3 project.

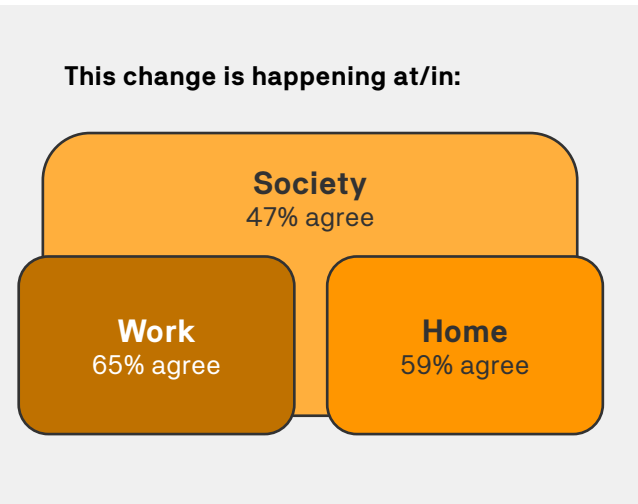
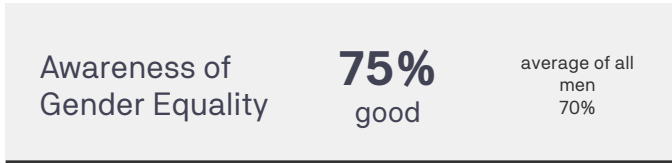
When I started in the SMSU3 program, I began attending meetings, workshops and trainings about **gender mainstreaming** and making the program more equal.

Since being in this program, the biggest change for me has been in my **awareness, knowledge and understanding**. I have a better understanding of why equality is important and am thinking about how to make steps in my team.

“I had different ideas, such as not giving much value to gender, especially women. **Now I understand a lot about gender equality**; and I always think of men and women are equal rights.”

“After studying this training course, I have a better idea, realizing that women have the same rights as men, **what men can do, women can do.**”

“**Now, I understand** that women are an important driver for our families as well as in our society as a whole.”



V	Value	What is the outcome of the change?	Positive 94%	Neutral 6%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 40%	Somewhat 60%	Not 0%
I	Importance	How important is this change to you?	Very 100%	Somewhat 0%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 65%	General Training 53%	Societal Changes 41%
E	Expectations	Was it surprising to you?	Very 82%	Some 18%	Not 0%
		Will this change last?	Yes 94%	Maybe 6%	No 0%

Critical Action

Helping out at home



There are 19 men (out of 91 men) with similar types of changes in the SMSU3 program.

My name is Samay. I am 41 years old and a Manager in the SMSU3 project.

I have two children who are in school, a boy and a girl.

After I attended a **gender mainstreaming training** as part of my project, I began thinking a lot about my what happens in my home.

I started helping out more – washing dishes, helping with my children and even cooking! It is quite different, but I see the value.

“I have specific changes for myself, such as every day, when I am home, I always **help out with chores** like taking care of children, cleaning the house, and washing clothes every weekend.”

“Before, I never really paid any attention to my family. But **now, I help my wife with the housework, and share the workload with my family** to take some weight off of their shoulders.”

“There is a real change, I know how to help with **housework**, know how to **look after children**, and know how to **cook** for my wife. It is different from now... because after I learned about gender, I understood how hard it was for her to manage all of the work in the house.”

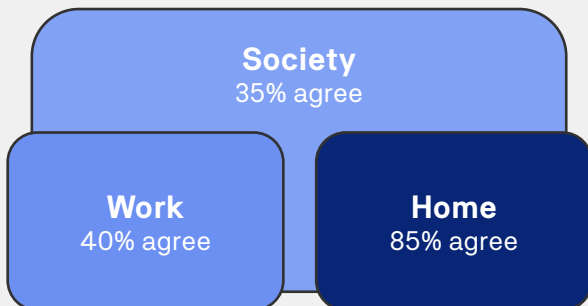


Awareness of Gender Equality

73%
good

average of all men
71%

This change is happening at/in:



V

Value

What is the outcome of the change?

Positive
84%

Neutral
16%

Negative
0%

O

Occurrences

How many people like you are also changing like this?

Very
39%

Somewhat
61%

Not
0%

I

Importance

How important is this change to you?

Very
100%

Somewhat
0%

Not
0%

C

Contributions

What contributed to this change?

Gender Training
81%

General Training
19%

Societal Changes
19%

E

Expectations

Was it surprising to you?

Very
68%

Some
32%

Not
0%

Will this change last?

Yes
95%

Maybe
5%

No
0%

Daring to speak out



There are 16 women (out of 85 women) with similar types of changes in the SMSU3 program.

My name is Veata. I am 22 years old and a Sales Agent in the SMSU3 project.

My job is to sell latrines to families in the village. I love it!

A few months ago, I attended a **gender mainstreaming training** as part of my project. I learned a lot in the training.

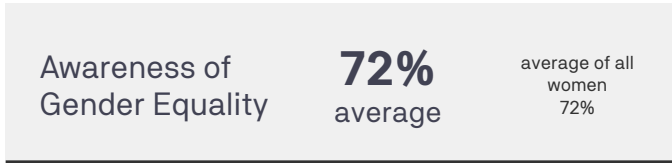
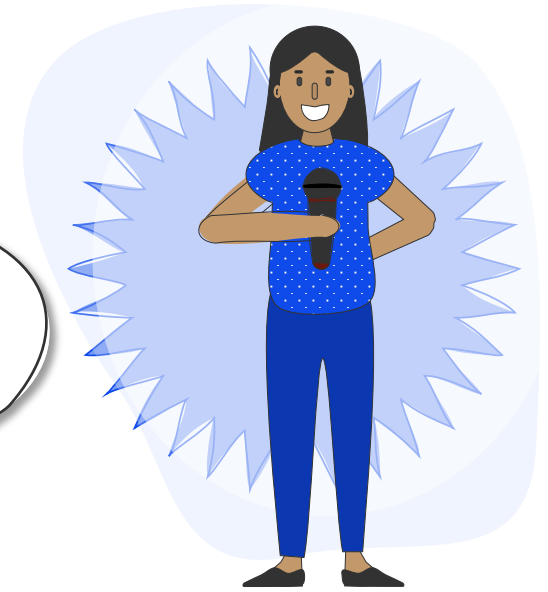
The biggest change for me has been in my **confidence**. I used to be shy, but now I am not afraid to speak out. I feel **brave** and **courageous**.

“In the past, before I learned about gender, I was very hesitant in making decisions, but after I learned about gender, I am **more sure of myself** when I make decisions.”

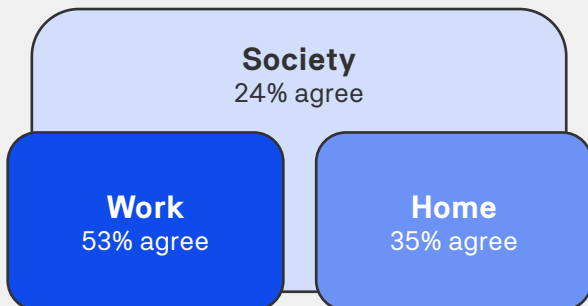
“In the past, I did not know how to speak. I was **shy** and **afraid to speak**. Now I can talk a lot and have fun communicating.”

“The real change is I am more **courageous** and articulate.”

“iDE has taught me to be **brave**, patient, and knowledgeable.”



This change is happening at/in:



V	Value	What is the outcome of the change?	Positive 100%	Neutral 0%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 50%	Somewhat 50%	Not 0%
I	Importance	How important is this change to you?	Very 88%	Somewhat 12%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 81%	General Training 19%	Societal Changes 19%
E	Expectations	Was it surprising to you?	Very 82%	Some 18%	Not 0%
		Will this change last?	Yes 88%	Maybe 6%	No 6%

Sharing back with my family



There are 11 women (out of 85 women) with similar types of changes in the SMSU3 program.

My name is Mony. I am 26 years old and a Village Mobilizer in the SMSU3 project.

After I went to a gender training hosted by iDE, I started thinking about my own family differently.

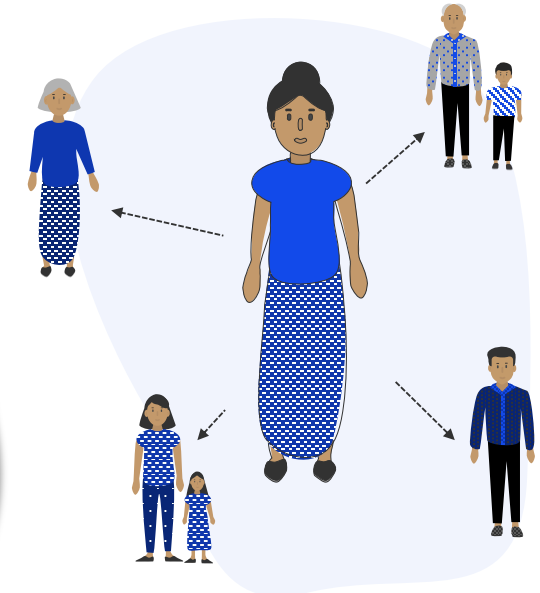
Although it has been difficult, I have begun sharing ideas with my family members about gender.

Things like respect and about involving women in decision making. There has been some push back, but I feel bold to speak to them.

After I learned about gender at iDE... I have **shared what I have learned on decision-making with my father**. I told him to consider the other members' opinions and respect them when making any decisions in the family.

I once saw my brother insulting his wife, saying, "trying to be a businessman, but failing to keep the house" Now, I am mature and knowledgeable **enough to explain to my brother** that insults and disrespect don't make a happy home.

In the past, my father did not help with housework because he thought it was women's work. But now he seems more changed than ever. **He changed because I taught him about gender** and he saw us doing the same job as him.

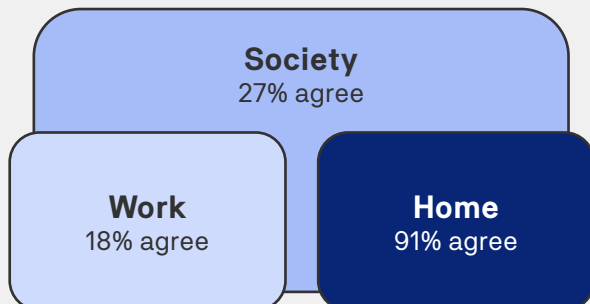


Awareness of Gender Equality

70%
average

average of all women
72%

This change is happening at/in:



V	Value	What is the outcome of the change?	Positive 100%	Neutral 0%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 45%	Somewhat 55%	Not 0%
I	Importance	How important is this change to you?	Very 100%	Somewhat 0%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 81%	General Training 18%	Societal Changes 0%
E	Expectations	Was it surprising to you?	Very 73%	Some 27%	Not 0%
		Will this change last?	Yes 81%	Maybe 18%	No 0%

Advocating for women at work



There are 11 men (out of 91 men) with similar types of changes in the SMSU3 program.

My name is Nimith. I am 37 years old and a Manager in the SMSU3 project.

Since the beginning of SMSU3, I have worked hard to create change within our team.

I invite women to meetings and help them to participate.

I prioritize women in recruitment and have changed my mind about women's ability to work in remote areas. We now have a good strategy to ensure female SA success.

It's **changed my mind about recruiting**. In the past, I used to think that I did not want to recruit women to work in the community, **but now I have recruited 50% women** and I see that the work is effective.

Currently, for teamwork, we cultivate the priority of everyone's rights within the team, particularly for women. **We prioritize their right to make decisions** in the team as well as to participate and express their ideas.

Now that I have learned a lot, I **have started giving women a chance to express** their thought and ideas.

I have changed my perception towards women and **that women cannot only be responsible for chores**. I promote women in participation as well as promote the way we listen to women and what they share.

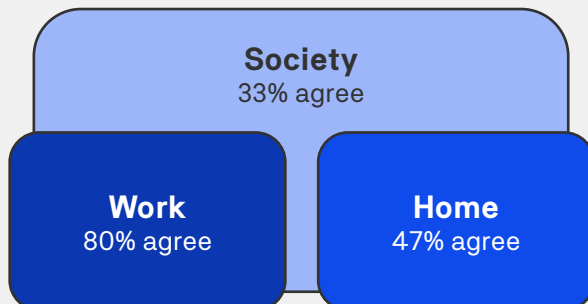


Awareness of Gender Equality

69%
average

average of all men
71%

This change is happening at/in:



V	Value	What is the outcome of the change?	Positive 87%	Neutral 13%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 40%	Somewhat 60%	Not 0%
I	Importance	How important is this change to you?	Very 93%	Somewhat 7%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 86%	General Training 40%	Societal Changes 27%
E	Expectations	Was it surprising to you?	Very 73%	Some 27%	Not 0%
		Will this change last?	Yes 100%	Maybe 0%	No 0%

Adapting communication and collaboration



There are 7 people (5 men and 2 women) with similar types of changes in the SMSU3 program.

My name is Visna. I am 33 years old and a Manager in the SMSU3 project.

As part of my role in this project, I have attended quite a few trainings. And have starting thinking about our team can work together better.

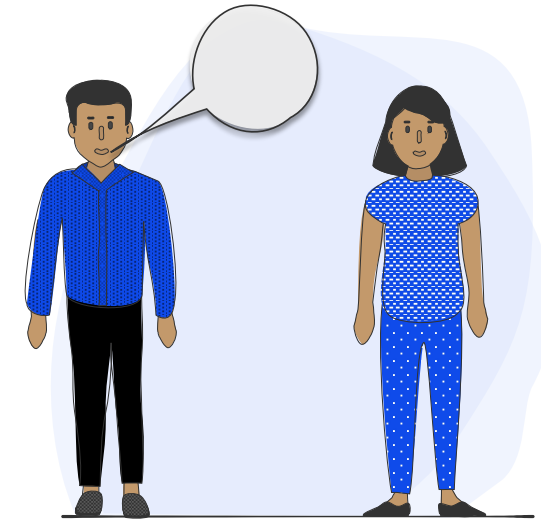
I am working harder to be more respectful of the women on my team and recognizing that my words have impact.

We are working much better together as a team.

There is a change in the workplace, **mutual respect in words and deeds.**

Before the SMSU3 Project, I felt that we did not pay attention to our working group. **We were working as competitors** in order to just beat one another. But...I can see that our teamwork is going smoothly. There is a change.

“For me, before, all my words and expressions **were never thought to affect women**, and before I spoke, I did not think much about them. After attending the training, I became more cautious in my words.”

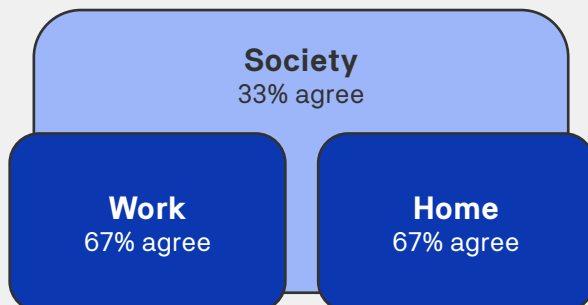


Awareness of Gender Equality

69%
average

average of all participants
71%

This change is happening at/in:



V

Value

What is the outcome of the change?

Positive
100%

Neutral
0%

Negative
0%

O

Occurrences

How many people like you are also changing like this?

Very
86%

Somewhat
14%

Not
0%

I

Importance

How important is this change to you?

Very
100%

Somewhat
0%

Not
0%

C

Contributions

What contributed to this change?

Gender Training
57%

General Training
71%

Societal Changes
0%

E

Expectations

Was it surprising to you?

Very
57%

Some
42%

Not
0%

Will this change last?

Yes
71%

Maybe
28%

No
6%

Involving women in decisions



There are 6 men (out of 91 men) with similar types of changes in the SMSU3 program.

My name is Vithu. I am 27 years old and a male Sales Agent in the SMSU3 project.

After participating in trainings within iDE, I **started thinking about how to involve my wife and mother in our family decisions.**

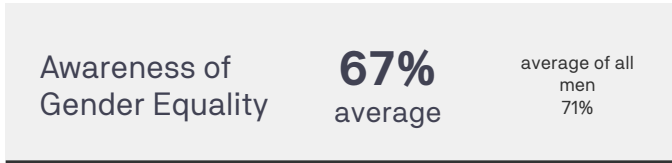
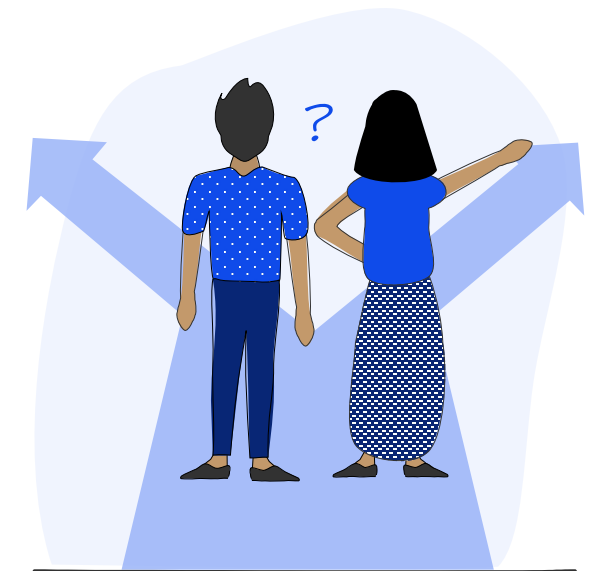
Previously I made all the decisions, as I made the money.

We are better at taking decisions together and I have also thought about how to do this in our team meetings too.

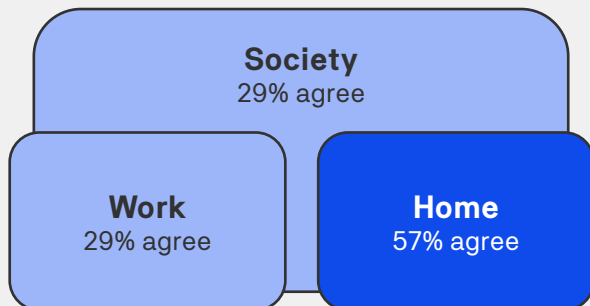
“In the past, **I thought that men were the deciders of all in the family**, because they are the working ones. Now I have completely changed.”

Previously, all decisions were on me alone. Now all the important decisions in the **family have to be discussed and agreed smoothly.**

“Before, I didn’t prioritize women’ ideas on the team when I made decisions. Now, **I am actively trying to bring more women into program decisions**, prioritizing whole team participation.”



This change is happening at/in:



V	Value	What is the outcome of the change?	Positive 100%	Neutral 0%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 43%	Somewhat 57%	Not 0%
I	Importance	How important is this change to you?	Very 100%	Somewhat 0%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 83%	General Training 50%	Societal Changes 17%
E	Expectations	Was it surprising to you?	Very 71%	Some 29%	Not 0%
		Will this change last?	Yes 86%	Maybe 14%	No 0%

Becoming more polite



There are 5 women (out of 85 women) with similar types of changes in the SMSU3 program.

My name is Leap. I am 35 years old and an Administrative Assistant the SMSU3 project.

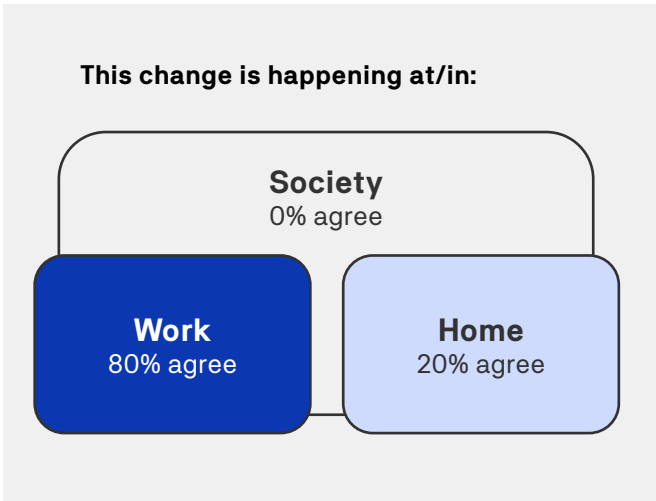
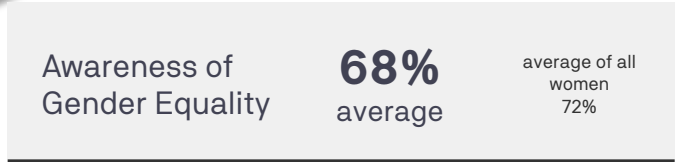
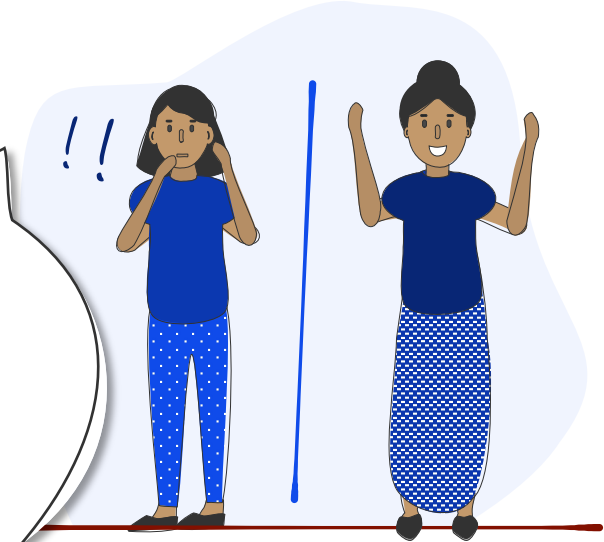
As apart of my work within the SMSU3 programs, I have been learning a lot of new things which have influenced the way I work.

The biggest change for me has been in my outlook on life. **I used to be quite rude**, but now I am feeling very positive and I see the value of other people on my team. **I'm more polite now.**

"In the past, I was an arrogant person who liked to find out about friends who were not very friendly. **Now I am a polite person, friendly even.**

"In the past, I was easily angered, lacked confidence, lacked confidence, and acted irresponsibly. **Now I can control my emotions**, make progress and do it myself."

"I have changed. I used to see other people in a negative light but **now I am more positive.**"



V	Value	What is the outcome of the change?	Positive 100%	Neutral 0%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	A lot 40%	Some 60%	Few 0%
I	Importance	How important is this change to you?	Very 100%	Somewhat 0%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 60%	General Training 60%	Societal Changes 0%
E	Expectations	Was it surprising to you?	Very 80%	Some 20%	Not 0%
		Will this change last?	Yes 100%	Maybe 0%	No 0%

Freed to roam and work



There are 4 women (out of 85 women) with similar types of changes in the SMSU3 program.

My name is Pheakdey. I am 20 years old and Sales Agent in the SMSU3 project.

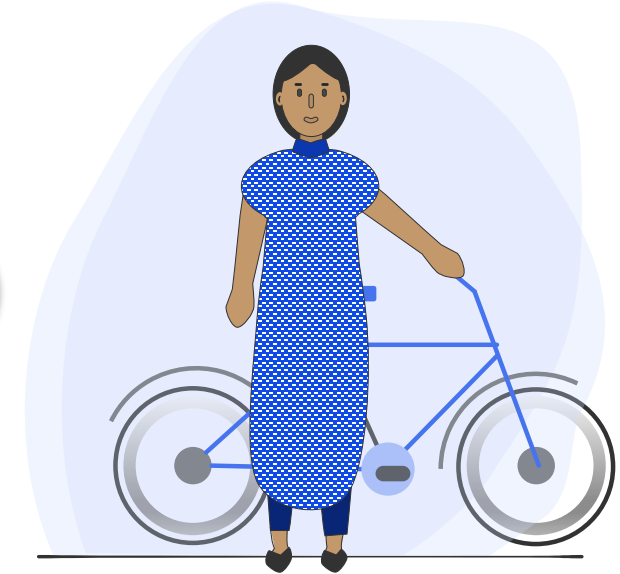
I used to be really afraid to travel on my bike or motorbike in the village. **I was scared as many people told me it wasn't lady-like and that it was dangerous.**

But my boss has been really supportive and we jointly made a plan to make sure that I can travel. Like closer locations, day-time travel and going in a group. It's totally changed my mind. I'm really good at selling latrines!

In the past, my mother always forbade me **to go far away**. Now I have the **right and freedom on my own** without asking her and no more pressure on me. It is because she has a great understanding of gender

I did not dare to go to work thinking that I could not work

Before, I thought I **could not work far away or ride a motorbike** for fear of getting hurt because I was a woman and suffered a lot. Now I think women can work as far away as men.

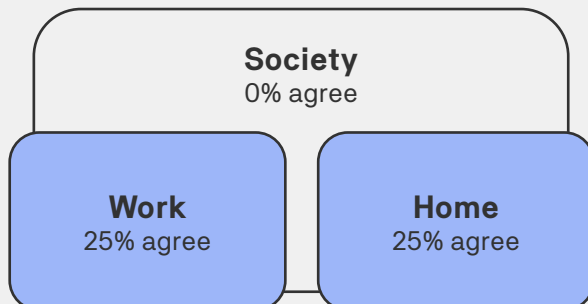


Awareness of Gender Equality

66%
average

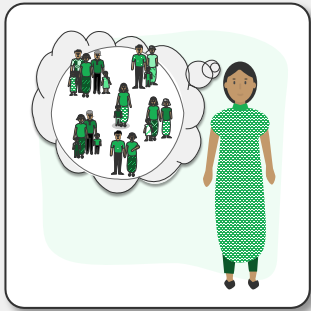
average of all women
72%

This change is happening at/in:

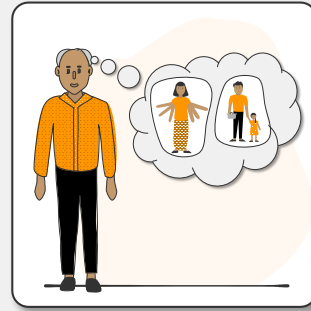
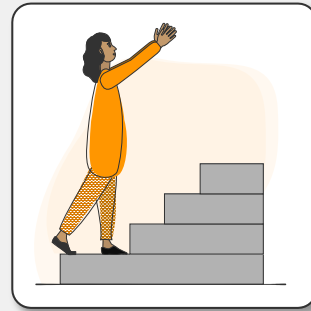


V	Value	What is the outcome of the change?	Positive 100%	Neutral 18%	Negative 0%
O	Occurrences	How many people like you are also changing like this?	Very 100%	Somewhat 0%	Not 0%
I	Importance	How important is this change to you?	Very 100%	Somewhat 0%	Not 0%
C	Contributions	What contributed to this change?	Gender Training 91%	General Training 27%	Societal Changes 36%
E	Expectations	Was it surprising to you?	Very 75%	Some 25%	Not 0%
		Will this change last?	Yes 75%	Maybe 25%	No 0%

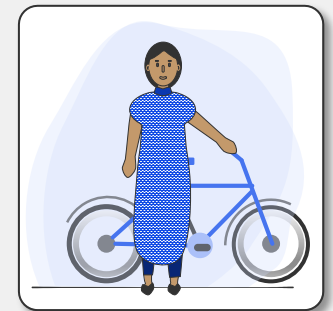
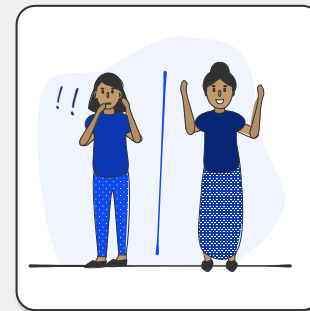
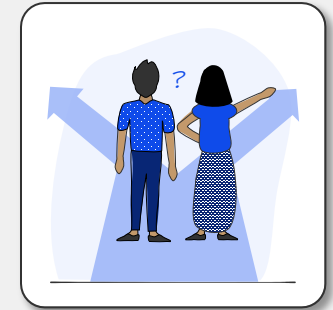
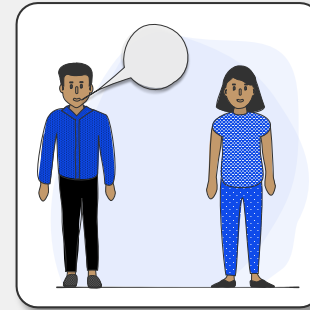
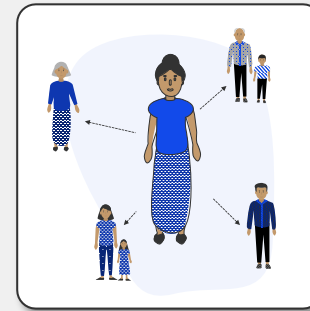
Critical observation



Critical self-reflection



Critical action



Recommendations to strengthen the gender transformative potential of SMSU3

Gender mainstreaming training

Recommendations

1. Encourage **training facilitators to review Freire's Critical Pedagogy** and approaches to adult education. There are many good resources online that outline this thinking.
2. Encourage **training facilitators to review the 14 personas** and reflect on how those individuals can be further supported. Have facilitators review the material while thinking like each of the personas in a human-centered design approach.
3. Embed the **3-stage critical consciousness framework** into the training. This will help participants to reflect on how they can become 'actors' of change.
4. Add a **visioning exercise** to the end of the gender mainstreaming training. Include aspects of observation, reflection and action. See details and an example at: waterforwomen.uts.edu.au/toolkit/tools/visioning.

Gender mainstreaming activities

Recommendations

1. Conduct **cross learning visit to or discussion meeting** with Svay Rieng around the gender parity changes in the provincial office. Svay Rieng has the highest proportion of women staff (63%). Explore the levers and barriers to this success.
2. Foster **a mentorship or coaching network** for women leaders with the organisation. Connect this network to an external resource centre for women's leadership.
3. Create a **poster, video, or newsletter series on positive deviant personas** (such as helping out at home or daring to speak out) to share throughout the organisation. Ideally this should be beyond SMSU3. The personas in this deck could be adapted for this purpose.
4. Create a **meeting template guideline** to support women during meetings. This could include guidance on voting for major decisions, rotating note-taking, keeping to time (especially at the end of the day), reflecting on seating patterns, and allowing for bathroom breaks during long meetings.

Gender Mainstreaming Activity Idea Bank

- Trainings
- Workshops
- Cross Learning Visits
- Meetings
- Coaching
- Mentorship
- Networks
- Positive Deviant Stories
- Posters
- Videos
- Newsletters
- Guidelines
- Gender Audits
- Office Layout Review
- Policy Review

SMSU3 Gender Mainstream training

Key lessons learned

+ Positive things

1. The SMSU3 Gender Mainstreaming approach was very effective in supporting managers and officers to think critically about how they engage with gender equality in the workplace.
2. The training was effective at 'rippling out' from the workplace to the home and the community.
3. The training was effective at creating a shared definition of gender equality for the team. This included a good foundation on the importance of rights of women within Cambodian society and law.

- Things to work on

1. We can strengthen the impact of the training on agent level staff. This may include the recommendations from the previous section and by critically reflecting on the power-balance between trainers and agent level staff.
2. We can help support staff to move from observers to doers and help to solidify that gender equality is not a job for women, but a task for everyone.
3. We can help support staff to think critically about 'why' gender equality is important. Peace, prosperity, happiness, and progress were all mentioned.