Appendix VI.4. Gender Mainstreaming Plan (Approved by CI-GEF Project Agency 2017-11-06)

GLOSSARY OF TERMS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Gender</td>
<td>The economic, social, political, and cultural attributes and opportunities associated with being men and women. Gender is a social construct, which does not imply addressing only women’s roles, but the simultaneous consideration of both male and female roles and their interaction in society.</td>
</tr>
<tr>
<td>Gender analysis</td>
<td>Examines the differences in women’s and men’s lives, including those which lead to inequity, and applies this understanding to policies and programs.</td>
</tr>
<tr>
<td>Gender aware</td>
<td>The explicit recognition of local gender differences, norms, and relations and their importance to outcomes in program and policy design, implementation and evaluation. This recognition derives from analysis or assessment of gender differences, norms and relations in order to address gender equity in outcomes.</td>
</tr>
<tr>
<td>Gender equity</td>
<td>The process of being fair to men and women. To ensure fairness, measures must be taken to compensate for historical and social disadvantages that prevent women and men from operating on level playing field.</td>
</tr>
<tr>
<td>Gender equality</td>
<td>The state or condition that affords women and men equal enjoyment of human rights, socially valued goods, opportunities and resources.</td>
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<tr>
<td>Gender integration</td>
<td>The strategies applied in program assessment, design, implementation and evaluation to take gender norms into account and to compensate for gender-based inequalities.</td>
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<tr>
<td>Gender sensitive</td>
<td>The act of recognizing the differences, inequalities and specific needs of women and men, and working on this awareness.</td>
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<tr>
<td>Gender role</td>
<td>A set of social and behavioral norms that are considered to be socially appropriate for individuals of a specific sex.</td>
</tr>
<tr>
<td>Gender mainstreaming</td>
<td>The process of incorporating gender into policies, strategies, programs, activities and administrative functions, as well as the institutional culture of an organization.</td>
</tr>
</tbody>
</table>

Source: ESMF version 05 – November 2015

Introduction

This five-year project aims to strengthen the conservation of biodiversity of global importance in the national system of protected areas and corridors, through the integrated management of culturally diverse coastal and terrestrial landscapes in Oaxaca and Chiapas, Mexico.

This project, designed in a participatory manner with local actors, will promote integrated landscape management to conserve biodiversity of global importance in three coastal and terrestrial priority landscapes of Oaxaca and Chiapas, while promoting sustainable rural livelihoods, thus creating virtuous circles between sustainable use, biodiversity conservation and well-being for local people.

The project has three interdependent and articulated components, forming an integrated strategy running parallel and simultaneously:
1. **Component 1:** Integrated management of the three priority landscapes for strengthening biodiversity conservation through land-use planning and the expansion and management of protected areas.

2. **Component 2:** Mainstreaming models of sustainable production with market-driven value chain approach in agriculture, fishing, aquaculture, forest and tourism activities, as a pillar of integrated management of the three priority landscapes.

3. **Component 3:** Increasing financial sustainability in the integrated management of the three priority landscapes.

This plan aims to mainstream the gender approach during all the project—from its design to completion—to achieve better project outcomes during the five years of implementation. This project will be implemented in both, regional and local scale. Regional scale refers to the implementation of the integrated landscape management approach (regional land use plans) and local scale to the work in the 16 primary intervention sites (PIS).

Gender refers to the economic, social, political and cultural attributes and opportunities associated with being a man or a woman. Gender is a social construct, which does not imply addressing only women’s roles, but the simultaneous consideration of both male and female roles and their interaction in society (ESMF, 2015).

In other words, gender is a social concept of the functions, behaviors, activities, and attributes that each society considers appropriate for men and women simultaneously, therefore it varies among cultures. It is a dynamic concept open to changes and it encompasses actors, governance, and territory. Thus, the gender plan recognizes the diversity among male and female groups, for example that indigenous women may face additional challenges to participate in decision-making processes and in the fair distribution of the benefits of the project compared to non-indigenous women.

The Gender Mainstreaming Plan aims to integrate gender into the design, implementation and monitoring of the project so that both women and men receive culturally-compatible economic and social benefits, and do not suffer discriminatory effects during the development process, and enjoy full respect for their dignity and human rights.

Gender mainstreaming is understood as the process of incorporating gender into the policies, strategies, programs, activities, administrative functions, and institutional culture of an organization (ESMF, 2015). It is not only about involving women, but about analyzing the equitable distribution of responsibilities, opportunities and benefits for men and women. This includes recognizing the role of women in the use of natural resources and in generating family health and well-being.

**Gender-related considerations**

Mexico is a signatory to international agreements on human rights, such as the American Convention and the United Nations Declaration. Mexico acceded to the Convention on the Elimination of All Forms of Discrimination against Women since 1979, as well as the conventions on the rights of children; economic, social and cultural rights; the elimination of all forms of racial discrimination; civil and political rights; and the Security Council resolution 1325 on Women, Peace and Security. Mexico is also a signatory to the Inter-American Convention on the Prevention, Punishment and Eradication of Violence against Women.
The legal framework in this area has also advanced in the states of Chiapas and Oaxaca, which have acknowledged, for many years, the respect for human rights, and in 2009 both states issued a law on the equality between men and women.

Chiapas in that same year adapted these laws to fulfill the millennium development goals. There has been progress in public policies aspects, such as the establishment of public institutions that implement programs to disseminate information on rights, non-violence, and development, but there is still much to be done, including mainstreaming gender in all public policies.

Despite all of those policies, there are still wide inequality gaps like public policies, gender awareness from decision-making to operational levels though at this moment in the State of Chiapas there are public programs to strengthen capacities, equipment and several municipalities which have a gender alert on feminicide. There is also very little progress on equity.

While Chiapas and Oaxaca are the states with the highest biological and cultural diversity in Mexico, many indigenous communities are governed by customary law. Thus arduous work, dialogue, understanding and respect between society and government, and granting rights to men and women equally and with equity are demanded.

The three priority landscapes of the project (Sierra Madre of Chiapas, Sierra Sur and Isthmus of Oaxaca, and Pacific South Coast of Oaxaca and Chiapas) have a total population of 503,927 inhabitants, distributed in 3,788 communities (INEGI, 2010). The 16 PIS are home to 323 communities inhabited by 110,883 indigenous or Afro-descendant peoples, and of the three landscapes, in the Sierra Sur and Isthmus of Oaxaca 53% of the population is indigenous (INEGI, 2010).

In terms of equality, participation in politics, decision-making, conservation and rural development projects, men and women are not equitable. Local experiences on conservation or environmental initiatives have been that women’s participation reaches approximately 10 to 20%.

Barriers identified preliminarily on women participation in planning, conservation and development initiatives, productive projects, and decision making in land use management show that:

- The project area is characterized for having a historic patriarchal society, where women have voice but not participate in decision making.
- Married women are the main responsible for reproduction, child care and household chores, thus their time is limited to develop other activities. Additionally, conservation and development initiatives do not provide facilities to allow women’s participation, there is still a need to incorporate gender awareness activities.
- The role of women in rural or indigenous communities is focused on the housekeeping and thus, they are not able to travel outside their communities, mostly when they are taking care of their children.
- Opportunities for higher education are granted mainly to men who have more time availability and mobility to attend activities outside rural communities.
- Violence and risk in rural areas lead women to stay at home instead of having mobility outside their communities.

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1 According to our own fieldwork experience, in these regions, women play a key role in the use and management of natural resources and biodiversity, not only in the milpa plots and coffee orchards, but also by getting involved in the management of backyard gardens where they cultivate maize, beans, chili, medicinal and edible plants and fungi, etcetera.
These barriers are going to be considered during the implementation of the project by conducting different activities (e.g. talks, workshops, films) focused on promoting gender awareness, respect to human rights and equal opportunities. Also, different strategies to foster the participation of women will be implemented, e.g. invitations will be delivered to women and men, activities will be developed in the communities, child care activities will be developed on specific cases, among others.

Specific barriers and associated measures to reduce barriers will be identified in the community gender/social analyses and local assessments that are to be carried out within the first 6 months of the project, after selecting the PIS. A complete local context (environmental, social, economic—production practices, cultural) assessment will be carried out by the Program Management Unit with scientific support from CR-Moore Center. This assessment will strengthen the baseline of the monitoring program.

In the areas of the Sierra Madre of Chiapas and the Sierra Sur of Oaxaca, where coffee plantation predominates, women participate in coffee production particularly in the harvesting process, but they are also in charge of processing the harvested product (if the space of the coffee plantation may seem a male-dominated space, the backyard space —where the harvested product is processed— is female-dominated) (Rocheleau et al., 1995). In the case of hiring labor for labor-intensive activities (such as pruning coffee trees), women are responsible for feeding all workers (interview during fieldwork in the Sierra Madre de Chiapas, January 30, 2017). Similarly, when harvesting wild Camedor palms, women participate in quality-control and post-harvest processes, where they create much value (this is, for example, the experience of Palmeros de la Sierra Madre) (see Tonalá Workshop report, February 8, 2017). On the coasts of Chiapas and Oaxaca, where fishing predominates, women play a key role in processing fish and in fabric staining activities using purple snails (Purpura pansa) (Salina Cruz Workshop, February 10, 2017).

In addition, these regions have a high presence of communal land ownership and it is worth highlighting women's achievements in gaining participation and strengthening their ejidos and communities.

In 1993 women constituted only 16.76% of legal agrarian landowners; today they reach 34.79% (RAN, 2017). Holding legal rights to land has allowed women to have a voice and be able to vote in decision-making processes within their communities. Currently, 1,045,892 women in Mexico have land ownership recognized and registered in the National Agrarian Register (RAN, by its acronym in Spanish). Moreover, in December 2016, Article 37 of the Agrarian Law was amended to promote the participation of female ejidatarias and comuneras in the representative bodies of their agrarian communities. This amendment mandates that: "Candidates for the elected positions that form the ejido administration and the supervisory board must be integrated by no more than 60 percent of candidates of the same gender." Up to date this amendment is difficult to be accomplished due that the land owners are majority men as well as agrarian governments do not reflect the true potential of women, as can be seen in the following data:

- Of the 15,339 ejidos with local representation bodies in Mexico, 581 have female presidents, 1,797 have female secretaries, and 2,332 have female treasurers. In addition, in the Supervisory Boards, there are 555 female presidents, 1,963 female first secretaries, and 2,541 female second secretaries.
- Of the communal representative bodies, at national level, 33 women are presidents, 104 are secretaries, and 132 are treasurers. In the Supervisory Boards, 26 women are presidents and 241 secretaries (RAN, 2017).
Throughout the design and development of this project, it has been sought to apply the gender approach from participation in the decision-making spaces, to design of financial mechanisms, sustainability and meetings.

### Table 1. Participation in workshops and meetings by gender

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Project Planning Workshop and Design of the First Workshops with Local Actors.</td>
<td>February 2 and 3, 2017</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>Workshop for project assessment and construction of strategic definitions with local actors for the “Conservation and Sustainable Use of Biological Diversity in Priority Landscapes in Oaxaca and Chiapas Project” (biocultural diversity). Sierra Madre de Chiapas Landscape—Tonalá</td>
<td>February 7 and 8, 2017</td>
<td>30</td>
<td>11</td>
</tr>
<tr>
<td>Workshop for project assessment and construction of strategic definitions with local actors for the “Conservation and Sustainable Use of Biological Diversity in Priority Landscapes in Oaxaca and Chiapas Project” (biocultural diversity). Pacific Coast of Oaxaca and Chiapas</td>
<td>February 9 and 10, 2017</td>
<td>33</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>76</td>
<td>28</td>
</tr>
</tbody>
</table>

During PPG phase the decision making group composed by CONANP and CI Mexico discussed the gender importance for equal participation in different activities, key stakeholders mapping took place at preliminary planning activities. The stakeholders were defined and invitations were sent for planning workshops at institutional level to NGOs, research centers, social productive organizations and government agencies. As a normal practice, CONANP PAs teams promoted participation of women representing local stakeholders such as municipalities, groups of producers or producers organizations, and the Project facilitated transportation both ways to the cities were planning workshops took place accompanied by field technicians associated to the Project and CONANP employees. These were the main measures to promote more women or indigenous people participation at the planning stage of this Project achieving 26% of women participation (See Table 1).

**Gender strategies**

The project and its allies will apply **gender equality** as a principle to enable men and women to enjoy equal opportunities, rights, benefits and resources. Therefore, measures will be identified to compensate disadvantages to enjoy equitable conditions within the project. The principle of **free opportunity** must also prevail throughout the project’s lifespan to provide equal opportunities for men and women to participate or not in the project.

- **Building basic capacities** on gender issues, first within the project management structure, and then among partners, allies and consultants, applying the abovementioned principles.
- Gender strategy and gender mainstreaming safeguard will be presented since the beginning of the project when hiring its personnel. During the Inception Workshop; with partners, associates, consultants and local communities a strategy will be presented to address specific policies in a collaborative manner.
- In the priority landscapes, there is a series of economic and environmental initiatives where all or most of the partners are women. The project will have a strong support to **community-based economic initiatives promoting the participation of women**. The Program Management Unit (PMU) will design appropriate strategies since the beginning of the project. The following initiatives will be considered at landscape level to identify participants for the governance bodies of each priority landscape or exchange of
experiences as part of capacity building activities at the PIS, this to integrate empowerment activities and compensate for historical disadvantages in the coffee sector:

- Invitations to participate in the project activities will be directed equally, to men and women of communities.
- During the PO identification phase, the project will select groups to work with, aiming to promote the equality and the capacity building in gender, these groups will include the women working in coffee cooperatives: In the Sierra Madre of Chiapas there is a number of new organizations and civil associations that are small community-based enterprises formed by women. These include the Cafédemujeres of the CESMACH cooperative, the Café Metik run by the Women's Association for Sustainable Development (which grew out of female partners and wives of partners of the Comon Yaj Noptic coffee cooperative), and even a new series of ecotourism projects (for example, the coffee route in El Triunfo) managed by women.  

- Women’s leadership in the region will be recognized: For example, the Sierra Madre of Chiapas has a series of women’s groups, including artisans, bakers, coffee roasting and grinding cooperatives, among others, that could be empowered by this project. Recognizing the strengths of these organizational experiences is critical for the success of conservation initiatives based on sustainable development support and encourage women participation. In the immediate future, it is proposed that the project organizes a diploma or award honoring local well known women. History of commitment to the work of female producers, leaders, artisans etc. and contribution to building alternative livelihoods and improving their families’ wellbeing could pose an example to other initiatives and leaderships within the priority landscapes.

- Environmental education or dissemination activities in local languages will impulse women participation.

- Lack of access to education and information and high levels of marginalization make literacy levels a barrier to information access. The use of community radio and dialogue tables, widely disseminated in the region, is recommended for the dissemination of environmental education materials and information on the project in the appropriate language.

- The gender approach will be integrated into the Integrated Management of each Landscape and its instruments, such as the Land-Use Planning Instruments of each region and their governance. Therefore, gender equality will be important in decision making.

- Gender equality will be implemented as far as possible and skills, knowledge and experience will be provided in project operations, as well as with partners, allies and consultants of the different activities and the achievement of joint results. A training session will be developed with the Project team to understand gender and apply results of this plan and general safeguards, besides this other trainings will be provided for example at the inception workshop.

- To create gender awareness at the landscape level and in the governance of each landscape, gender analyses will be developed at the landscape level and for the 16 PIS within the six months of the project. This will help to disseminate the gender approach in

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2 There are innovative projects throughout the coast, such as the Ikoots midwives of San Mateo del Mar, who are traditional midwives organized in the House of Indigenous Women (CAMI). They provide community health care and prepare traditional medicines based on traditional indigenous knowledge (Agencia de Noticias Istmo Press, 2016).
the region and communities, and define specific actions, considering the culture, and customary law.

- A protocol to address gender strategies and mainstream them will be developed during the first six months of the project, this protocol will provide guide on how to address cultural barriers that might avoid women participation within this project.
- The strategies to adapt the gender approach and its mainstreaming into the project will be analyzed each year to **compensate for gender-based inequalities** depending on the culture, local customs, and project capacities, at the landscape and PIS levels; for example, by making activities accessible, not increasing women’s workload but analyzing their needs and time and seasonal availability. Since women generally have less mobility than men outside their communities due to household duties and child rearing, childcare and adequate transportation should be provided and the project should consider bringing the activities to the communities as much as possible.
- Documenting people’s participation, by sex, in meetings as well as in the economic incentives provided is a key part of the project monitoring plan.
- Baseline of women / men participating in production activities at the PIS will be developed during the first year of the project.
- This project will be aligned and supported by the gender focal point of the CI’s Americas region as well as with CI gender policy and tools developed to implement activities and achieve outcomes, outputs and indicators.

**Monitoring and evaluation**

This activity, which is the responsibility of the project management unit, will be delegated to the project’s monitoring and evaluation officers and the person responsible for implementing the gender plan, which will be a person with gender skills within the structure of the project.

The gender mainstreaming plan will be considered a living document throughout the project’s lifespan, since the strategies will be developed each year as part of the project annual plans. Therefore, activities will be adapted for the achievement of the project’s results, products, and indicators.

A gender analysis at the landscape scale –region, PIS, community or locality– will be done during the local assessment that will be performed not only for social issues, but for natural resources management, and economic and productive activities. This activity fits into the Governance Outcome of the project that mentions to achieve a percentage (at least 30%) of women participation as well Indigenous Peoples and Afro-descendants in the Integrated Landscape Management which encompasses land use planning, biodiversity conservation actions, sustainable productive activities, communications, and bodies of decision-making at landscape level.

Compensation strategies will be supervised, monitored and evaluated to establish equity within the project process, particularly at the level of productive and service activities, as well as in decision-making for the governance of each landscape.

The strategies mentioned will be monitored every three months during the project’s lifetime, and will be evaluated yearly by the project team, including key project partners or consultants.
Compliance indicators identified: Safeguards on Gender, Indigenous Peoples and Afro-descendants

In component 1 on the results framework the Project aims to ensure equity in the development of Integrated Landscape Management Plans and other relevant project documents. As well as to get a more equitable participation of men and women in the governance of each landscape and activities within the Project and the following indicators were identified:

- Number of women and men participating in project activities (e.g. meetings, workshops, consultations, interviews, etc.)
- Number of strategies, plans (e.g., Land-Use Planning Instruments, Management Plans), and policies deriving from the project that include gender considerations (relevant projects apply).
- Number of communications campaigns with a gender approach and campaigns that prioritize women’s perspectives and practices on land-use management.
- Number of conferences, workshops or tools to strengthen capacities among project beneficiaries on gender.
- Women comprise at least 30% of the people participating in the development of the land use plans and being part of the decision making mechanisms such as the governance bodies at landscape level. 15% of the women will also participate in sustainable production projects at PIS scale.
<table>
<thead>
<tr>
<th>Indicators</th>
<th>Metrics</th>
<th>Methodology</th>
<th>Baseline</th>
<th>Target</th>
<th>Location</th>
<th>Frequency</th>
<th>Responsible Parties</th>
<th>Indicative Resources for 5 yr</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indicator 4.1:</strong> Number of women and men participating in project activities (for example, meetings, workshops, consultations, interviews, etc.)</td>
<td>Number of men and women participating in talks, presentations, meetings, workshops.</td>
<td>List of attendees of the various meetings.</td>
<td>0</td>
<td></td>
<td>Localities, cities, states</td>
<td>6 / year</td>
<td>Structure of the project. External committee. Consultants. Governance bodies.</td>
<td>US$1,000 designated for meetings and workshops.</td>
</tr>
<tr>
<td><strong>Indicator 4.2:</strong> Number of women and men who receive benefits (e.g. employment, income-generating activities, training, access to natural resources, land tenure rights, equipment, leadership roles, etc.)</td>
<td>Number of men and women benefitting from Training activities. Employment. Land use management plans. Equipment. Technical assistance..</td>
<td>List of attendees. Minutes. Reports of the activities.</td>
<td>0</td>
<td></td>
<td>Localities, municipalities, landscapes.</td>
<td>4 / year</td>
<td>Structure of the project. Partners. External committee. Consultants. Governance bodies.</td>
<td>US$500 identified for contractual services</td>
</tr>
<tr>
<td><strong>Indicator 4.3:</strong> Number of strategies, plans (for example, Land-Use Planning Instruments, Management Plans), and policies deriving from the project that include gender considerations.</td>
<td>Number of <em>Final Documents. Plans. Proposals. Model. LIM.</em> that incorporate gender considerations</td>
<td><em>Final Documents. Plans. Proposals. Model. LIM.</em></td>
<td>0</td>
<td>Localities, municipalities, landscapes.</td>
<td>3 / year</td>
<td>Structure of the project. Partners. External committee. Consultants. Governance bodies.</td>
<td>US$1,000 of grants and agreements</td>
<td></td>
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<tr>
<td><strong>Indicator 4.4:</strong> Number (and percentage) of communications campaigns with a gender approach and campaigns that prioritize women’s perspectives and practices on land-use management.</td>
<td>Number of Awareness and communications campaigns.</td>
<td><em>Talks. Presentations. Communications materials. Meetings. Congresses.</em></td>
<td>0</td>
<td>Localities, municipalities, landscapes.</td>
<td>4 / year</td>
<td>Structure of the project. Partners. External committee Consultants. Governance bodies.</td>
<td>Est USD Amount: $1,000 of grants and agreements</td>
<td></td>
</tr>
<tr>
<td><strong>Indicator 4.5:</strong> Number of conferences, workshops or tools to strengthen capacities among project beneficiaries that contain a component/session on gender.</td>
<td>Number of gender capacity building activities.</td>
<td><em>Talks. Presentations. Communications materials. Meetings. Congresses. Training activities.</em></td>
<td>0</td>
<td>Localities, municipalities, landscapes.</td>
<td>4 / year</td>
<td>Structure of the project. Partners. External committee. Consultants. Governance bodies.</td>
<td>US$1,000 designated for meetings and workshops.</td>
<td></td>
</tr>
<tr>
<td>Indicator 4.6: Number of actions that deliver equality and equity³ in the outcomes and outputs of the project.</td>
<td>Equity number of activities</td>
<td>Special actions to make women participation equally. Schedule considerations of M/W. Gender awareness activities at local, PIS and landscape level.</td>
<td>0</td>
<td>Localities, municipalities, landscapes.</td>
<td>4 / year</td>
<td>Structure of the project. Partners. External committee. Consultants. Governance bodies.</td>
<td>US$1,000 Actions can be identified in budget line items</td>
<td></td>
</tr>
<tr>
<td>Indicator 4.7: Percentage of women stakeholders participating in governance mechanisms for ILM and indigenous peoples, afro-descendants and other vulnerable groups.</td>
<td>Special actions to make women / men participation equally. Schedule considerations of M/W. Gender awareness activities at local, PIS and landscape level. Gender equity and equality protocol. Gender sensitiveness.</td>
<td>0</td>
<td>30% women and 20% indigenous peoples, afro-descendants and other vulnerable groups</td>
<td>Localities, municipalities, landscapes.</td>
<td>4 / year</td>
<td>Structure of the project. Partners. External committee. Consultants. Governance bodies.</td>
<td>US$500 designated for meetings and workshops</td>
<td></td>
</tr>
</tbody>
</table>

³ Equity indicator will be measured by identifying the number of actions, Budget to women and men to be fair and have access to the opportunities of this projects in terms of trainings, meetings, talks, events, productive practices, etc.