Tipsheet: Addressing Targeting and Gender in Project Design Report

This tipsheet will be useful for mission members responsible for the write-up of targeting and gender during project design.

1. Inputs to Main Text

PDR Section I: Strategic context and rationale

A.   Country and rural development context

Critical issues emerging from rural poverty and gender analysis: salient features that are relevant for the project's gender and targeting strategies, including a paragraph on the key aspects of each of the following:

- poverty and rural livelihoods – where poverty is located in the country, who are the rural poor, how do they cope and what does it mean for their lives - and include policy and institutional responses;
- gender issues - the main gender inequalities and who suffers most - and their implications for rural livelihoods, productivity, value chain development and growth of rural economy, including policy and institutional responses;
- other issues associated with social diversity (e.g. youth, indigenous peoples or marginalized groups, HIV/AIDS), including policy and institutional responses.

PDR Section II: Project description

A.   Project area and target group

Project area: in addition to agro-ecological characteristics:
- Note any poverty-based reasons for selecting the project area.
- Outline selection criteria that may be used to target pockets of poverty (such as poorer districts) within the project area.

Target groups (1/2 -1 page, depending on the number of groups):
- Summarise the key characteristics of the target groups (in terms of assets, livelihood activities, how they are involved in project theme and outcomes) and their priority needs.
- Quantify the number of each group.

B.   Project development objective

- Include a gender-specific objective for the project – with a clear budget allocation, other outcomes in terms of gender equality and women's empowerment, together with intermediate indicators.

C.   Components/outcomes

- Identify the direct beneficiaries for the various components/activities.

D.   Lessons learned and compliance with IFAD policies

- Note compliance with IFAD's targeting and gender policies and include the completed checklists in Annex 12.

PDR Section III: Project implementation

A.   Approach

- Summarise the key features of the targeting and gender strategies and cross-reference to details in Annex 2 and the completed gender and targeting checklists in Annex 12.

B.   Organizational framework

- Responsibilities of the project management unit and staffing: note responsibility for implementation of the gender and targeting strategy, assign responsibility to an individual staff member, and note the importance of gender equality within the PMU as well as in its service delivery.

- Implementing partners: should have a commitment to pro-poor approaches, gender equality, women's empowerments and social inclusion.

C.   Planning, monitoring and evaluation, and learning and knowledge management

- Include outcome and output indicators relevant to targeting, promoting gender equality and women's empowerment, target group empowerment and indigenous peoples, if relevant.

- Note that gender and targeting issues will be reflected in the baseline survey, mid-term review and impact assessment studies, and lessons learned will be captured in the knowledge management system.

D.   Supervision

- Ensure that the skills mix for supervision missions, especially during the first 12-18 months, includes a targeting/gender/social inclusion specialist.

PDR Section IV: Project costs, financing and benefits

C.   Summary benefit and economic analysis

Ensure the dimension of gender equality and women's empowerment is reflected in the non-quantitative benefits.

2.   Inputs to Annexes

Annex 2: Poverty, Targeting and Gender (6 pages)

This is an opportunity to provide more insights into issues being addressed and recommended approaches. Present more-depth information to complement the selected text in main report; avoid merely repeating the main text.

Annex 12: Compliance with IFAD policies
Present the completed targeting and gender checklists (to be used as useful tools to assist the process of design and discuss with other team members - rather than solely as checklists for compliance).

Other areas which should reflect gender and targeting issues:
- Logframe
- M&E system and indicators
- Terms of reference for project staff and partners
- Outline for Project Implementation Manual