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Gender Analysis - Factors of Influence

Gender Sensitivity Toolbox

Objective:

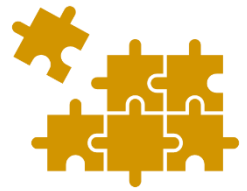
Gender analysis provides the necessary data and information to integrate a gender perspective into business support provision (e.g. coaching, mentoring, training). It identifies the differences in the context of entrepreneurship and receiving business support. It allows for the development of interventions that address gender inequalities and meet the different needs of women and men. The purpose of this tool is therefore to help provide basis for the pre-assessment research and to help identify factors of gender-awareness, as well as helping develop an understanding of the reality associated with the gender dimension and assist you in designing your business support strategy, programme or project. Quality of data within Gender Analysis is very important.

How to Use:

Gender Analysis is vital aspect of the pre-assessment, helping collect & develop data that will help shape the interventions into the business support to make them more gender-sensitive and allow progress towards gender mainstreaming – this is a gradual process and requires constant evaluation (see continuous improvement tool). Not all data will be instantly available, so both existing data sources (which have to be segregated by gender) and original research should be combined and data shared with, and between stakeholders. The ‘factors of influence’ are a visual aid to help generate ideas around topics and aspects that should be subjected to gender analysis.

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To be used as a complementary tool with the Pre-assessment Tool (pre-cursor)

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