

TOOL 3.3

Rapid Gender and User Engagement Company Self-Assessment

- » **GOAL:** Understand the extent to which the company user engagement activities currently assess and address gender dynamics
- » **TARGET UNITS:** Community Engagement and Consumer/User Engagement

Infrastructure companies know that meeting the needs and interests of users is key to a successful operation. It increases demand and usage of the service or product, and therefore profit. However, like in other sectors, traditional studies, outreach, and planning methods may not tell a company everything it needs to know about its users. Because women and men have different experiences, household roles, customs and social expectations, and daily tasks, their needs, usage of the service, and ability and methods of payment can differ.

For example, individuals who are primarily responsible for domestic or caregiving duties—women, in many contexts—use transport differently than those who commute daily to work. And people without transportation or a bank account may have difficulty making service payments for water or power if they are required to travel far from home to do so. In many places, women are less likely to own a bank account; however, women are sometimes those tasked with paying particular household bills. Ensuring your company understands these differences is the first step to meeting its users' diverse needs. By meeting these needs, companies can increase their user base, collection of fees, and relationships with users and the surrounding community.

As with **TOOL 3.2**, this tool is a questionnaire designed to give your company a quick understanding of whether it is considering and integrating gender differences in the design of services and payment structures. The number of “Yes” answers (relative to “No” answers) will give you an initial overview of the extent to which your user engagement activities are gender-sensitized.

Because women and men have different experiences, household roles, customs and social expectations, and daily tasks, their needs, usage of the service, and ability and methods of payment can differ. **Ensuring your company understands these differences is the first step to meeting its users' diverse needs.**

TABLE 3B | Rapid Gender and User Engagement Company Self-Assessment

GENERAL QUESTIONS

Do user engagement strategies:

CHECK
IF YES

Collect data on the sex of users?
Do any data analysis on usage patterns by sex?
Ensure that consultations (e.g., focus groups) and support services (e.g., customer support helplines) for consumers are directed to, tailored for, and target all users, including women, youth, ethnic minorities, people with disabilities, and individuals who are illiterate?
Segregate meetings by gender when women are likely not to attend or speak freely in front of men?
Have a dedicated gender and inclusion officer or team on staff?
When reviewing pricing, services, and infrastructure development, consider (through consultations and other methods) the differentiated needs and usage patterns of women and men?
Include female beneficiaries and users in the design of services and tariff structures?
Support municipal programs to involve women in civic engagement—such as in voter registration and turnout—and involvement in consultation and feedback mechanisms?
Incorporate questions about gender in all user surveys and baseline assessments, such as to assess differences in usage patterns, mobility patterns, payment needs, and accessibility? (More specific questions can be found below in sector-specific question lists.)
Consider conducting the following studies when appropriate? <ul style="list-style-type: none"> • Study alternative/non-traditional payment platforms and tariff structures tailored to serve the needs of low-income users/households. • Qualitative/quantitative research to understand the risks facing vulnerable/low-income groups, including female-headed households (FHH), with regard to tariff, payment, and mobility issues. • Mapping users from FHHs in the target service area to integrate this data into a service user database.
Ensure that communications directed at users are designed for both a female and male audience, so that both men and women are aware of services, changes, and other information the company wants to communicate?

Understand and map out distinct needs and preferences of products/services by men and women to see if there is an unmet demand?

Include women users in the design of services and tariff structures? (For example, surveying women about how the service can better meet their daily needs and meet unmet demand, as well as what tariff structures would increase their ability to make regular on-time payments.)

Evaluate the potential adoption of mobile payment methods such as mobile money or smartphone apps? (These payment methods can help address some obstacles to bill payment that may disproportionately face women, such as reduced availability of time, transportation, or bank account access that may be required in order to pay bills.)

Consider redesigning or creating new products, services, and platforms to retain and/or increase women customers (including, for example, marketing)?

SAFETY AND GENDER-BASED VIOLENCE

Do the company and/or subcontractors:

CHECK
IF YES

Require employees and contractors to participate in training about GBVH and sexual harassment?

Require employees, contractors, and service providers to assess, report, address, and monitor any incidents of GBVH within the workforce, community, and toward users of their services?

Work with service providers to develop sexual harassment policies and GBVH codes of conduct for all employees?

Require adherence by contractors and subcontractors to the GBVH codes of conduct?

Consider creating or implementing awareness campaigns about GBVH-related risks associated with the particular sector or service?

Perform a safety audit to determine ways to improve safety for men, women, and children, such as by ensuring areas are well lit?

Conduct a GBVH risk assessment and define a mitigation strategy?

Support reporting, referral, and support mechanisms in the community, and ensure that companies are connected to local authorities to monitor and respond to any changes in violence associated with mining operations?

SECTOR-SPECIFIC QUESTIONS

Does the company:

Power:

CHECK
IF YES

Have any financing models or partnerships that are designed to facilitate diversity of users? (This can include partnering with women’s savings groups and cooperatives which can serve as an outlet for awareness raising and a source of consumer financing to help women cover the cost of down-payments for solar lighting and other household solar investments.)

Identify distinct needs and preferences for energy products/services by men and women, including gender-specific barriers or constraints to increasing energy demand?

Transport:

CHECK
IF YES

Collect and analyze sex-disaggregated data on users, including usage patterns at different times of day and on different routes? Perform outreach to understand what impacts different usage patterns by men and women?

Consider women’s travel patterns while designing bus and train routes and schedules? (Some measures that might help include paying attention to off-peak transport, identifying location of bus stops to meet women’s safety and convenience standards, flexible drop-off and bus design features such as lower steps, wider doors, and space for strollers that cater to the needs of the elderly, women, and mothers with children.)

Institute policies and practices that reduce women’s sense of exposure to risk, such as flexibility of disembarking closer to their destination in the evenings, increasing the number of stops, ensuring waiting areas are well-lit and have security cameras, and better dialogue and collaboration with female police?

Have a system for passengers to easily and anonymously submit complaints/grievances?

Conduct capacity building through trainings to improve GBVH responsiveness among bus operators and drivers?

Designing fare schemes that reduce multimodal travel costs by reducing transfer costs, introducing cheaper daily or weekly tickets, or designing differential fare structures that vary based on time of day or routing?

With ride sharing, install a panic button to increase driver and passenger safety?

Conduct safety audits? (Safety audits generally consist of exploratory walks by groups of three to six people from local communities and often involve city planners and counselors for awareness and sensitization. Participants identify sites where potential for crime is high or where women may feel unsafe to create awareness about safety risks and opportunities to improve the physical environment and make it safer for all passengers.)

Consider whether offering separate train coaches and/or reserved seats for women in public transit would be beneficial?

Water:

CHECK
IF YES

Consider monitoring the project throughout implementation by collecting sex-disaggregated data on public health and time indicators, and their impacts?

Propose training/engaging women as community health educators where appropriate, due to their unique roles and knowledge as water managers and caregivers in the home?

Consider partnering with financial institutions to promote access to financing or funding, such as in the form of sanitation loans, to give borrowers the initial capital they need to pay for water and sanitation products and services?

Work with communities to increase participation of women on local water management committees and structures?

Include women in user outreach teams and service/meter reading staff?

Cities:

CHECK
IF YES

Conduct sex-specific consultations, sex-disaggregated user and grievance analysis, and/or consultative forums with diverse municipal service users to understand any sex-specific issues, requests, or opportunities?

Ensure cities have grievance and support mechanisms as well as partnerships with competent organizations to prevent and respond to incidents of GBVH?

Pilot measures like increasing presence of cameras, improved lighting, complaints/grievance mechanisms, and citizen/user awareness campaigns?

Conduct safety audits? (Safety audits generally consist of exploratory walks by groups of three to six people from local communities and often involve city planners and counselors for awareness and sensitization. Participants identify sites where potential for crime is high or where women may feel unsafe to create awareness about safety risks and opportunities to improve the physical environment and make it safer for all residents.)