



GLOBAL  
**SOCIAL NORMS & AGENCY**  
LEARNING COLLABORATIVE

**Gendered Social Norms Affecting  
Equitable Land Governance:  
Findings from 3 Norms-Shifting  
Interventions Across Diverse Settings**

# Interpretation

- Click **Interpretation**  in the meeting controls at the bottom of the screen. / Cliquez sur l'icône **Interprétation**  dans le menu en bas de l'écran.
- Opening this menu will show: *Off, English, French* / Quand vous l'ouvrez, vous verrez: *Arrêt, Anglais, Français*
  - To hear the **interpretation** of session, choose desired language. / Pour avoir une **traduction** de cette séance, choisissez votre langue (Anglais ou Français) en cliquant dessus.
  - If you would not like to hear the interpretation, choose "Off" / Si vous ne souhaitez pas entendre de traduction, cliquez sur "Arrêt"
- You can respond in your preferred language and **do not** need to change settings. / Vous pouvez parler/répondre dans votre langue préférée **sans avoir besoin de modifier les paramètres.**

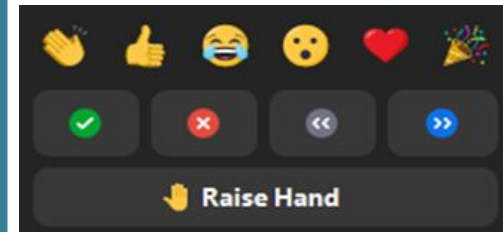
# Zoom Logistics



Use the Chat box to join the dialogue. We would like to hear your thoughts and insights.



For questions, please click the Q&A icon and type in your questions there.



Use the reactions icon at the bottom of your screen to raise your hand if you would like to speak during the general Q&A session.



Tell us  
about  
yourself

In the chat,  
introduce yourself  
and where you're  
joining from!

# Social Norms and Agency Learning Collaborative (LC) Network: Who We Are



A network of passionate individuals and organizations working together to influence and shape the field of social norms and agency



Comprised of 5 communities in Anglophone West Africa, East Africa, Francophone West Africa, South Asia, and the Global Learning Collaborative community for those not residing within these regions



# What We Do

**DOCUMENT & SHARE  
EXPERIENCES**



**STRENGTHEN  
CAPACITY**



Learning Collaborative

**ACTIVITIES**



**IMPROVE PRACTICE  
THROUGH  
PARTNERSHIPS**



**CO-CREATE SOCIAL  
NORMS  
RESOURCES & PRODUCTS**

# Co-Create Tools & Knowledge Products

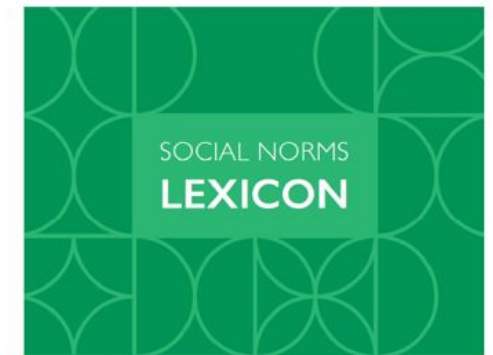
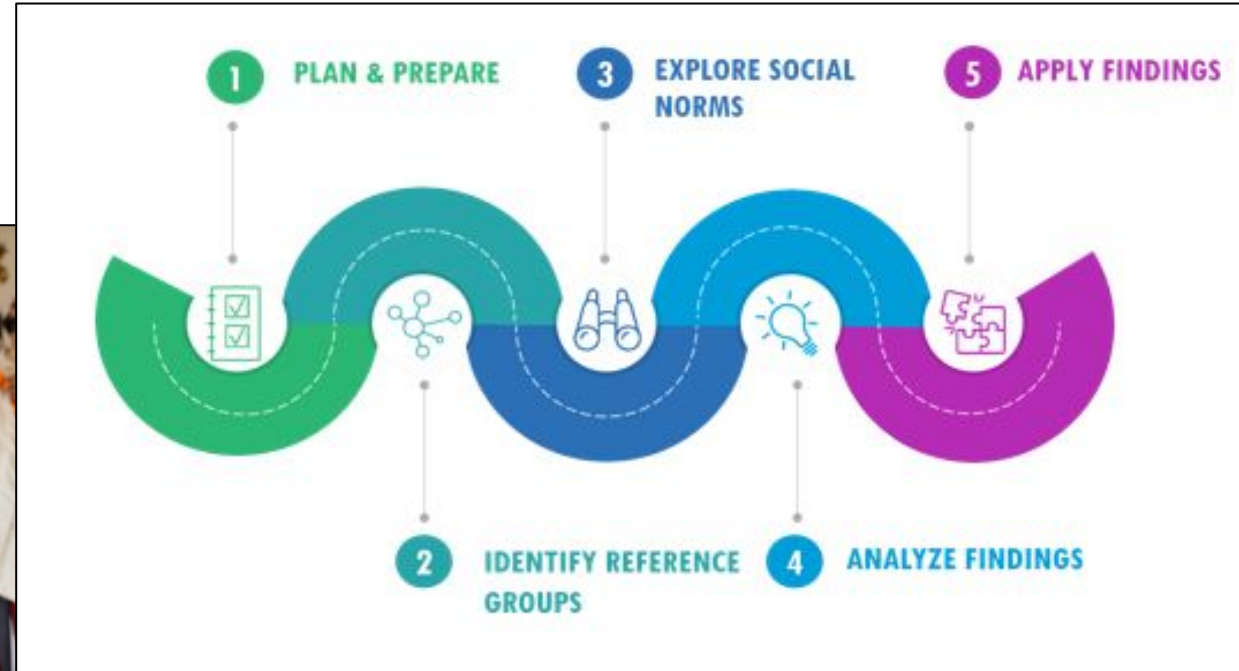


Getting Practical  
Integrating Social Norms into Social  
and Behavior Change Programs

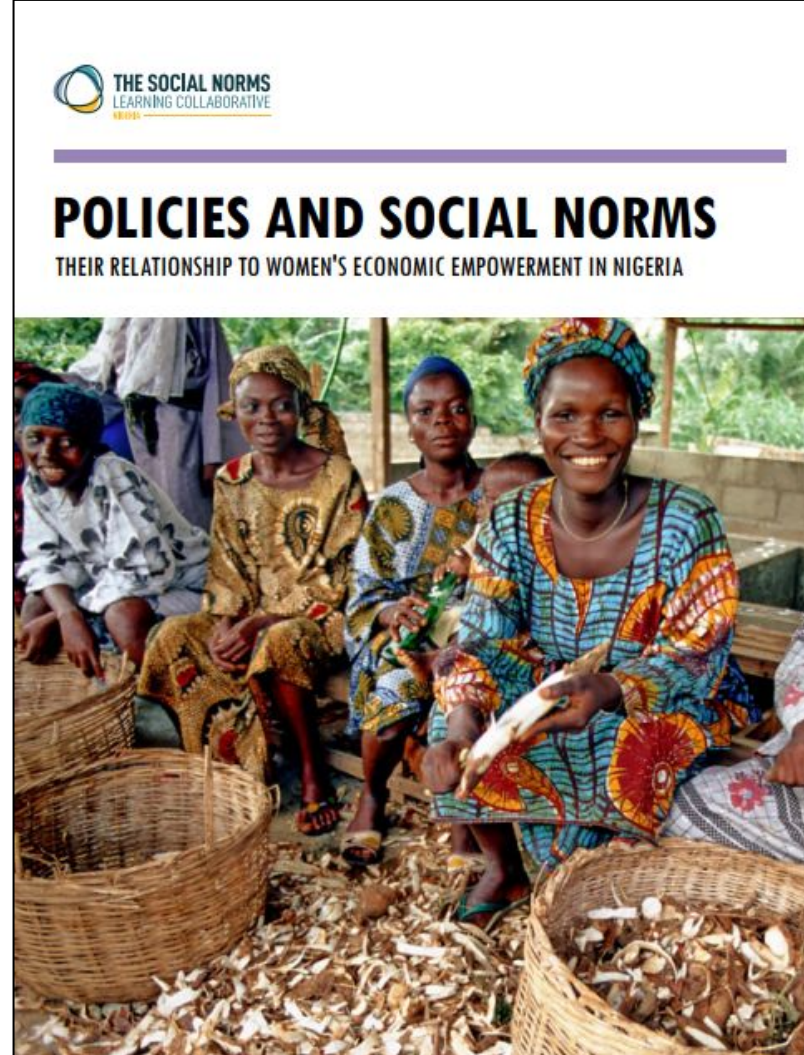
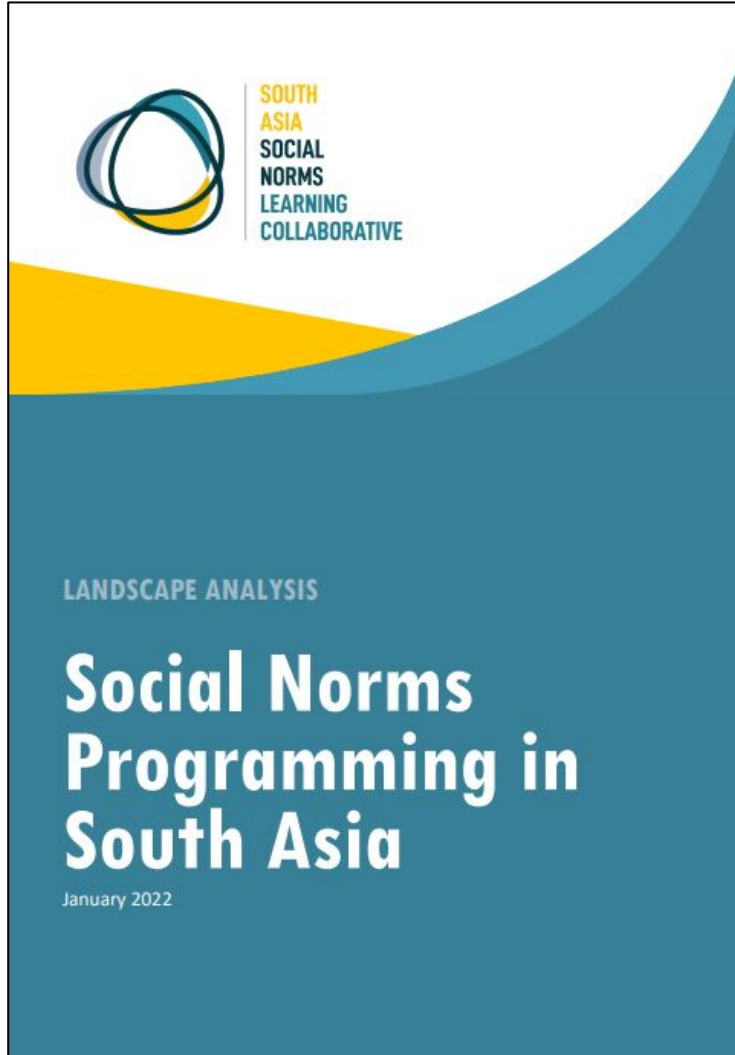


THE LEARNING COLLABORATIVE  
TO ADVANCE NORMATIVE CHANGE

Breakt  
FOR SOCIAL & B



# Co-Create Social Norms Landscape Assessments





# Document & Share Experiences

**ALiGN** Advancing Learning and Innovation on Gender Norms

Home About Themes Case studies and blogs Events Resources Stay informed



© Eric Lafforgue/2011. Portrait of teenage girls wearing green hijabs in Boorama, Somaliland.

## The Learning Collaborative

### About the Learning Collaborative

With funding from the Bill & Melinda Gates Foundation, the **Learning Collaborative to Advance Normative Change** envisions a world where the powerful influence of social norms in shaping adolescents' lives is widely understood, and where projects and programmes improve adolescent sexual and reproductive health by applying normative science at scale. The Learning Collaborative is an initiative for identifying, sharing and discussing norms-shifting interventions. Organised in three focused Learning Communities (Theory, Measurement, and Scale-Up), the Learning Collaborative contributes to efforts to build consensus on program, evaluation, and scale-up approaches for norms-shifting initiatives aiming to improve adolescent sexual and reproductive health and well-being.

## LC Shared Resources



[www.alignplatform.org/learning-collaborative](http://www.alignplatform.org/learning-collaborative)

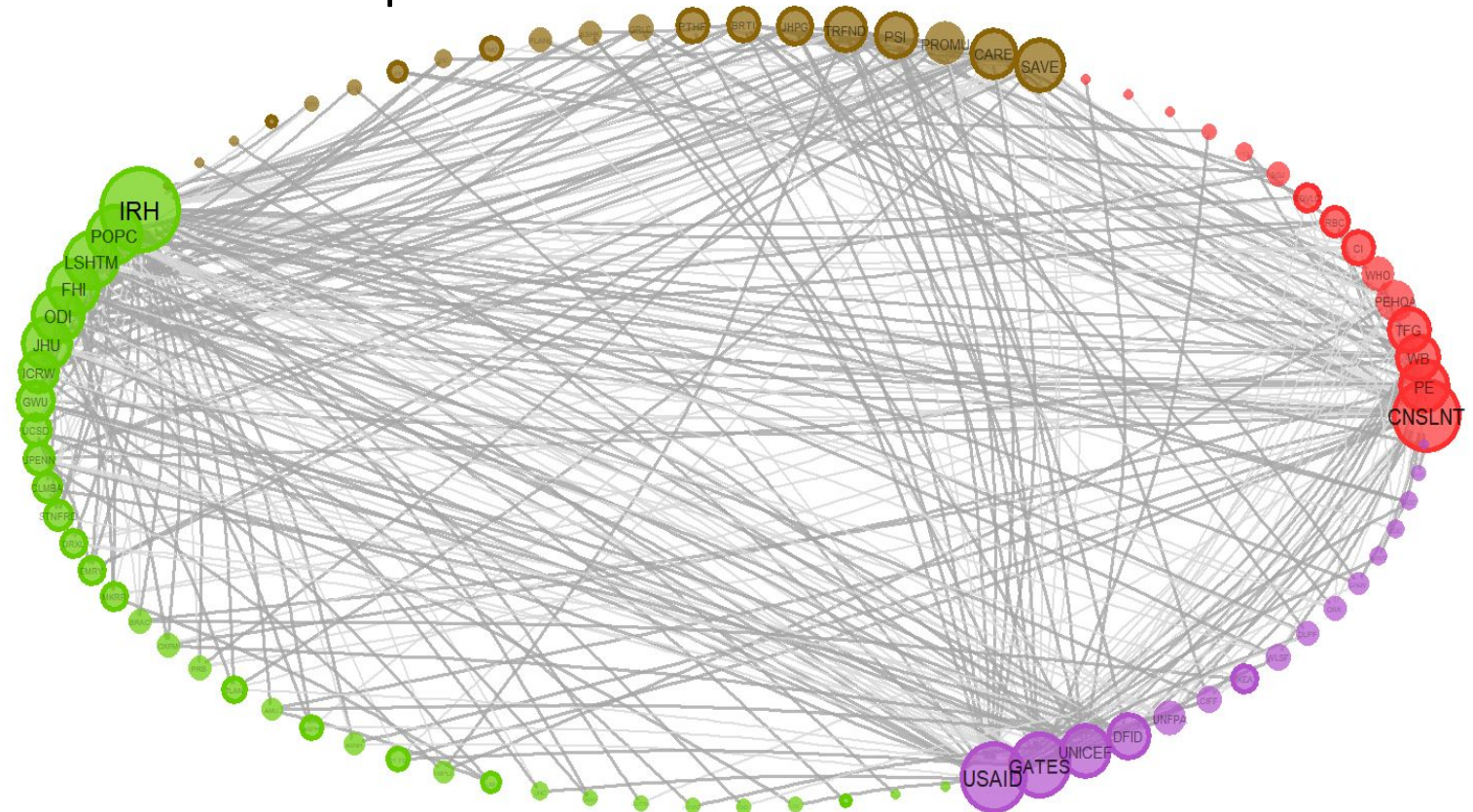
Reset

# Improve Practice Through Partnerships

Connections between Learning Collaborative members have more than doubled since the LC's inception.

## Partnership-Building Activities:

- Cross Community Coordinating Committee
- Mentorship & Small Grants
- Regional University, Faculty and Student Linkages



<https://www.alignplatform.org/global-learning-collaborative>

■ Funder ■ Researcher ■ Program Implementer ■ Other

# Strengthen Capacity

Each LC has led webinars, trainings, and conferences to build capacity on social norms practice and interventions.



**SAVE THE DATE**

 SOCIAL NORMS  
& AGENCY  
LEARNING  
COLLABORATIVE

Critical Conversations Series

## Moving Forward Social Norms Theory and Practice

 23 January 2024

 7:00 PST | 10:00 EST | 14:00 GMT | 16:00 CET | 19:00  
WAT | 18:00 EAT | 20:30 IST

 Zoom

[REGISTER HERE](#)



[Moving Forward Social Norms Theory and Practice:  
An Interdisciplinary Perspective | Align Platform](#)

# Facilitator **Janet Nackoney**



Janet Nackoney is a Land and Resource Governance Officer at USAID. She is a trained geographer with 20 years of experience working internationally at the intersection of human and social systems science.

At USAID, Janet provides technical support and direction to promote equitable access to land and natural resources, strengthen land governance, promote women's economic empowerment, and protect biodiverse ecosystems to sustain both local livelihoods and environmental health.

She holds both a Ph.D. and a Master's degree in Geographical Sciences from the University of Maryland and a Bachelor's degree in Geography from Indiana University – Bloomington.

# Presenter

## Thais Bessa



Dr. Thais Bessa is an international development professional and gender equality and social inclusion specialist with over 18 years of global experience. As Director of Gender Equality and Social Inclusion (GESI) at Tetra Tech, she leads GESI strategy at the organizational and program levels across sectors.

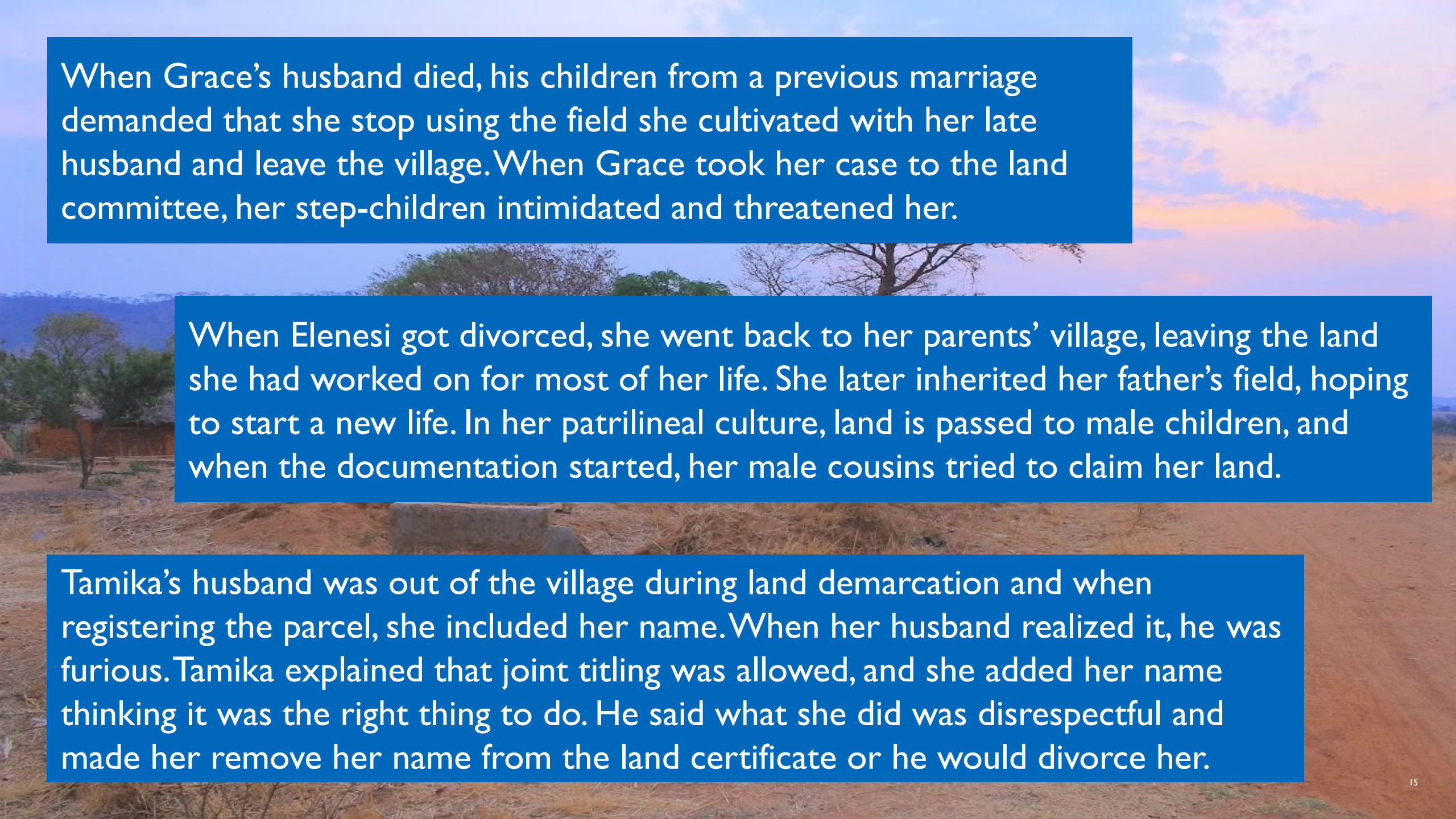
Under the USAID Integrated Land and Resource Governance (ILRG) project, Dr. Bessa coordinated activities across eight countries to advance women's land rights, promote women's economic security, shift harmful gender norms, and address gender-based violence.

She has a PhD in Political Science and International Studies from the University of Birmingham (UK) and a masters in Forced Migration from the University of Oxford (UK). Originally from Brazil, she is fluent in English, Portuguese, and Spanish.



# Gender Norms and Land: Identifying and Shifting Harmful Norms to Strengthen Women's Land Rights

Global Social Norms & Agency  
Learning Collaborative Webinar  
May 30, 2024

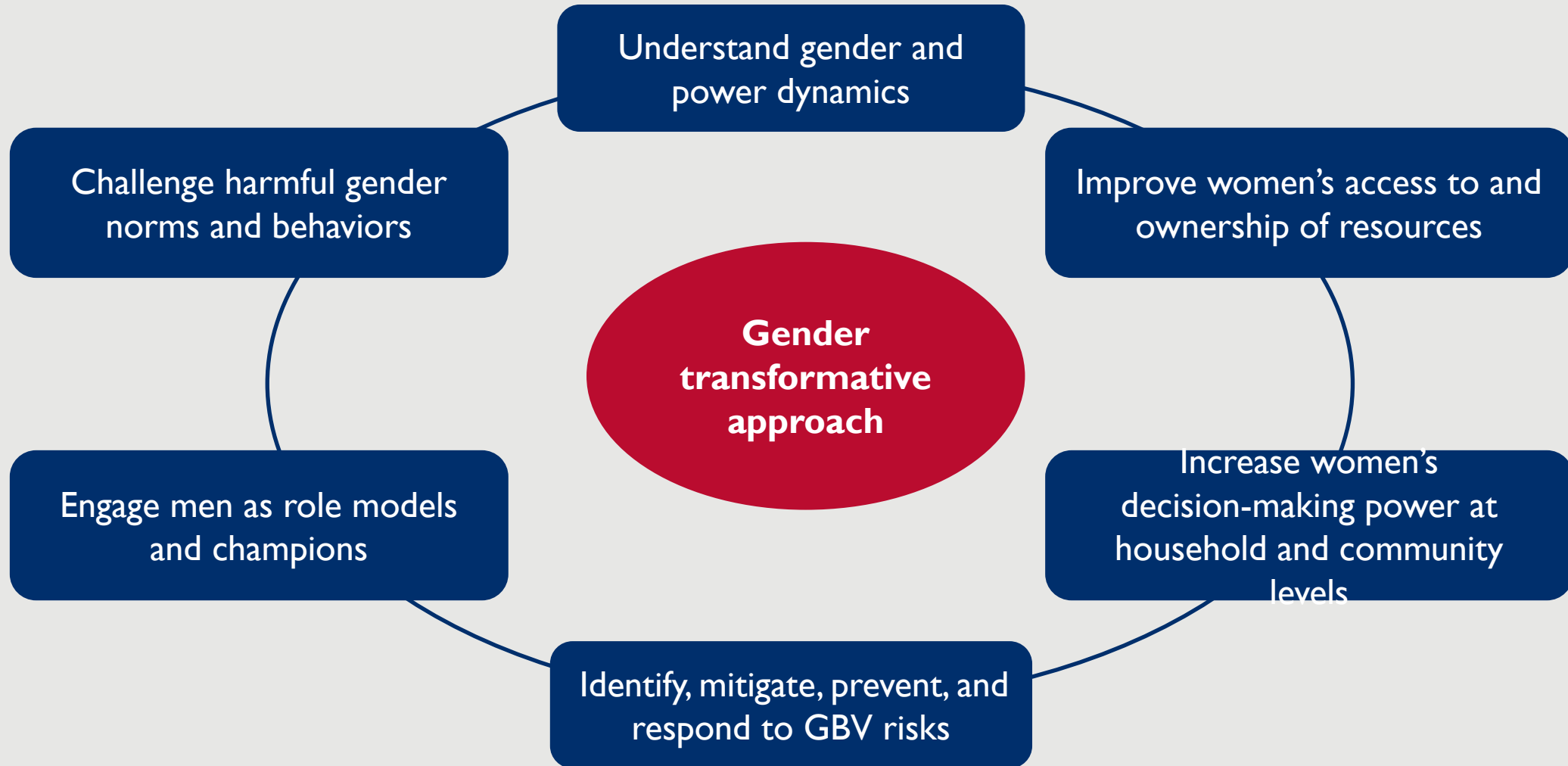


When Grace's husband died, his children from a previous marriage demanded that she stop using the field she cultivated with her late husband and leave the village. When Grace took her case to the land committee, her step-children intimidated and threatened her.

When Elenesi got divorced, she went back to her parents' village, leaving the land she had worked on for most of her life. She later inherited her father's field, hoping to start a new life. In her patrilineal culture, land is passed to male children, and when the documentation started, her male cousins tried to claim her land.

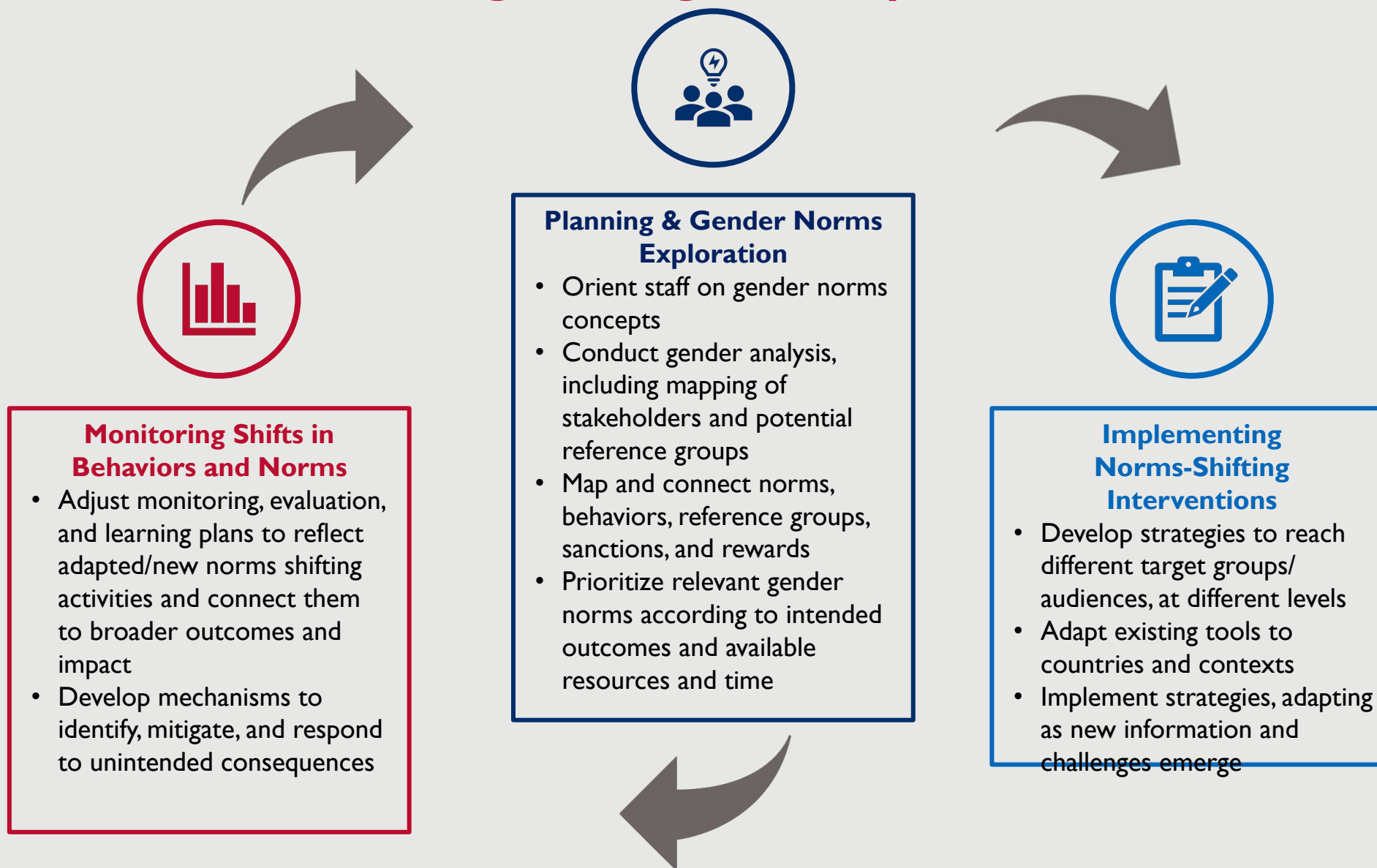
Tamika's husband was out of the village during land demarcation and when registering the parcel, she included her name. When her husband realized it, he was furious. Tamika explained that joint titling was allowed, and she added her name thinking it was the right thing to do. He said what she did was disrespectful and made her remove her name from the land certificate or he would divorce her.

# ILRG Approach To Women's Land Rights





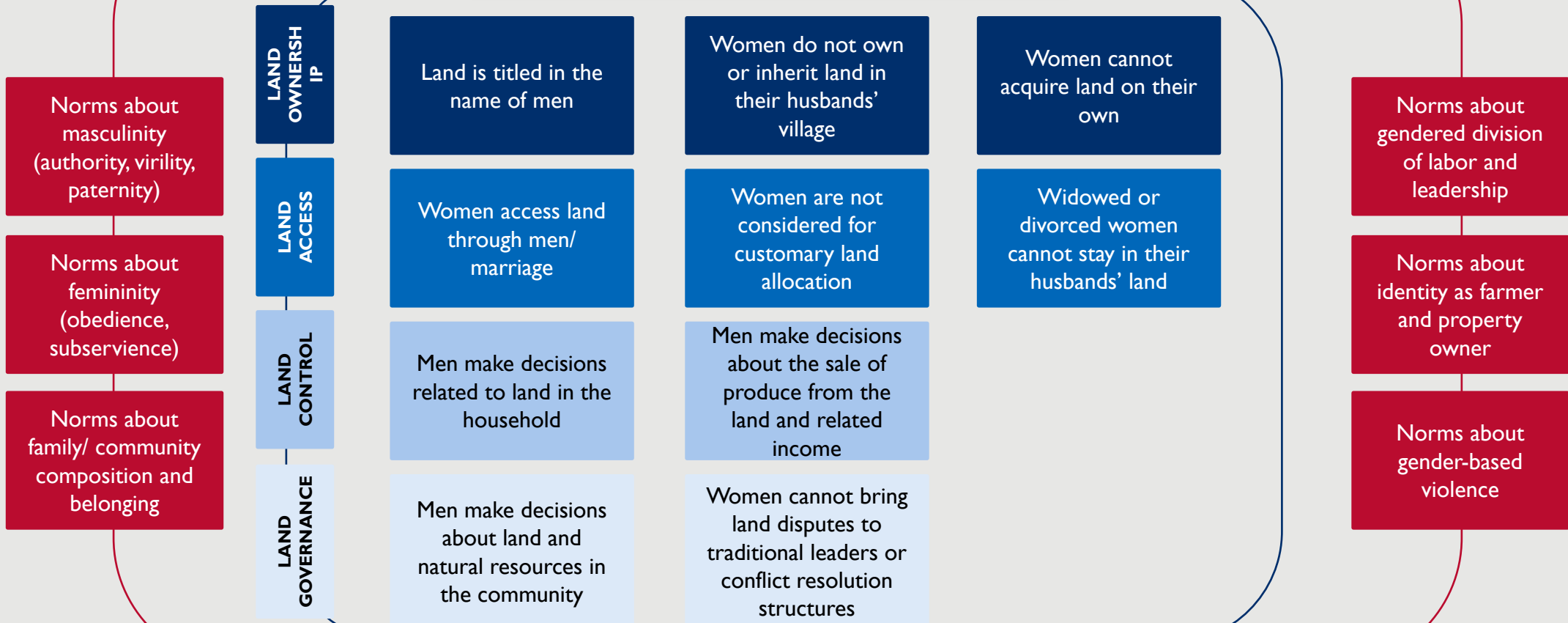
# Gender Norms Change Program Cycle



**STRUCTURAL FACTORS REINFORCING NORMS**

**BROADER GENDER NORMS**

**GENDER NORMS ABOUT LAND AND RESOURCES**



Legal systems that do not set or enforce women's rights to land and resources

Male-dominated customary and traditional systems

Lack of educational and social opportunities for women

Economic systems that place greater economic value on men

# ILRG Interventions to Shift Harmful Gender Norms

## Proven Interventions to Shift Social Norms



- Context specific gender analyses and norms diagnosis
- Household methodologies combined with sector-specific activities
- Meaningful men's engagement
- Group based collective action and learning that increase women's productivity and financial inclusion

## Promising Interventions to Shift Social Norms



- Mass campaigns and/or “edutainment”
- Positive norm messages among reference or peer group members
- Multicomponent income-generating and empowerment-based life skills training

# Shifting Gender Norms in Practice

**3,400** people participated in household dialogues about harmful gender norms

**500+** traditional leaders engaged in norms dialogues and championing change

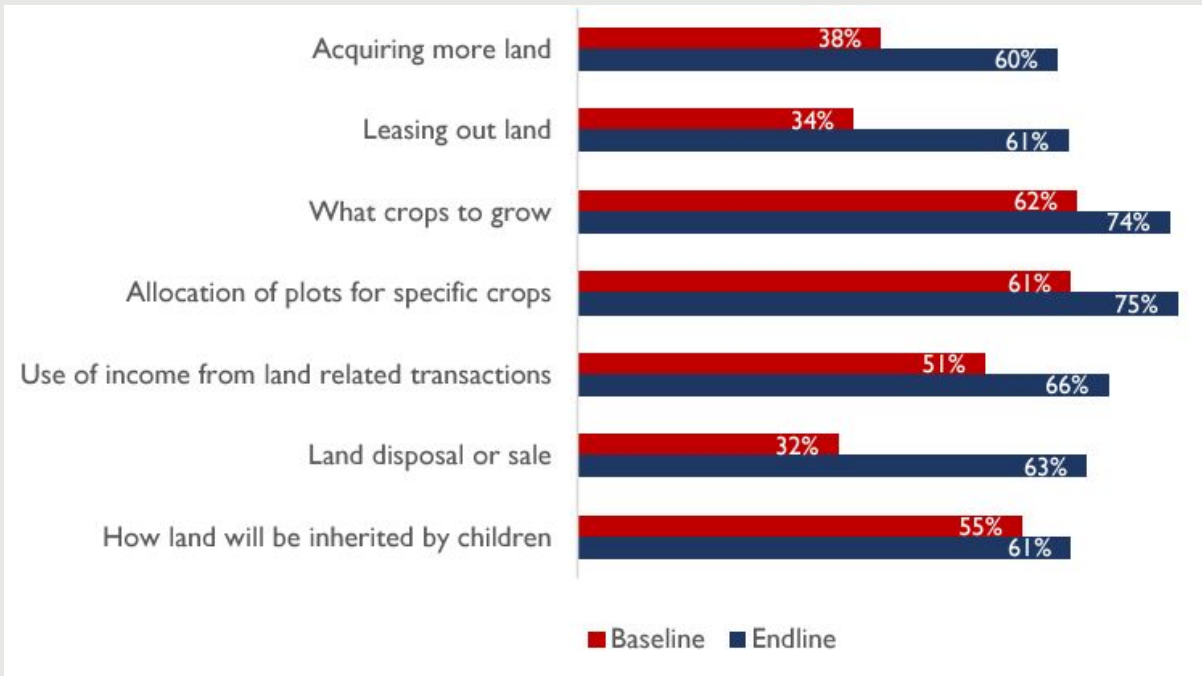
**1,700** women trained in empowerment, leadership, and entrepreneurship

**3,500** women in land- and producer-related groups

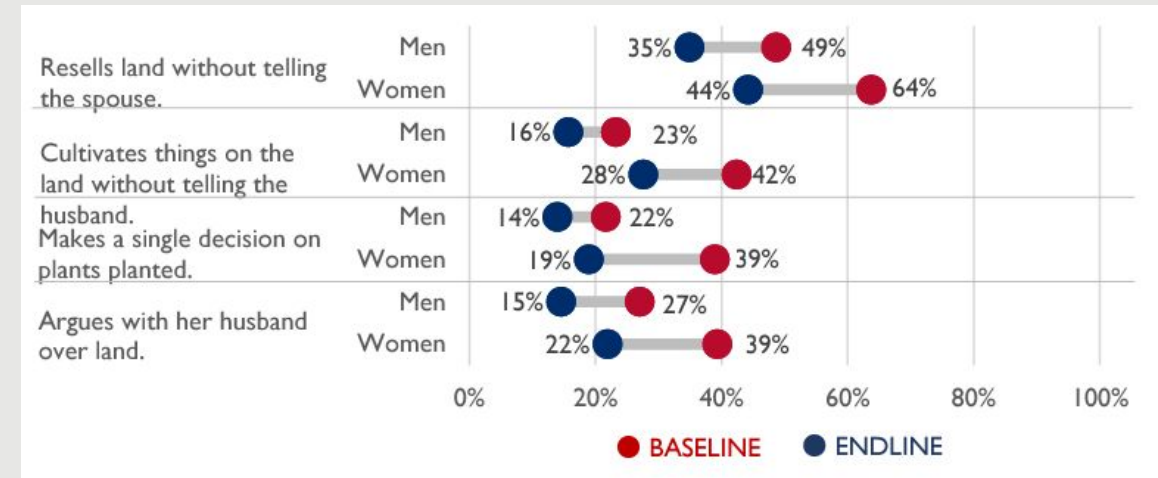
**43,000** people reached through edutainment and organized diffusion



## Women making sole or joint decisions about land (Malawi)



## People agreeing that GBV is justified if a woman... (Malawi)



## Perceptions about women's farming abilities (Ghana)



"I used to think it is not right to consider girls for land allocation. She will get married anyway and I didn't want to lose land to her husband. The gender discussion changed my thinking. I realized that if she got divorced she will have no means to care for herself and her children. I submitted a request to add my daughters on my land certificate."

**Samson Zulu, Induna, Maguya Chiefdom, Zambia**



"I had this mindset that cooking was a woman's job. I can cook, but I thought she should do it. [Winning] the men's cooking competition was a mindset shift. Now I cook every day and my sons will grow up seeing that helping the wife is good. I am looking for land to register in my wife's name. Before, we would make 2 or 3 bags per season. Now working together, we can make 5 or 6 bags. Before each of us was on their own separate path, we are one now."

**Emmanuel Oboery (and wife Baby), cocoa farmer, Ghana**

# Key Results



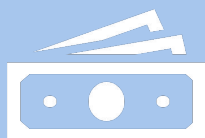
**278,000**  
women with  
documented land  
rights

**Malawi:** 42,000 people with land registered (women in 68% of titles)  
**Mozambique:** 11,000 people with land registered (60% women)  
**Mozambique:** 242,000 people benefited from community boundaries delimited (52% women)  
**Zambia:** 89,000 people with land registered (45% women)



**2,600**  
women elected to  
resource governance  
positions

**Mozambique:** 2,050 people (45% women) elected to community land associations  
**Zambia:** 25% women's representation on wildlife boards (up from 4%)



**7,000**  
women joined  
land-based value  
chains

**Ghana:** 1,300 women farmers joined savings groups  
**India:** 1,800 women trained in agronomy and sustainable farming practices  
**Mozambique:** 1,300 women with long-term land use rights and contracts as suppliers

# Recommendations



Carry out a robust, locally led, participatory gender analysis to identify key actors



Integrate gender norms change into comprehensive package of interventions



Consider norms directly related to land and natural resources, as well as broader norms



Draw from evidenced-based approaches and engage women and men



# Recommendations



Engage local facilitators who understand local context



Identify entry points and layer gender norms interventions with complementary activities



Reach men and women in the same household



Set realistic expectations and expect resistance

# THANK YOU!

Thais Bessa, Director Gender Equality and Social Inclusion, Tetra Tech  
[thais.bessa@tetratech.com](mailto:thais.bessa@tetratech.com)



Scan for Gender Norms  
& Land report



**USAID**  
FROM THE AMERICAN PEOPLE

# Presenter

## Joao Montalvao



Joao Montalvao is a Senior Economist at the World Bank's Africa Gender Innovation Lab (GIL).

His work involves identifying constraints to women's economic empowerment in Africa and testing the effectiveness of policies designed to alleviate these constraints.

As GIL's Thematic Leader on Property Rights, Joao has focused on interventions that strengthen women's land rights and their economic impacts. He earned his PhD in economics from the University College London.

# Motivation

- Land is primary source of income for the majority of households in Africa, especially those involved in agriculture
- Land tenure systems in Africa are predominantly informal, rooted in customs and norms typically biased against women
- How to make progress towards gender equality in land rights?
  - Changing norms and/or changing how norms are *perceived*

# Background: MozLand IE

- Large-scale rural land registration program in Mozambique implemented by government, part of MozLand Project
- World Bank Africa Gender Innovation Lab (GIL) conducting impact evaluation (IE) of land registration under MozLand in Manica province (patrilineal region, north of Zambezi river)
- IE follows cluster-RCT approach: 100 villages, half of which randomly selected to receive land registration

# Background: IE Sample

- Baseline survey conducted in 2021
- Random sample of 22 hhs in each village, both spouses surveyed
- Primary economic activity is subsistence farming
- 51% households fear losing land rights within 5 years
- 72% of women worry losing land rights in divorce or widowhood

# Survey measured attitudes and perceived gender norms on land rights

- Baseline survey collected data on respondents' own attitudes and perceived community attitudes towards women's land rights (WLR)
- Example statement: "*Men should include their wives as co-owners of their land if given the opportunity*"
- Respondent asked whether they personally agreed with each statement, and to estimate agreement rate in their community

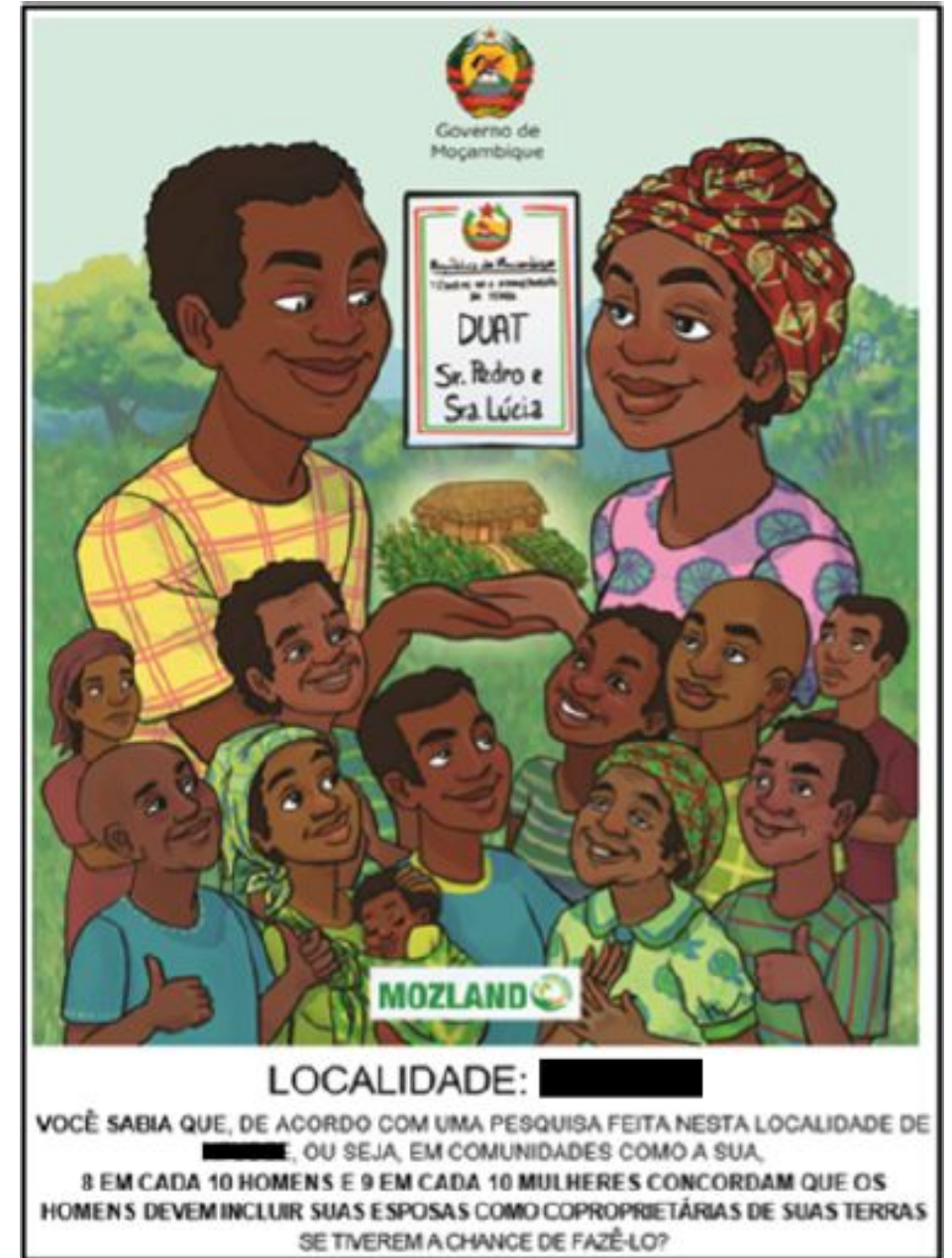
# Survey revealed a large gap between actual and perceived norms

- Actual support for WLR is high: 80% of men and 84% of women are pro-WLR
- Perceived support for WLR much lower: respondents believe that only 47% of men and 68% of women are pro-WLR
- People underestimate support for WLR, particularly support among men



# A simple information intervention

- We went back and informed households about true level of WLR support in their community
- We wanted to test impact of disseminating this information on on households' land registration decisions



# Preliminary findings show correcting for miscalibrated gender norm perceptions led to significant changes in land registration decisions

## Control households

- All parcels under husband's name: 52%
- All parcels under wife's name: 30%
- Split registration (some parcels in husband's, some in wife's name): 18%

## Impact of information

- Increased split registration by 10pp (equivalent to almost 50% increase)
- Mostly driven by reduction in husband's sole registration

# Summary

- Households largely underestimate existing support for WLR in their communities, particularly support among men
- We show that a simple, low-cost information intervention correcting for this misperception caused a significant change in land registration decisions, with more households choosing to split land ownership between spouses
- Findings have important implications for design of land registration programs in Africa

# Presenter

## Barbara Codispoti



Barbara Codispoti is a senior land policy advisor with the Climate Resilience unit at Oxfam Novib.

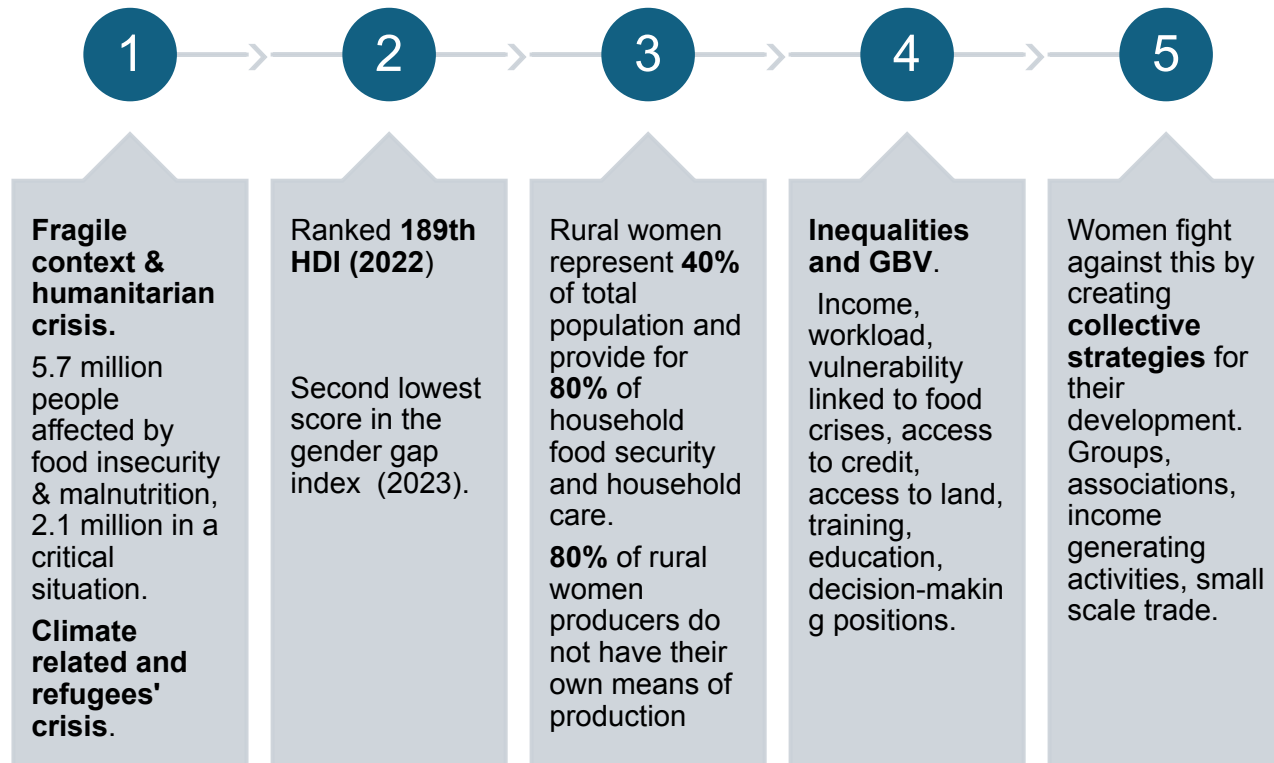
She leads the Global Land Program at Oxfam Novib. She works closely with Oxfam's land community to enhance coherence in its global influencing strategies, provides technical support to country teams, and work with international allies.

Social anthropologist by training, for the past two decades she worked passionately to advance land and natural resources governance in the broader social and environmental justice agendas, both at national and international level.

# A STORY OF CHANGE IN CHAD



# RURAL WOMEN IN CHAD



Women's full rights is a complex socioeconomic and political process

# SOCIAL NORMS & THE LAND CRISIS

Multiple layers of discrimination and barriers . Social and Institutional  
Dual system and different local tenure systems and practices.

*In the areas of project implementation in general:*

- Men holding land as guarantors of lineage and family property.
- Women generally not involved in decision-making regarding land allocations and land management at household and community level.
- **Individual women's** access to **family land** depends on their relationship with male members of the family.
- Whereas access to **collectively hold land** could be granted by traditional authorities to **women's groups**, they mostly access land through renting, sharecropping or purchase. Economic barriers and gender biases.

*Social behaviors and new misbehaviors...*

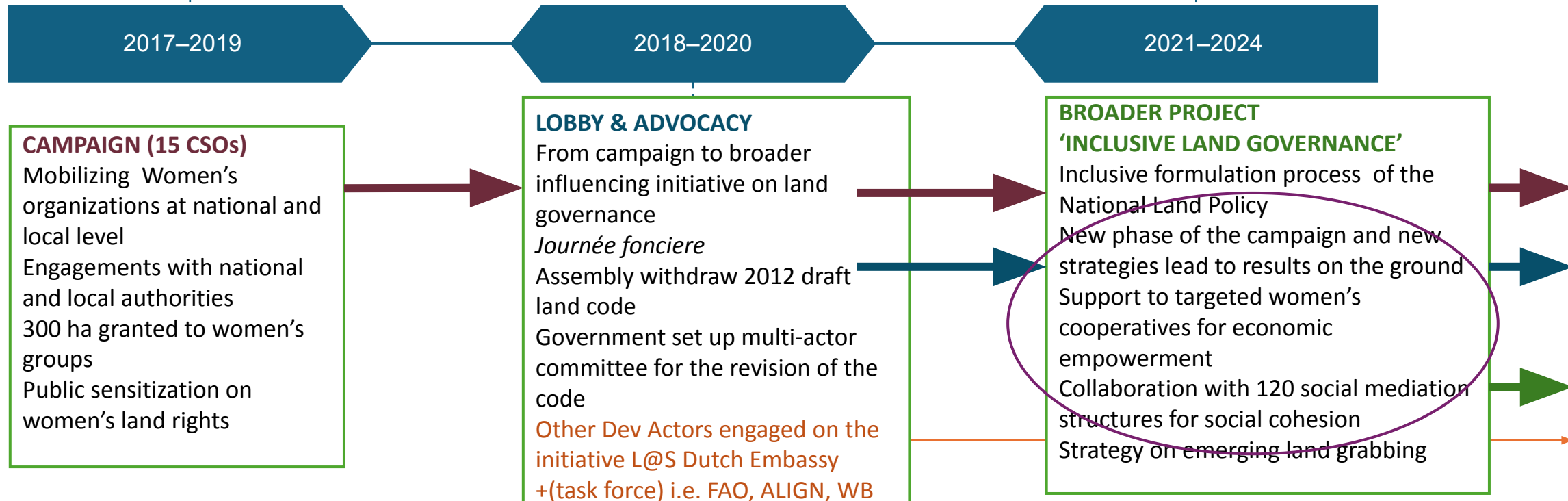
Increasing commodification of land, competing interest and predatory attitude undermine the 'redistributive justice' of traditional systems.

Discriminatory social norms (not necessarily within land tenure systems per se), misbehaviors and violence are exacerbated.



*‘Chez les Sara la femme n’est rien, elle n’a pas droit à la terre’*

# KEY MOMENTS OF THE ACTION





# Success caused by norms-shifting

**10.036 ha** of land granted to 200 women's and youth groups by traditional authorities.

Out of these, 8000 ha under '*attestations foncières*'

FEMMOMETRE citizen's digital monitoring system

**Men champions** in project targeted regions.

**40% increase in productivity** of supported cooperatives in 2 regions.



**Success is not perfection**

Type of land

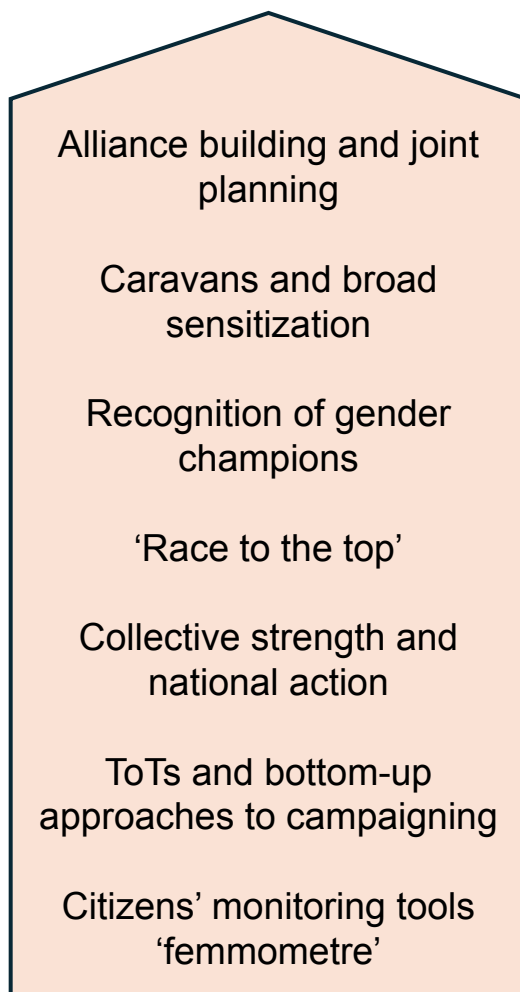
Securing land rights process ongoing

Positive unexpected results - challenges

‘Before people propose a solution, they have to agree there is a problem’

# APPROACHES to NORMS-SHIFTING

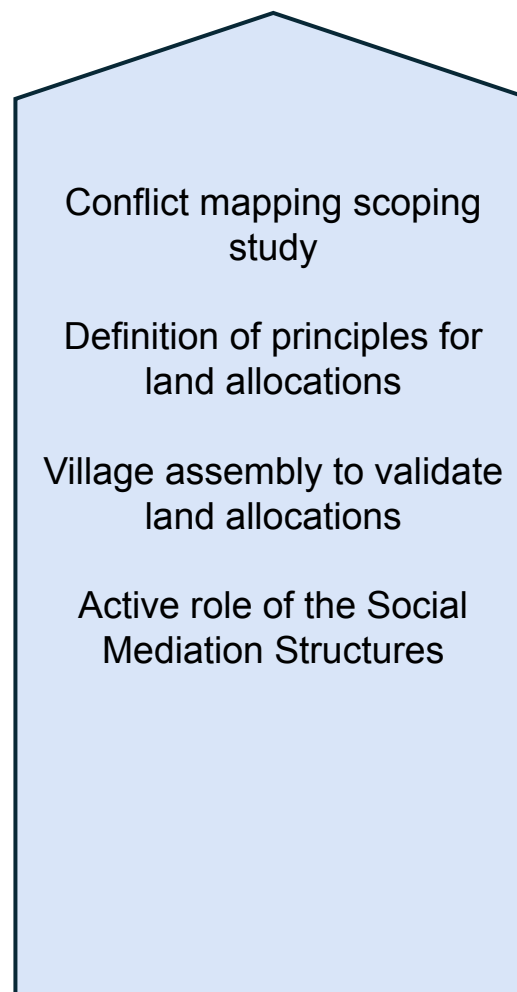
## Campaigning & champions



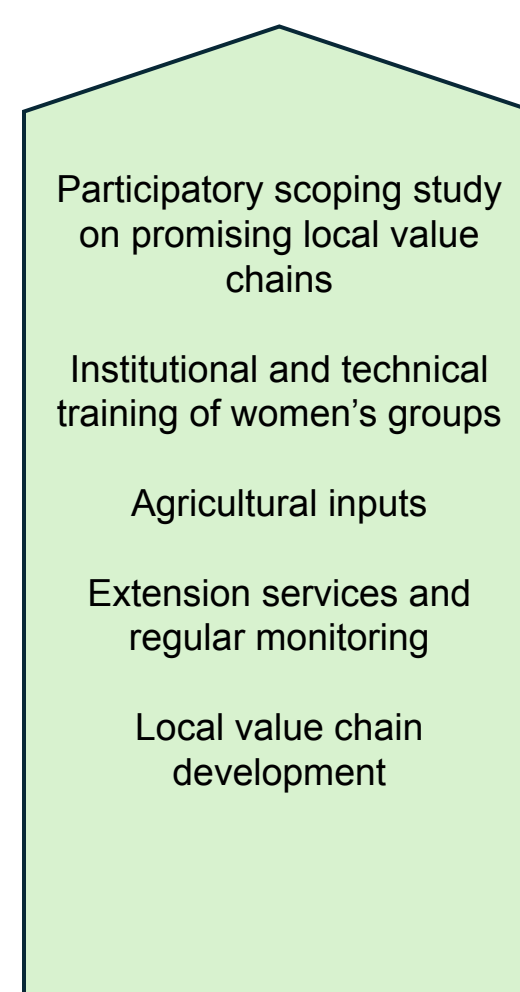
## Transformational leadership



## Conflict sensitive



## Economic empow



# CAMPAIGNING



Images of the first campaign 2017-2019

# FROM THE GROUND UP



Training on advocacy and VGGTs  
without hunger”



Official launching of the new campaign ‘Women and Youth for a Chad

# AND BACK TO THE GROUND



Engagement with traditional authorities in Moyen Chari

woman leader in Guera



Sensitization of local leaders by Social Mediation structure

# OFFICIAL LAND ALLOCATION



Ceremony of for the official allocation of land in Moyen Chari 2022. More than 4000 people participating

# TRAINING of TRAINERS



Training on sustainable farming techniques



Training on organizational and entrepreneurship capacities

# SUPPORT TO COOPERATIVES



Distribution of seeds



Purchasing of agricultural farm animals



# FROM RIGHTS TO LIVELIHOOD





“It’s all about balance.

Protecting the social order and transforming social behaviors.

Women can walk ahead!”

# Open Q&A

In the Q&A box, share any questions you may have for the panelists.

To join the Global Social Norms and Agency Learning Collaborative or any of the regional learning communities, please complete [this form](#) or send us an email at: [socialnormslc@gmail.com](mailto:socialnormslc@gmail.com)

# Thank You