It Takes Two

Evidence on Targeting Couples for Economic Impact
Outline of the session

• Why target couples? A cautionary tale from the Philippines
• Getting couples to plan household production together in Côte d'Ivoire
• Linking women farmers to agricultural value chains in Uganda
• Couples-targeted interventions to strengthen women’s property rights in Uganda
• Discussion and Q&A
Why target couples?

A cautionary tale from the Philippines

Hillary Johnson, East Asia and Pacific Gender Innovation Lab
Context and background
Motivating questions

Does the subdivision of collective titles:

1. Increase feelings of tenure security among beneficiaries?
2. Increase agricultural output and investment?
3. **Lead to more equal intra-household bargaining between spouses?**

Note: Results are from an intermediate stage in the parcelization process.
What did we do?

- Identify eligible collective title
- Group collective title with very similar characteristics (pair-wise matching)
- Within each pair, randomly select one treatment and one control title
**What did we find?**

<table>
<thead>
<tr>
<th>Households of male Agrarian Reform Beneficiaries</th>
<th>Households of female Agrarian Reform Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 51 pp decline in likelihood wife reports opinion prevails in case of disagreement</td>
<td>• No declines in husband’s decision making, if anything increased agency of husband</td>
</tr>
<tr>
<td>• 33pp decline in ARB reporting both spouses can make decisions on land</td>
<td>• Trend toward more gender equal decision-making: greater involvement of female ARB</td>
</tr>
<tr>
<td>• Wives less likely to report name on title</td>
<td></td>
</tr>
<tr>
<td>• ARBs less likely to believe women should be decision-makers on land they own</td>
<td></td>
</tr>
</tbody>
</table>

**Impacts concentrated in Agrarian Reform Communities (support services available)**

**Exception:**
Declines in female ARB’s decision-making authority and agency in Agrarian Reform Communities (support services available)
Discussion and recommendations

• Information targeted only to ARB in implementation
  ➢ Need to involve both spouses

• Importance of de facto implementation of legal provisions and awareness raising of legal rights
  ➢ Lack of awareness of land as conjugal property

• Gender-sensitive support services
Getting couples to plan together

Experimental evidence from Côte d’Ivoire

Aletheia Donald, Africa Gender Innovation Lab
Context and background
<table>
<thead>
<tr>
<th>Période/Date</th>
<th>Action/Tâche</th>
<th>Personne Responsable (Nom de parenté)</th>
<th>Ressources nécessaires (intrants, outils, etc.)</th>
<th>Source du financement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Octobre 2016</td>
<td>Enchâveur, ménage, quillet 2</td>
<td>Koffi, Kass, mère, père</td>
<td>Cérame</td>
<td>Béni, Pabah</td>
</tr>
<tr>
<td>Décembre 2016</td>
<td>Recueillir, finir, éculage</td>
<td>Koffi, Kass, mère, père</td>
<td>Mallet, lim. cod.</td>
<td>Béni, Pabah</td>
</tr>
<tr>
<td>Mai 2017</td>
<td>Enchâveur</td>
<td>Koffi, mère, père</td>
<td>Mallet, lim. cod.</td>
<td>Béni, Fagund</td>
</tr>
<tr>
<td>Juillet 2017</td>
<td>Bâtage second, quillet</td>
<td>Koffi, Kass, mère, père</td>
<td>Cérame</td>
<td>Béni, Fagund</td>
</tr>
</tbody>
</table>
What did we test?

Male Farmer Applicants
2,502

Rubber Seedlings
1,491

Comparison Group
1,011

Individual Training
750

Couples' Training
741
What did we find?

**Individual Training Group:**
- Number of seedlings planted ▲
- Production and productivity▼
- Male engagement in domestic work ▲

**Couples’ Training Group:**
- Number of seedlings planted ▲▲
- Production and yield ►
- Chemical fertilizer & phytosanitary ▲
- Couples’ labor hours ▲
- Off-farm employment▼ but income ►

**Why?**
- Skills ►
- Planned ag management by wife ▲
- Retention of action plan ▲
- Gendered task division▼
- Wife’s economic control ▲ (modest)
What does this mean?

➢ Targeting spouses is a promising way to encourage female engagement in male-dominated activities (like export-oriented agriculture)
➢ Inclusion of women in economic planning can help households improve the efficiency of household production
  ➢ Households invest more at a lower cost
  ➢ Intervention’s $ benefits are 9-12x larger than its cost
➢ But it may not be enough for meaningful changes in women’s power
Linking women to value chains

Experimental evidence from Uganda
Michael O’Sullivan, Africa Gender Innovation Lab/Gender Group
Context and background
What did we test?

<table>
<thead>
<tr>
<th>Cane-producing households (2,370)</th>
<th>No Workshop (1,180)</th>
<th>Pure Control (589)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Vision Workshop (1,190)</td>
<td>Contract Offer Only (591)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Workshop Only (594)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Workshop + Contract Offer (596)</td>
<td></td>
</tr>
</tbody>
</table>
Economic intervention: Cane contract registration with women

Source: 1010 Project
Behavior change intervention: “Family Vision” couples’ workshops

Source: Oxfam Novib
What did we find?

- Contracts only
- Workshop only
- Contracts & Workshop

Access to resources: 
Agency: 
Achievements:
Pathways of impact

- Contracts only
- Workshop only
- Contracts & Workshop

Standard deviations

- Cane ownership
- Cane management
- Cane production
- Financial inclusion
- Women's assets
- Gender norms and marital quality
These low-cost approaches highlight the value of targeting couples for women’s empowerment

Economic intervention:
• Improved access to resources and agency through increased women’s cane ownership/management, financial inclusion, and HH management & decision-making

Behavior change intervention:
• Increased achievements (personal welfare outcomes) & to a lesser extent access to resources, through changes in gender norms, marital quality, & cane management

Suggests appropriate couple-targeted intervention (e.g., intra-HH resource transfer vs. couples’ workshop) depends on intended aims of the project
Strengthening women’s land rights: Evidence from Uganda

Joao Montalvao, Africa Gender Innovation Lab
• Empowering women through stronger land rights reduces gender inequalities and enhances incentives for long-term productive investments, but overturning existing cultural norms and power structures can be challenging

• We conducted an experiment in Uganda, in the context of a World Bank funded land registration operation in partnership with the Ministry of Lands, to understand what works to encourage couples into formal joint land titling
Educating husbands

We showed short video clip emphasizing the benefits of formal joint land titling

The video had both a dramatization part (with actors) and real-life role model couples (from nearby villages)
We required the wife to be present throughout the entire discussion, and (crucially) during the stage where the couple had to decide whether they wanted a title and which names to include on the title.
Involving wife in the decision increased share of households choosing a joint title by almost 40%
Results

Showing video to the husband increased share of households choosing a joint title by almost 50%
Results

Making offer conditional on joint titling leads to almost full take up
Conclusion

• Educating husbands and including women in key decision-making processes around land rights is crucial for success

• Next, we will examine impacts of strengthening women’s land rights (with and without complementary interventions): early evidence suggests increased perceived land tenure security

• Some of these ideas are being scaled up in Uganda and adapted to other contexts in the region
Key take-aways for operations
Key take-aways for operations

- Understanding constraints & norms is key to designing gender-smart operations
- Targeting only one spouse can exacerbate underlying gender inequalities
- Providing information or a small incentive for couples can sometimes be enough!
- Training couples can increase coordination & cost-effectively improve economic outcomes for the household
- Selecting the “right” intervention depends on intervention aims & context