GENDER NORMS AND WOMEN’S LAND RIGHTS

HOW TO IDENTIFY AND SHIFT HARMFUL GENDER NORMS IN THE CONTEXT OF LAND AND NATURAL RESOURCES

OVERVIEW

USAID programs and Missions implement activities that improve land rights, support inclusive land and resource governance, build resilient livelihoods, and promote women’s empowerment. This brief explores the relationship between gender norms and women’s land rights, introducing key social norms concepts and tools to identify and shift harmful norms in the context of land and natural resources. The information will support USAID Missions, implementing partners, and other actors designing and implementing programs on land tenure and land-based investment to identify context-specific gender norms and design activities to shift harmful gender norms and strengthen women’s access to and control of land and resources.

WHAT ARE SOCIAL AND GENDER NORMS?1

When we walk into a store or clinic and need to wait for service, we most likely wait in a line. There may not be a sign telling us to wait in line, but we might see others in line and believe that others expect us to follow this social norm. Social norms are the unwritten or informal rules about what is typical or appropriate in a setting. They are embedded in communities, systems, and structures and can promote equitable or harmful behaviors and practices.

A type of social norm, gender norms are unwritten rules based on biological sex and/or social perceptions of gender. As gender is itself a social construct, gender norms describe which behaviors are appropriate and which are not appropriate according to one’s gender and include expectations of how people of different genders and gender identities should relate and interact. Through power dynamics and sanctions, harmful gender norms normalize and reinforce gender inequality and can limit women’s access to resources and their decision-making power.

ATTITUDES, BEHAVIORS, BELIEFS, AND NORMS

Attitudes and behaviors are individual beliefs and actions that a person has or does, which may or may not be informed by social factors. Norms are collective beliefs about what is typical and appropriate behavior for certain people in a setting. Attitudes, norms, and behaviors do not always align. For example, a woman may have a personal belief that domestic partners or spouses should share household responsibilities, but the norm in her community might be that men should not engage in such tasks. She therefore may feel pressured to take on most of the household work and childcare.

1 Parts of this brief were adapted from USAID’s Collective Action to Reduce Gender-Based Violence (CARE-GBV), How to Identify and Advance Equitable Social Norms, May 2021.
### KEY DEFINITIONS

<table>
<thead>
<tr>
<th>Concept</th>
<th>Description</th>
<th>Example</th>
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<tbody>
<tr>
<td>Social norms</td>
<td>Unwritten or informal rules about what is typical or appropriate</td>
<td>“When lodging a dispute with the local land clerk, people are expected to wait in line.”</td>
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<tr>
<td>Gender norms</td>
<td>Unwritten or informal rules about how people should behave based on expected gender roles</td>
<td>“Men are the head of households and landowners”</td>
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<td>Attitude</td>
<td>How an individual evaluates a behavior, idea, object, person, or situation favorably, unfavorably, or neutrally</td>
<td>“I think women should not participate in community land committees”</td>
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<td>Belief</td>
<td>A feeling, opinion, assumption, or conviction that a person holds to be true, whether proven or unproven</td>
<td>“I believe that women are unable to make decisions about land”</td>
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<td>Behavior</td>
<td>The actions performed by an individual</td>
<td>“I will pass my land only to my sons and not to my daughters”</td>
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<td>Descriptive norms</td>
<td>Perceptions about what behavior is typical in a setting, also known as empirical expectation (“what I think others do”)</td>
<td>“Men make decisions about how the family’s land is used”</td>
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<td>Injunctive norms</td>
<td>Perceptions about what is appropriated in a setting, also known as an injunctive expectation (“what I believe others think I should do”)</td>
<td>“Women should move to their husbands’ family land after marriage”</td>
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<td>Reference groups</td>
<td>People whose behaviors and beliefs shape an individual’s behaviors and beliefs; networks of people with whom a person identifies and to whom they compare themselves</td>
<td>“My in-laws expect me to leave the family’s land if I get divorced or my husband passes away”</td>
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<td>Sanction or reward</td>
<td>The perceived consequences for engaging in a behavior, either negative (sanction) or positive (reward)</td>
<td>“I will be judged and mocked by other men in the community if I include my wife’s name on my land title”</td>
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IDENTIFYING, EXPLORING, AND MONITORING SHIFTS IN GENDER NORMS

Several tools have been developed to support program implementers to identify social and gender norms, design norms-shifting activities, and monitor shifts in norms. As gender norms vary across communities and cultures, exploring these norms is usually best done before an activity or project begins. This way, findings can be used to better understand the context and to inform strategies that could help shift norms and develop appropriate indicators for monitoring and evaluation. Figure 1 describes steps of the process to identify gender norms, analyze information, apply findings to inform programming, and monitor shifts in norms. Since shifting gender norms takes time and action at different levels, this is an iterative and continuous process.

FIGURE 1: GENDER NORMS SHIFTING PROCESS

Monitor shifts in behaviors and norms
- Adjust monitoring, evaluation, and learning plans to reflect adapted/new norms shifting activities and connect them to broader outcomes and impact
- Develop mechanisms to identify, mitigate, and respond to unintended consequences

Plan & Prepare
- Orient staff on gender equality, women’s empowerment, and gender norms concepts
- Map stakeholders and potential reference groups
- Develop a plan for gender norms exploration, including goals, priorities, methods and tools

Explore Gender Norms
- Adapt existing tools to the context
- Use staff discussions, community participatory exercises/discussions, surveys, and interviews to collect information about relevant gender norms and refine reference groups, sanctions, and rewards

Apply findings to inform programming
- Review program components with a gender norms perspective, adapting and/or adding activities as needed
- Develop strategies to reach different target groups/audiences, at different levels

Analyze information
- Map and connect norms, behaviors, reference groups, sanctions, and rewards
- Prioritize gender norms relevant to the program according to intended outcomes and available resources and time frame
- Validate findings with communities

2 USAID-funded Passages Project and the ALIGN (Advancing Learning and Innovation on Gender Norms) Platform have developed several resources and tools to explore, shift, and monitor gender norms. A list of resources is available at the end of this brief.
OWNING LAND IS A POWERFUL PATHWAY TO IMPROVING ECONOMIC OPPORTUNITY AND LIVELIHOODS, FOSTERING DIGNITY AND IMPROVED WELLBEING, AND BUILDING SELF-RELIANCE IN DEVELOPING COUNTRIES. ALTHOUGH WOMEN PLAY A CRITICAL ROLE IN FOOD PRODUCTION, THEY ARE LESS LIKELY THAN MEN TO OWN, INHERIT, AND CONTROL LAND AND NATURAL RESOURCES, WHICH LIMITS THEIR SOCIOECONOMIC EMPOWERMENT AND INCREASES THEIR VULNERABILITY TO GENDER-BASED VIOLENCE. INEQUALITY IN THE OWNERSHIP, ACCESS, USE, AND CONTROL OF LAND AND NATURAL RESOURCES IS CAUSED BY MULTIPLE FACTORS, INCLUDING DISCRIMINATORY LEGAL AND POLICY FRAMEWORKS, MALE-DOMINATED GOVERNANCE SYSTEMS, UNEQUAL ACCESS TO EDUCATION AND INFORMATION, AND HARMFUL GENDER NORMS RELATED TO MEN’S AND WOMEN’S PUBLIC AND PRIVATE ROLES. THESE NORMS ARE MAINTAINED THROUGH ATTITUDES, BELIEFS, BEHAVIORS, PRACTICES, AND STRUCTURES BY THOSE WHO HOLD POWER AT MULTIPLE LEVELS. FIGURE 2 SHOWS HOW TWO GENDER NORMS AFFECTING WOMEN’S LAND RIGHTS RELATE TO BROADER GENDER NORMS, BELIEFS, AND STRUCTURAL FACTORS.

FIGURE 2: GENDER NORMS AND WOMEN’S LAND RIGHTS

USAID Land and Resource Governance division (LRG) land projects such as Integrated Land and Resource Governance (ILRG) and Communications, Evidence and Learning (CEL) are using the concepts and frameworks described above to implement activities to shift harmful gender norms across countries at different levels and with different actors. A future brief will discuss the main gender norms related to land, natural resources, and agricultural value chains, as well as the gender norms-shifting approaches used, results, challenges, and lessons learned.

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3 Gender-based violence (GBV) is any harm or potential of harm perpetrated against a person or group on the basis of gender. It encompasses many expressions of violence – whether in public or private spaces – including physical, psychological, and sexual abuse; threats; coercion; and economic deprivation of land, property, and other resources.

4 Adapted from Margaret Greene, Rachel Marcus, Rachel George (ALIGN), Gendered Norms and Beliefs Contributing to Child Marriage.
RESOURCES

The list below provides resources for programs in the land and natural resource sector to better understand gender norms and to navigate the process to identify gender norms, design and implement norms shifting activities, and monitor shifts.

**Gender Norms Concepts**


**Identify Gender Norms**

CARE. *Social norms data use tool*. 2020

UNICEF and UNFPA. *Participatory research toolkit for social norms measurement*. 2020.


**Design and Implement Norms-Shifting Activities**

CARE. *Social norms design checklist*. 2021.


**Monitor Shifts in Gender Norms**


Advancing Learning and Innovation on Gender Norms. *Quantitative measurement of gendered social norms*. 2019.


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