

## ADDRESS: TOOLS 3.7–3.14

### Incorporate Information from Assessments Into Community Engagement Activities

The information culled from your gender-sensitive assessments should be used to inform the design, development, and refining of your community engagement activities. The assessments will highlight areas of focus as these activities are put together. Key information will be uncovered, such as:

- Ways in which the infrastructure project is directly and indirectly affecting men's and women's roles and responsibilities
- Ways in which the project is changing men's and women's access to and control of resources
- Gender-based differences in perceptions of the project and potential benefits
- Gender-based differences in concerns and aspirations related to local economic and social development
- Training and capacity-building opportunities and needs for male and female community members

Input from the gender-sensitive assessment phase can help inform decisions about the project, shape community outreach activities, and contribute to the design of benefit sharing and grievance mechanisms.

### Why Include Women's Voices in Activity Design?

Listening to men's and women's concerns, needs, and interests—both as members of the project-affected community and as potential customers and users—has multiple benefits. Not only can it promote social license to operate as noted earlier, but activities designed with input from both men and women are also likely to be more effective in their use of funds and in meeting customer need.

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Experience shows that men and women often have different investment priorities. Anecdotal evidence from a World Bank project in Peru indicated that women were more likely to choose investments that benefited long-term community sustainability.

Men, on the other hand, were more likely to suggest spending revenue on infrastructure projects that might have lower tangible development impacts. Other studies note similar outcomes.

When women are included, programs tend to be more focused on the community's immediate development needs, including health, education, capacity building and nutrition, and on medium-to-long term infrastructure projects. Where only men's voices are heeded, evidence shows that community funds tend to be used for projects with lower development impacts or less widespread interest. In many cases, these investments do less to improve key development indicators on health, education, and sanitation.<sup>23</sup>

Clearly, companies must make the effort to engage communities in an inclusive manner at all stages—from consultation on the operation itself to selecting, designing, and managing community outreach projects.

This section features tools to help integrate gender sensitivity into project design, emergency planning and response, grievance redress mechanisms, and community and economic development initiatives. Note that the tools work equally well for companies that already have in place well-developed community engagement protocols. If this is the case, use the tools as supplemental guidance to incorporate additional measures into your existing processes. This will help maximize the integration of the gender dimension into project design and implementation.

<sup>23</sup> Adriana Eftimie, Katherine Heller, and John Strongman, [Gender Dimensions of the Extractive Industries: Mining for Equity](#), 20.