



## MONITORING REPORT:

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Summary:

### **Background**

WOCAN was commissioned by ACWA Power Noor to apply the W+ Standard to measure the impact of the livestock and handicraft components of their CSR project on women's empowerment. The project is implemented by local partners under the overall supervision of the ACWA Power Noor Coordinator with the aim to benefit households from 18 villages of the commune of Ghassate, and in particular, to improve the income of women through:

- the provision of trainings in livestock management and the introduction of a better breed of sheep (more prolific, higher price)

- the provision of training in handicraft (sewing, embroidery, etc.) and provision of linkages to markets
- the provision of training in cooperative management

The agriculture/livestock and handicraft components of the CSR project reached 415 women between 2015 and 2018.

The ACWA Power Noor CSR project has not set a specific target on the number of beneficiaries to be reached beyond 2018. However, the objective is to maximize the impact among the households living in the surrounding villages through existing or future cooperatives.

**The W+ standard** is a unique certification label developed by WOCAN that endorses projects that create increased social and economic benefits for women participating in economic development or environment projects, including those that provide renewable energy technologies, time and labor saving devices, forest and agriculture activities, and employment opportunities.

The W+ measures women's empowerment in six domains: Time, Income & Assets, Health, Leadership, Education & Knowledge and Food Security. It produces quantified women-benefit units that contribute towards the Sustainable Development Goals, Climate Financing or Corporate Social Responsibility (CSR) targets.

### **Purpose of the W+ application**

The main purpose of the W+ application was threefold:

- 1) To quantify the income & assets and education & knowledge outcomes generated amongst women beneficiaries of the livestock component of the project
- 2) To quantify the income and assets and education & knowledge outcomes generated amongst women who participated in the handicraft trainings
- 3) To generate W+ units (Income & Assets and Education & Knowledge) that will result, after third party verification, in the W+ Certification of the Acwa Power Noor project and the generation of W+ units.

### **W+ Income & Assets Method**

The total income and assets increase for women is calculated by comparing women's increase in income and assets at the time of the results measurement with that of the baseline, making adjustments for household labor and other expenses, adjustments for loss of income and assets.

### **W+ Education & Knowledge Method**

Knowledge increases are determined by comparing the baseline results with the measurement results generated after an appropriate period determined by the Project.

Research shows that building skills and confidence are inseparable. And changes attributed to learning events increased self-confidence, independence, standing -up for oneself, and increased relationships with the community. The measurement applied in the W+ Education and Knowledge Domain has identified three specific variables and sub-variables within each variable that would be useful in measuring the non-academic outcomes attributable to training and or learning event (s).

- A: refers to a particular reasoning level attained as a result of undergoing the training course, and measured through a self- confidence rating.
- B: refers to behavioral changes that result from the application of the knowledge gained
- C: refers to women's ability to contend with challenges that result from existing gender asymmetries. These could manifest in socio cultural norms and practices that inhibit self-confidence, or gender roles and responsibilities that produce time poverty and limited mobility, access to resources and services etc.

The monitoring period for this project is 17 March 2016 to 17 March 2018.

## **Results and key findings**

### Income & Assets domain:

- When comparing the situation of women in similar villages outside the project area (control group) with the situation of women in the project area, the data shows that the income and assets of the latter has increased. Indeed, before the project, women had no or very few opportunities to earn even a meagre income.
- For women members of the agri/livestock cooperatives, the introduction of a new and more prolific breed of sheep increased the number of lambs/sheep per household, which could be sold at a better price on the market (better quality of the animal).  
For women members of the handicraft cooperatives, mostly young and single, the project provided them with a first experience to gain skills and an income of their own.
- While there is an actual increase in income and assets for women, when taking into account the value of their labor invested, the activities are not yet generating enough to cover the labor cost (based on the daily minimum wage for agriculture=69.73 MAD).
- While women report an increase in income ,when taking into consideration the value (minimum wage of agricultural worker) of time invested in livestock activities and handicraft activities, the income generated does not yet cover the value of time invested.
- Some women are members of informal saving groups but the amounts invested are still very low.

### Education & Knowledge domain:

- For the large majority of women, the project provided the first opportunity for women to access training opportunities.
- *Reasoning Level:* High to relatively high levels of confidence in remembering and explaining the knowledge acquired , such as related to feeding the sheep/lambs and assisting in lambing; and sewing and embroidery techniques.
- *Behavioral Change (s):* The new knowledge was easily applied and led to positive outcomes (# of sheep, increase in income, increase in confidence, new ideas) ; after the trainings, knowledge was shared with family members and other members of the cooperatives.
- For those respondents who were very successful in applying the knowledge and increasing the quality and size of their herd, their perception of livestock changed from being a traditional activity to being a potential lucrative one.
- Participation in trainings (for the first time for most) generated the increased self-confidence and new idea so as to develop other activities such as pastry products, olive products, catering services, join the handicraft cooperative, learn English, etc.
- Other benefits of participating in trainings (for the first time) included increased confidence in their capabilities, earning an income on their own and expressing themselves in meetings. Some women reported engaging more in conversation with their husbands about livestock management and use of income.

#### Challenge (s):

- Time, especially for women with younger children, remains a challenge but women report the lack of access to skills and markets as being their main constraints. There is a high demand for skills development opportunities mainly on marketing and communication.
- The time and expenditures invested in livestock has increased for some women due to the larger number of sheep/lambs. At this moment this is not perceived as a negative impact but will need to be monitored.
- Income from the sale of sheep is irregular; some women expressed the need to engage in other activities to overcome this issue and to reduce risks.
- The cooperatives that have been established (five agricultural mixed cooperatives and one women-only handicraft cooperative) are providing an opportunity for collective sourcing and marketing and potentially for women's empowerment. However, these are still new organizations and follow up support is needed in particular in the area of marketing and cooperatives' operations (e.g. members 'engagement, business acumen). In addition, particular attention is needed to ensure that women in mixed cooperatives are engaged in decision making, raising the awareness of both women and men on the importance of

shared decisions and benefits.

Recommendation (s):

1) Follow-up support to improve women's marketing skills, knowledge on market and value-addition opportunities, and to facilitate market linkages and access to government or other support services

2- Follow-up coaching for the cooperatives to build business acumen, ensure women are engaged in decision making and to ensure that both women and men benefit from the cooperatives' services.

3- Strengthen the capacity of women's informal saving groups. This is particularly important in the context of the sale of W+ units. As required by the W+ Standard, a share of the revenue from the sale of the W+ units has to be returned to women.

This measurement focused on the results of a sample size of women beneficiaries : 37 women from the livestock management component and seven women from the handicraft component.

**W+ Units Generated:**

1 W+ unit = 1 % change in one woman's live in one domain over the monitoring period

**INCOME & ASSETS: 26,800 units**

The results between the control group and the beneficiaries show an increase of 67% per women over the period of 24 months (livestock component).

**67% = 67 units per woman.**

**Number of women x 67 = 400 x 67= 26,800 W+ Income and Assets units** for 400 women.

*(See the details of calculation on page 21)*

While members of the handicraft cooperative have increased their income, the increase is still minimal compared to the value of labor invested, and not sufficient to generate units; hence it is not included in this calculation.

**EDUCATION & KNOWLEDGE: 76,620 units**

The results between before and after the trainings show an increase of 183 % per woman for the livestock component and 228% per woman for the handicraft component over the 24 months.

183%=183 units per woman (livestock component)

**Number of women x 183 = 400 x 183= 73,200 W+ Education & Knowledge units** generated for 400 women. *(See the details of calculation on page 30)*

228% =228 units per woman (handicraft component)

**Number of women x 228 = 15 x 228= 3,420 W+ Education & Knowledge units** generated for 15 women. *(See the details of calculation on page 31)*

The total amount of combined W+ units generated by the project is  $26,800 + 76,620 = 103,420$ .

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# 1 Introduction

## 1.1 Objective

The main objective of W+ application was to quantify the Income & Assets and Education & Knowledge outcomes generated amongst (1) women who benefited from the introduction of a better breed of sheep and trainings on livestock management; and (2) women who benefited from handicraft trainings and linkages to markets. A second objective was to generate W+ units that will result in the W+ Certification for the ACWA Power Noor CSR project.

## 1.2 Scope and Criteria of Methodology

The following results chain with expected outcomes and outcome indicators, and the Do No Harm indicators provided the guiding framework for the assessment.

### a) Income & Assets Results Chain

Results Chain	Outcome	Indicators
Immediate outcome	Increased income & assets for women generated by the introduction of a new breed of sheep or handicraft activities	Women report an increase in income and/or assets generated by the introduction of a new breed of sheep, the sale of sheep or handicraft activities
Intermediate outcomes	Increased control over the use of finances	Women report increased control on use of this additional income and/or increased participation in decision about household finance.
End outcomes	Perception of well-being by women and/or increased status of women in the HH and community	Women report increased confidence to participate in group discussions, and ability to make allies in their favor.

### b) Education & Knowledge Results Chain

Results Chain	OUTCOMES	INDICATORS
Immediate outcome	Knowledge and skills (livestock management, handicraft, etc.) being applied in both intended and unintended ways <sup>1</sup>	Women retained and applied knowledge and skills acquired during trainings (e.g. feeding sheep, separating breeds, learning new sewing/embroidery techniques)

<sup>1</sup> The aim of the Education & Knowledge methodology is to measure the immediate outcome of increased knowledge of women as a result of attending training (s) on financial literacy. To measure

Intermediate outcomes	Use of knowledge leads to increased productivity and income;	Women report benefits from the knowledge applied in terms of production increase and/or income
End outcomes	Increased perception of well-being by women and/or increased status of women in the HH and community	Women report increased confidence to participate in mixed group discussions, and ability to make allies in their favor e.g. access external resources and services to the benefits of their group / cooperative / community.

### *c) Do No Harm Indicators and Questions*

Indicators for the Income & Assets Domain	Not less than 97% of both women and men report that the project has not caused a loss of self-confidence, use of knowledge for untoward gains by the project developer, or other any unwelcome effects.
Question (s) for the Income & Assets Domain	<ul style="list-style-type: none"> <li>Has the increase in your income &amp; assets led to any physical or emotional abuse? (e.g. from peers, family members etc.)?</li> </ul>

Indicators for the Knowledge Domain	Not less than 97% of both women and men report that the project has not caused a loss of self-confidence, use of knowledge for untoward gains by the project developer, or other any unwelcome effects.
Question (s) for the Knowledge Domain	<ul style="list-style-type: none"> <li>Has the increase in your knowledge application led to any physical or emotional abuse? (e.g. from peers, family members etc.)?</li> </ul>

## **1.3 Level of Assurance**

### **Sampling**

The sample size for the survey was determined using stratified random sampling. The sampling was performed within the level of precision at 10% and a confidence level of 90% with assumed proportion at 20%. This gives the sample size as 40. Further the samples were

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higher level outcomes that are outlined above will require additional project interventions beyond provision of one training alone, and measurement of such outcomes may spread to other W+ Domains such as leadership and/or Income and Assets etc.

<sup>2</sup> MAD= Moroccan dirhams

<sup>3</sup> This borrows from the principles of a “knowledge survey”, which is a means to assess changes in

allocated to livestock beneficiaries and handicraft beneficiaries. As the proportion of the beneficiaries for handicraft were very small (1.4%) the samples were increased to this group. The final sample size was 44 (N=37 for agricultural cooperative beneficiaries and 7 for handicraft).

Almost similar number of non-beneficiary households was also sampled (n=36) in order to make comparisons with beneficiary households.

Table below shows the sampling details for beneficiary clusters.

Population size	415
Assumed proportion (p)	20%
Level of acceptable error	0.1
Level of Significance	0.10
Required Sample Size	40
<b>Final sample size</b>	<b>44</b>

The W+ Income & Assets and Knowledge and Education methods were applied to measure income and assets, and knowledge gained for 415 women who benefited from livestock management trainings (400) and handicraft trainings (15). The sample size was determined as 37 women for the livestock component and 7 for the handicraft component. The control group included 36 women.

### **Selection of Villages**

The survey was carried out in 10 villages of the commune of Ghassate (8 villages within the project area and 2 villages outside the project area-control group). The villages were selected randomly among the 18 villages within the project area with a consideration to cover members from all established cooperatives. The two villages for the control group were selected based on their characteristics, which are similar to those of the project area i.e. similar livelihoods, household and women's economic situation.

### **Data collection /Survey tools**

Surveys were conducted individually to measure changes in income and assets and education & knowledge of women who benefited from the project's activities namely trainings in livestock management, the provision of a new breed of sheep and animal feed, and handicraft trainings. A total of 44 women beneficiaries (37 benefiting from the livestock component and 7 from the handicraft component) and 36 women non-beneficiaries were interviewed individually. Informal interviews with men members of cooperatives were also undertaken for background information.

**Table 1: Respondents by geographical distribution**

<b>Villages</b>	<b>Measurement of benefits</b>	<b>Villages</b>	<b>Baseline</b>
<b>Beneficiaries of</b>		<b>Control Group</b>	

<b>Livestock component</b>			
Tasselmante	4	Timssal	24
Agoudim	4	Tamnegrout	12
Iznagen	4		
Essour	4		
Oum Roumane	4		
Ighrem Amellal	4		
Tiflite	7		
Tidegheste	6		
<b>Sub-Total</b>	<b>37</b>		
<b>Beneficiaries of Handicraft component (Ghassate)</b>	7		
<b>Total</b>	<b>44</b>	<b>Total</b>	<b>36</b>

#### 1.4 Summary Description of the Project

WOCAN was commissioned by ACWA Power Noor to apply the W+ Standard to measure the impact of the livestock and handicraft components of their CSR Noor project on women's empowerment. The project is implemented by local partners under the overall supervision of the ACWA Power Noor coordinator, with the aim to benefit households from 18 villages of the commune of Ghassate, and in particular improve income of women through:

- The provision of trainings in livestock management and the introduction of a better breed of sheep (more prolific, higher price), as well as provision of animal feed.
- The provision of trainings in handicraft (sewing, embroidery, etc.) and linkages to markets
- The provision of trainings in cooperative's management

The CSR livestock component of the project reached 400 women and at least 400 men between March 2016 and March 2018. The CSR handicraft component initially trained 30 women but only 15 have followed up after the training with the creation of a handicraft cooperative. While the ACWA Power Noor CSR project has not set a specific target on the number of beneficiaries to be reached beyond 2018, the objective is to maximize the impact among the households living in the surrounding villages through the cooperatives that have been established.

The objective of the W+ application was threefold:

- 1) To quantify income & assets and education & knowledge outcomes generated amongst women beneficiaries from the livestock component of the project;
- 2) To quantify income and assets and education & knowledge outcomes generated amongst women who participated in the handicraft trainings;
- 3) To generate W+ units (Income & Assets and Education & Knowledge) that will result, after third party verification, in the W+ Certification of the Acwa Power Noor Ouarzazate CSR project.

## **Process Description**

The process for the application of the W+ method followed the following steps:

### *Consultation Meetings - Development and Submission of PIN to W+ Coordinator*

Initial consultation with the team of ACWA Power Noor in June 2017 to prepare the Project Idea Note and outline the W+ steps involved in the measurement process. The Project Idea Note (PIN) was submitted by ACWA Power Noor to the W+ coordinator early September 2017.

### *Gender Analysis - Development and Submission of PDD to W+ Coordinator- Review by external Gender Technical Expert*

In mid-September 2017, a gender and stakeholder analysis was conducted, including focus groups and structured interviews, in order to better understand the roles and responsibilities of women and men in production activities and in the cooperatives established since the beginning of the project. This was also an opportunity to determine how the project benefited women, based on their own perception. The results of this analysis provided the basis for preparing a draft Project Design Document (PDD) that was reviewed and then submitted by ACWA Power Noor to the W+ coordinator in February 2018. The PDD was subsequently reviewed by an external Gender Technical Expert. ACWA Power Noor submitted the updated version of the PDD to the W+ Coordinator in May 2018.

### *Measurement – Analysis*

The measurement was conducted in 10 villages of the commune of Ghassate (8 villages within the project area and 2 villages outside the project area) from 12 to 17 March 2018.

### *Monitoring Report*

The W+ report of the findings is concluded in July 2018.

### *Social Audit of Results*

The social audit is expected to be conducted by a W+ accredited external agency after July 2018.

### *Issuance of W+ Certification*

Based on the findings and recommendations from the audit, WOCAN/W+ will issue W+ Certificates.

## **2 Project Results**

### **2.1 Summary Results**

Categories of Measurement	Key Findings INCOME & ASSETS
Income and assets	<p><b>The project activities generated additional income and assets for a large number of women.</b></p> <p>The results were particularly visible with the increase in the amount of sheep/lambs owned, even if the situation varies amongst households, depending on their initial situation. Income from livestock is irregular, and support for the diversification of income-generating activities can be considered in the future, based on women's preferences and knowledge (e.g. poultry, catering, traditional bread-making, etc.).</p> <p>For women members of the handicraft cooperative, the project provided most of them with their first opportunity to earn an income.</p>
Funds saved	<p><b>Some women are able to save money but amounts saved or invested in informal saving groups are still low.</b> These saving groups existed before the project.</p>
Investment in the project activities (Hours of labour and expenses)	<p><b>The labor and expenses invested in livestock have increased for some women due to the larger number of sheep/lambs. At this moment this is not perceived as a negative impact but will need to be monitored.</b></p> <p>As an incentive to continue with the new breed of sheep, the project provides animal feed to households twice a year, through the cooperatives. The objective is for the cooperatives to take over this service.</p> <p>When taking into consideration the value (minimum wage of agricultural worker) of hours of labor invested in livestock activities and handicraft activities, the income generated does not yet cover the cost of time invested.</p>
Remaining Challenges	<ul style="list-style-type: none"> <li>• Time constraints, especially for women with children, remain a challenge.</li> <li>• The need to strengthen marketing and communication skills was mentioned as a priority.</li> </ul>
W+ Income & Assets Units Generated	<p>26,800 units for 400 women (Details of calculation on page 21)</p>

<b>Categories of Measurement</b>	<b>Key Findings EDUCATION AND KNOWLEDGE</b>
Reasoning Level	<b>High to relatively high levels of confidence in remembering and explaining the knowledge acquired</b> e.g. feeding the sheep/lambs and assisting in lambing; sewing and embroidery techniques.
Behavioral Change (s)	<p><b>The new knowledge was easily applied and led to positive outcomes e.g. # of sheep, increase in income, increase in confidence, new ideas</b></p> <p>For those respondents who were very successful in increasing the size of their herd, their perception of livestock changed from being a traditional activity to being a potential lucrative one.</p> <p>Participation in trainings (for the first time for most) generated an increased self-confidence and new ideas e.g. to develop other activities such as pastry products, olive products, catering, or to join the handicraft cooperative, learn English, etc.</p> <p>Some women reported engaging more in conversation with their husband about livestock management and use of income.</p>
Challenges	<b>There is high demand for additional skills in particular around marketing and communication.</b>
W+ Education & Knowledge Units Generated	76,620 (73,200 for 400 women + 3,420 for 15 women) (Details of calculation on page 30 and page 31)

The total number of W+ units generated by the project is

26,800 Income & Assets units  
76,620 Education & Knowledge units  
Total= 103,420

## **2.2 Detailed Analysis of Results – Income & Assets**

### **2.1.1. Income**

In villages of the commune of Ghassate, women have no or few opportunities to earn even a meagre income e.g. through the sale of agricultural products and in some cases the sale of handicraft (e.g. carpets). The notion of monthly income is difficult in rural areas where earnings are variable, seasonal and are not recorded. However, it was clear from respondents of the control group that resources are scarce and the majority of households depend on a member of the family who is working outside the village.

Comparing this situation with the one of women beneficiaries of the project, the results show that the project activities provided opportunities for women to generate additional income through the sale of livestock (improved breed of sheep) or handicraft products. All women beneficiaries indicated an increase in their income due to the project (table 1a/b). The average monthly income for women beneficiaries was calculated based on the increase in number of livestock or handicraft products sold over the past year. In the case of the control group, some women provided an income range instead of a specific amount. When comparing average monthly income between control group and beneficiaries, women from the control group report an average monthly income of \$38/month (for those who provided an amount), mainly from the sale of almonds and olives, while women beneficiaries report an average monthly income of \$53 mainly due to the sale of lambs (improved breed introduced by the project) at a better price on the market. The situation is very diverse depending on the amount of animals raised and sold, ranging from \$16 to \$247 a month (table 1c).

For women members of the handicraft cooperative, the first orders (bags, clothes) provided them with an income they did not have before, ranging from \$31 to \$115 a month depending on the amount and type of pieces they produced; most of them are less than 25 years old and single, and this was their first time engaging in an economic activity.

**Table 1a. Did your income increase over the last year?**

Increase in income	Beneficiary type					
	Beneficiary		Non Beneficiary		Total	
	n	%	n	%	n	%
Yes	42	95.4	10.0	27.8	45.0	61.6
No	1	2.3	18.0	50.0	19.0	26.0
Not sure	1	2.3	8.0	22.2	9.0	12.3

**Table 1b. Did your income increase over the last year due to the project?**

Beneficiary type	Agricultural cooperative		Handicraft cooperative		Total	
	n	%	n	%	n	%
(Yes %)	37	100.0	7	100.0	44	100.0

**Table 1c: Average total monthly income by beneficiary type over last year**

Beneficiary type	Number	Average income MAD <sup>2</sup> /month USD/month	Minimum	Maximum

<sup>2</sup> MAD= Moroccan dirhams

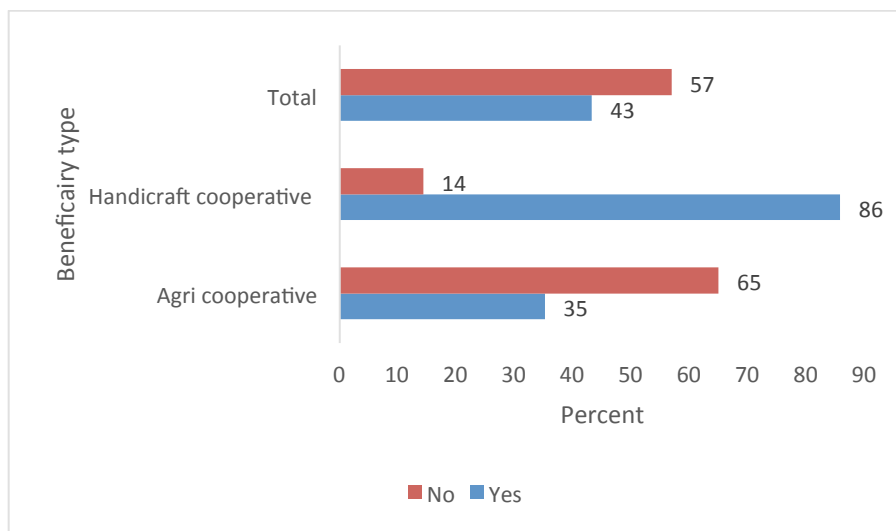
Beneficiaries				
Agro-cooperatives	37	510	154	2358
		\$53	\$16	\$247
Handicraft cooperatives	7	693	300	1100
		\$72	\$31	\$115
Control group				
Provided an amount	15	366	20	900
		\$38	\$2	\$94
	3	0		
Provided a category	6	<100		
		<\$10		
	12	101-500		
		\$11-\$52		

### 2.1.2. Savings

The levels of income are not yet generating savings for every woman. The portion of women that reported saving some money over the last year is higher for women in the handicraft cooperative (86%) than for those in the agri./livestock cooperatives (35%). One explanation may be that most women from the handicraft cooperative are single and keep all the money they earn from their activity. 65 % of women from the agri./livestock cooperatives indicated that the increase in income was used to buy products for the house, for their children or themselves, or to reinvest in animal feed.

**Table 2a: Savings over the last year**

Did you save money over the last year?



Women who reported an increase in savings over the last year indicated that a significant amount of this increase was due to the project (table 2b). The increase is estimated on average at 238 MAD (handicraft component) and 1164 MAD (livestock component) from last to current year (table 2c).

**Table 2b: Increase in savings over the last year (for those responding yes to the previous question)**

Beneficiary type						
Agricultural cooperative			Handicraft cooperative		Total	
If increase, share of this increase due to the project						
Significant amount	9	81.8%	4	100.0%	13	86.7%
Some	2	18.2%	0	0.0	2	13.3%

**Table 2c: Increase in reported amount if savings in last one year (MAD)**

Beneficiary type	n	Average (MAD)	Minimum	Maximum
Agri cooperatives	11	1164	200	3000
Handicraft cooperatives	4	238	100	500

Only three women indicated having a bank account. However, each cooperative has opened a bank account. The only way to save money is through informal groups. A total of 20 women reported being part of an informal saving group and having on average 50 to 120 MAD invested in the group each year. They all indicated that the amounts invested were still too small to be used.

**Table 3: Proportion of beneficiaries who are part of a savings group**

Beneficiary type					
Agricultural cooperative			Handicraft cooperative		Total
n	%		n	%	n %
Part of saving group					
Yes	20	54.1	0	0	20 45.5

### 2.1.3. Assets

The survey collected information on all assets owned but the change that is measured in the context of this W+ measurement focuses on the difference of the number of sheep/lambs owned between beneficiaries and the control group. The introduction of a more prolific breed of sheep (*D'man*) led to an increase in the number of lambs owned per household. At the time of the survey, women non-beneficiaries reported on average 3 sheep/lambs, while beneficiaries reported on average 5 sheep/lambs. A previous survey undertaken by the project in June 2017 indicated that on average 30% of the beneficiaries had reached 8 lambs/year.

**Table 4: Assets owned per beneficiary group**

Assets	Beneficiary type (livestock + handicraft component)							
	Project beneficiary (respondents)				Non beneficiary			
	N.	Mean	Min	Max	N.	Mean	Min	Max
Telephone	34	1	1	1	22	1	1	1
Sewing machine	4	1	0	1				
Sheep/lambs	37	5	0	24	36	3	0	8
Goat	19	4	1	10	18	11	1	140
Cow	10	2	1	6	15	1	1	3
Chicken	23	10	1	34	32	6	1	13

Animals are usually considered as being jointly owned by both the woman and the man. While men are still widely responsible for selling animals, **12 over 37 women beneficiaries indicated that they engage more in conversation with their husband about the sale of sheep and how to use the additional income.** The value of a lamb sold on the local market is on average 1500 MAD; prices may vary and are highest at the time of the Aïd, when demand is very high.

Traditionally, livestock plays an important role for food production and serves as essential safety net during times of crisis or when families are in need for cash for special events. However, the introduction of this new breed of sheep is changing this perspective and bringing opportunities to generate more income through livestock (are least for those who have a larger herd). In some cases women indicated selling chickens or eggs, occasionally, but the earnings are still low.

Regarding women members of the handicraft cooperative, three owned a sewing machine and could work from home, while the rest benefits from the sewing and embroidery machines provided by the project to the cooperative and installed in a workshop established close to the members' villages.

Finally, it is interesting to notice that 77 % of women respondents own a cellphone but are not using it yet to develop their business.

#### 2.1.4. Women's labor invested in project-related activities

Women were asked how many hours per day they were allocating to taking care of animals or handicraft activities. When comparing women beneficiaries from the livestock project component and the control group, there seem to be an increase from 4 to 4.5 hours per day. This may be due to the fact that the number of sheep/lambs has increased.

**Table 5. Hours in day invested for agri/livestock activities**

	n	Average time in hours	Min	Max
Beneficiary	34	4.3	1.5	6
Non beneficiary	34	4.0	1	7

Regarding the group of women members of the handicraft cooperative, they indicated allocating on average 6 hours per day to handicraft (sewing/embroidery) spent at the cooperative's workshop. This varies depending on orders.

#### 2.1.5. Expenses related to project activities

As the W+ measurement focuses on livestock improvement, we focus our attention on the change in expenses related to livestock. Some women had difficulties in estimating the amounts spent on animal feed and provided a range or did not respond. It is especially the case for the control group where we noticed that sometimes answers on the level of expenditure reported on animal feed didn't seem to correspond to the number of animals owned. Spending is not recorded and men are usually the ones who buy the feed in the market. In the case of women beneficiaries, they had a better sense of quantities and costs, as they were involved in the distributions of animal feed, organized by the project.

The table below shows that the most common amount spent per month on animal feeding is in the range of 100-500 MAD for 64.9 % of beneficiaries and for 56.3 % of the control group. The higher percentage of this expenditure category in the beneficiaries group may be explained by the higher number of sheep/lambs owned. Currently, the project pays for veterinary services and provides animal feed to the beneficiaries twice a year, through the agri./livestock cooperatives. The objective is for cooperatives to take over this service and provide animal feed to their members at a reasonable price.

#### 6. Expenditure in different headings by expenditure category and beneficiary type

Expenditure category MAD per month	Beneficiary (Livestock)		Non Beneficiary		Total	
	n	%	n	%	n	%
<100	0	0.0	1	3.1	1	1.5

100-500	24	64.9	18	56.3	42	60.9
501-1000	10	27.0	12	37.5	22	31.9
>1000	3	8.1	1	3.1	4	5.8

In relation to women members of the handicraft cooperative, their main cost is related to small sewing equipment and ranges over the last six months from 500 MAD to 1500 MAD depending on orders. The project provided the inputs for some of the initial orders.

### 2.1.6. Income and assets lost and other negative impacts

Beneficiaries of the project didn't report any loss of income and assets, or any negative impact.

## 2.3 Calculation approach/Formula- Income & Assets

### Income & Assets Formula = $IA = [\text{Sum (A+B+C+D+E+F+G+H)} - (\text{Sum (I+J+K)})]$

In the context of this project, which focuses on measuring impact of livestock and handicraft activities on women's income & assets, the components C, E, G, H and K are equal to 0. The values used in the formula included  $[(\text{Sum (A+B+D+F)}) - (\text{Sum (I+J)})]$

A= Increase in income. Established by comparing income and asset survey results of the beneficiaries vs. control group and calibrated on a per-person basis. Calculation= average monthly income.

B= Average funds per month over the past year. Established by comparing results of beneficiaries vs. control group answers to funds saved and calibrated on a per-person basis.

D=Combined value of funds invested in saving groups. Established by comparing results of beneficiaries vs. control group answers to value of funds invested in saving groups within the same community and calibrated on a per-person basis.

F=Value of livestock owned. Established by comparing results of beneficiaries vs. control group answers to the value of livestock owned within the same community and calibrated on a per-person basis.

I=Value of household labor invested. Established by comparing results of beneficiaries vs. control group answers to monthly hours of household labor invested within the same community and calibrated on a per-person basis, then multiplied by living wage for the country. In this case we used the minimum daily wage for the agricultural sector (SMAG = 69.73 MAD/day)

J=Value of expenses. Established by comparing results of beneficiaries vs. control group answers to the value of expenses within the same community and calibrated on a per-person basis. In this case, we used the expenses related to animal feed (livestock) and small supplies (handicraft).

The formula is applied for beneficiaries and control group separately with the following values:

<b>A=Average increase in monthly income</b>	
Benef. livestock	Control group
510	366

<b>B= Average savings (MAD)</b>	
Benef livestock	Control group
97 (1164/12)	0.00

<b>D= Average funds invested in savings group</b>	
Benef livestock	Control group
83.33	0.00

<b>F=Average increase in sheep owned</b>		
	Benef livestock	Control group
# of sheep/lambs	5.00	3.00
Value of 1 (MAD)	1500	1500
Total	7500	4500
Total/12 months	625	375

<b>I= Average hours invested in livestock/agri</b>		
	H/day Benef.	Control group
Average Hours per day	4.30	4.00
Hours per month (30 days)	129	120
Days/m (10h/d)	12.9	12
Min agri wage (MAD)	69.73	
Total	899.52	836.76

<b>J= Average expenses on animal feed</b>		
	Benef. (MAD)	Control group
Average/month (MAD)	590.02	426.39

Calculation using the formula=(Sum (A+B+D+F)) – (Sum (I+J))

VALUE CONTROL GROUP (V1)					
A	B	D	F	I	J
366	0.00	0.00	375	836.76	426.39

VALUE BENEFICIARY LIVESTOCK (V2)					
A	B	D	F	I	J
510	97	83.33	625	899.52	590.02

VALUE DIFFERENCE V2-V1					
A	B	D	F	I	J
144	97	83.33	250	62.76	163.63

#### Calculation of the number of W+ Income and Assets units

##### 1. Calculation of values

$$\begin{aligned}
 V1 &= (\text{Sum (A+B+D+F)}) - (\text{Sum (I+J)}) \\
 &= (366+0+0+375)-(836.76+426.39) \\
 &= (741) - (1263.15) = -522.15
 \end{aligned}$$

$$\begin{aligned}
 V2 &= (\text{Sum (A+B+D+F)}) - (\text{Sum (I+J)}) \\
 &= (510+97+83.33+625)-(899.52+590.02) \\
 &= (1315.33) - (1489.54) = -174.21
 \end{aligned}$$

##### 2. Calculation of % of change between control group and beneficiaries

$$\begin{aligned}
 &[(\text{Beneficiaries V2} - \text{Control group V1}) / \text{Control group V1}] * 100 \\
 &[(-174.21 - -522.15) / 522.15] * 100 = 66.63\% \text{ or } 67 \% \text{ (rounded value)}
 \end{aligned}$$

##### 3. Calculation of number of units

1 W+ unit = 1 % of change per woman

67 % = 67 units per woman

Number of women x 67 = 400 x 67 = 26,800 income and assets units for 400 women

While members of the handicraft cooperative have increased their income, the increase is still minimal compared to the value of labor invested, and not sufficient to generate units; hence it is not included in this calculation.

#### **2.4 Detailed Analysis of Results – Education and Knowledge**

The following outcomes associated with reasoning ability were generated through a knowledge survey, whose aim was to assess changes in specific content of learning of individuals as they relate to livestock management or sewing/embroidery techniques.

There are 6 sub-categories of reasoning<sup>3</sup>:

- a. *Recall*: remember terms and facts
- b. *Comprehension*: understand meanings
- c. *Application*: use information in new situations
- d. *Analytical*: see organization and patterns
- e. *Synthesis*: create new ideas from old sources
- f. *Evaluation*: discriminate and assess value of evidence

Each sub-category of reasoning is based on participants' response to a 3-point level of self-confidence to respond with levels of confidence to each query<sup>4</sup>.

2	Feel confident that one can answer the statement/question sufficiently
1	Respond to the statement/question if one can answer at least 50% of it
0	If one is not confident to adequately answer the question

Women beneficiaries received trainings on livestock management (linked to the new breed of sheep) or handicraft production. The large majority of women had never participated in a training course before. Some examples of benefits reported by women include:

- (Livestock) Reduction in the mortality of lambs; women feel more confident about their knowledge and shared it with their husband and friends; women had ideas to develop other shorter-term income generating activities (e.g. poultry, olive products, pastry...)
- (Handicraft) Women have acquire the knowledge and skills to produce different products (clothes, bags, jewellery), with different levels of expertise; by being exposed to new techniques and handicraft fairs, women have new ideas; some are more confident to interact with others.

## 2.5.1. Reasoning Ability

### 2.5.1.1- Knowledge on livestock management

#### Recall and Comprehension of knowledge acquired- Analytical & Evaluation

Respondents demonstrated highest levels of confidence in the following topics: feeding the sheep/lambs and assisting in lambing. For example, they were able to explain how they use the feed provided by the project (alfalfa hay) with locally produced cereals (lucerne, barley, dates) and how to assist in the lambing to reduce risks of mortality. Women already held knowledge on some parasitic diseases affecting sheep/lambs and traditional treatments (cedar oil and olive oil), and 75 % indicated that with the trainings they learned about other diseases

<sup>3</sup> This borrows from the principles of a "knowledge survey", which is a means to assess changes in specific content learning and intellectual development (see Edward Nuhfer and Delores Knipp, 2003. To Improve the Academy, Volume 21, Issue 1. pp. 59 – 78).

<sup>4</sup> Participants respond to questions, not by providing actual answers, but instead, by responding to a 3 points level of self-confidence to respond with competence. Knowledge surveys cover an entire course, rather than pre test/ post test evaluations, because tests by their very nature, can address only a limited sampling of a course (ibid).

and when to call the veterinary. Separating the different breeds of sheep/lambs was a challenge for some women e.g. to manage different spaces in the sheepfold and different feeding; some women were not very confident in explaining how to recognize the different breeds.

Questions for beneficiaries of livestock management trainings (multiple answers)				
	<b>Confident</b>	<b>Somewhat confident</b>	<b>Not Confident</b>	<b>Total</b>
<b>Can you remember and explain how to feed the new breed of sheep?</b>	37 (100%)	0 (0%)	0 (0%)	37 (100%)
<b>Can you remember and explain how to identify diseases and how to treat them?</b>	28 (75.7%)	0 (0%)	9 (24.3%)	37 (100%)
<b>Can you remember and explain how to recognize and separate the traditional and new breeds of sheep?</b>	20 (54.1%)	0 (0%)	17 (45.9%)	37 (100%)
<b>Can you remember and explain how to assist the animal during pregnancy and lambing?</b>	35 (94.6%)	0 (0%)	2 (5.4%)	37 (100%)

#### *Application & Synthesis- Applying and sharing new knowledge with others*

The majority of women interviewed (93%) indicated that it was easy to apply the knowledge they acquired during the training, as it was not a completely new activity for them. The trainers also mentioned that women were eager to learn and usually applied consciously what they learned during the trainings. The trainings expanded their traditional knowledge with the introduction of a new breed of sheep. All respondents mentioned that the new breed was stronger and more prolific but needed more feed than traditional breeds. They showed high levels of confidence in their ability to communicate the principles of livestock management acquired during the trainings to others, such as their family members and friends within the village. The dissemination of knowledge happens through informal networks and has the potential to reach larger numbers of women within the same community, who could join the cooperatives.

Were you able to easily apply the new knowledge?	
<b>Options</b>	<b>Beneficiaries of livestock management trainings</b>
<b>Yes</b>	34
<b>No</b>	3

<b>Total</b>	<b>37</b>
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	Response			
	Confident	Somewhat Confident	Not Confident	Total
Agri/livestock cooperative				
I feel confident to share my knowledge with others	35 (97.2%)	0 (0%)	2 (2.8%)	7

Beneficiary type						
Share knowledge with others	Agricultural cooperative (over 37)		Handicraft cooperative (over 7)		Total	
	n	%	n	%	n	%
Yes	33	89.2	7	100	40	90.9
<b>Share of knowledge</b>						
With family	29	90.6	4	57.1	33	84.6
With neighbors	15	46.9	7	100	22	56.4

### 2.5.1.2- Knowledge on techniques of sewing, embroidery & other handicraft products

#### Recall and Comprehension of knowledge acquired- Analytical & Evaluation

Women participating in handicraft trainings report high confidence in sewing and embroidery techniques and how to calculate the price of a product, but lower confidence in marketing techniques. This may be explained by the fact that this component was not extensively studied in the training sessions. Most women had some basic knowledge of hand sewing and hand embroidery but no experience in using sewing or embroidery machines. They were all eager to learn and felt proud to be involved in this activity, as most had no interest in engaging in farming or livestock. Some highlighted the need for further support on market analysis, prospection, branding, communication, and learning English.

Questions for beneficiaries of handicraft trainings			
	Confident	Not Confident	Total
Do you remember / Can you explain the different sewing and embroidery techniques you learned during the training?	7 100%	0 0%	7
Do you remember / Can you explain how you calculate the price of a	6 86%	1 14%	7

<b>handicraft product?</b>			
<b>Do you remember / Can you explain</b>	1	6	7
<b>how you can market your products?</b>	14%	86%	
<b>Do you remember / Can you explain</b>	4	3	7
<b>how a cooperative operates?</b>			

### *Application & Synthesis- Applying and sharing new knowledge with others*

All the women reported that it was easy for them to apply the knowledge acquired, as they were regularly putting in practice this knowledge, and were motivated by the president of the cooperative who has extensive experience. The fact of having a workshop close to their village and transportation provided by the project were key elements for them to continue their activities after the trainings.

<b>Were you able to easily apply the new knowledge?</b>	
<b>Options</b>	<b>Beneficiaries of handicraft trainings</b>
<b>Yes</b>	7
<b>No</b>	0
<b>Total</b>	7

<b>Question</b>	<b>Response</b>			
	<b>Confident</b>	<b>Somewhat Confident</b>	<b>Not Confident</b>	<b>Total</b>
<b>Handicraft cooperative</b>				
<b>I feel confident to share my knowledge with others</b>	7 (100%)	0 (0%)	0	7

### **2.5.2. Behavioral Change**

This section analyses behavioral change that is both a result of intended action, and unintended.

*Intended change:* refers to impacts of knowledge on behavior patterns that are contained in the project objectives/goals. Examples could be as follows:

- Use of knowledge acquired to feed sheep/lambs, leading to improvement and quantity of the livestock owned
- Use of knowledge in sewing, embroidery and other techniques to make different handicraft products
- Active sharing of knowledge with family and neighbours
- Perception of livestock as an economic activity

Unintended change: refers to impacts on behavior from capacity developments that are not anticipated in the project objectives/goals. Capturing these unintended changes are important because they represent individual agency and are often a source of innovation. Examples of unintended behavioral changes from knowledge interventions could be:

- Use of knowledge to generate income by training others
- Demonstration of knowledge that could improve the status of women in the household / community
- Generation of new ideas

One of the positive outcomes reported by women benefiting from the livestock trainings relates to the linkage between the application of the knowledge acquired, in particular in feeding and caring for the new breed of sheep/lambs, and the increase in the quality and size of the herd. Outcomes vary from one household to another. For the most successful respondents, their perception of livestock changed from being a traditional activity to being a potential lucrative one.

Agricultural cooperative			Handicraft cooperative	
Benefit of applying knowledge				
	Nb.	%	Nb.	%
increase in production	29.0	78.4	3.0	42.9
Increase income	13.0	35.1	5.0	71.4

In the case of women benefiting from the handicraft trainings, the application of the new knowledge and the participation (for some of them) in handicraft fairs, exposed them to new ideas and generated motivation to learn and do more. The president of the handicraft cooperative proposed to train other women from surrounding villages for a small fee and is encouraging others to join the cooperative.

Some of the comments expressing increased confidence included: *“I feel more dynamic, more independent; my family trusts me; I can do more now that I have some money; I feel I can help my children; people say I am serious and work well; I feel more knowledgeable and I want to train other women in my village”*.

### 2.5.3. Challenges faced by women

While Morocco has included gender equality in its 2011 Constitution (article 19) and has developed a plan to promote women's rights and equality, women continue to face challenges in particular in accessing the labour market and education. Levels of literacy for rural women remain low.

Before the project, women reported the lack of access to skills as being their main challenge, followed by the lack of time (in particular for those with younger children), and low support from

family members to start a business. For some, the idea of starting an economic activity or taking a leading role in a cooperative seemed difficult to envision.

Due, in large part to socio cultural norms that determine private and public roles for women and men, it is not uncommon for women to question their ability to occupy or move into public spaces. For example, some women members of the mixed cooperatives mentioned that the role of president should be taken by a man (*“it’s not a role for a woman”*).

Lack of mobility was also mentioned mainly due to lack of transportation from the villages to the main town.

With the project, more women were engaged in meetings and given a space (and encouragements) to talk. This led to an increased participation of women in meetings. A woman currently leads one of the mixed cooperatives, and while all members respect her for her experience in managing previous associations, she still faces some challenges in negotiating with outside players and increasing members’ ownership of the cooperative. She remains however one the most active president. Women members of the handicraft cooperative have increased their confidence about earning an income on their own and are eager to learn more, in particular to market their products.

Other changes reported by women include talking more easily with their husband about animal feeding and sales, and being encouraged by their parents (for single women in the handicraft cooperative).

Because younger single women were not allowed to go to the city by themselves, the project provided a secure transportation for them to participate in the handicraft trainings and built a trust relationship with the parents. Currently, the project continues to provide transportation for the members of the handicraft cooperative to come to the sewing/handicraft workshop.

### **C1: Most important Socio Cultural Challenges (livestock + handicraft) Before**

	<b>Agricultural cooperative (over 37)</b>		<b>Handicraft cooperative (over 7)</b>	
	n	%	n	%
Lack of support from family members	15	40.5	1	14.3
Lack of time	24	64.9	2	28.6
Lack of mobility	10	27.0	4	57.1

### **C1: Most important Socio Cultural Challenges (livestock + handicraft) After**

<b>Challenges (Yes %)</b>	<b>Agricultural cooperative</b>	<b>Handicraft cooperative</b>
---------------------------	---------------------------------	-------------------------------

	(over 37)		(over 7)	
	n	%	n	%
Lack of support from family members (1)	10	27.0	0	0.0
Lack of time	24	64.9	2	28.6
Lack of mobility	10	27.0	0	0.0

Comment: (1) discuss more with husband about IGA/how to use money; or for single women, parents are proud

## **C2: Emotional Challenges Before**

Challenges (Yes %)	Agricultural cooperative (over 37)		Handicraft cooperative (over 7)	
	n	%	n	%
Doubts on your skills & knowledge about livestock management or handicraft (1)	32	86.5	7	100
Doubts of your confidence in talking in public places (2)	14	37.8	4	57.1
Feel that you may fail because you are a woman (3)	10	27.02	0	0

## **C2: Emotional Challenges After**

Challenges (Yes %)	Agricultural cooperative (over 37)		Handicraft cooperative (over 7)	
	n	%	n	%
Doubts on your skills & knowledge about livestock management or handicraft (1)	2	5.4	0	100
Doubts of your confidence in talking in public places (2)	10	27.02	1	14.3
Feel that you may fail	3	8.1	0	100

because you are a woman (3)

- (1) Compared to increased confidence to share knowledge with others
- (2) Compared to increased confidence to speak in meetings
- (3) Compared to increased confidence to earn more money by myself

Acquiring marketing skills the priority for most respondents, as well as communication skills, including negotiation, and talking in public. The initial trainings in cooperative operations and management also need to be followed by more sustained trainings and mentoring.

### C3: Need for additional skills (livestock + handicraft)

OPTIONS	Most Important	Less Important	
Better understanding of the market opportunities & marketing skills	30	14	44
Communication Skills	15	29	44
Others	7	37	44

## 2.5 Calculation approach/Formula- Education & Knowledge

The total impact of women's knowledge is calculated by the total sum of the difference between Knowledge retention (A) added to the behavioral changes that result from knowledge (B), minus the challenges for women as a result of gender asymmetries (C), multiplied by the number of women (WL) targeted by the project within a cluster of 'like' projects within a verification period.

### Education & Knowledge Formula

$$KG (K) = WL * [Sum A (a1+a2+a3+a4+a5+a6) + Sum B (b1)] - [Sum C (c1+c2)]$$

KG (K) refers to the knowledge generated by women during the project operation, that will contribute in intended and unintended ways to women's empowerment.

Where A = Knowledge Retention

Where B = Behavioral Change (intended and unintended)

Where C= Challenges for Women

**Units:** each sub-variable in a larger variable are given numerical values to calculate knowledge units. The corresponding numerical values for A (knowledge retention) and B (behavioral changes) are 5 – 1, where 5 is the highest and 1 is the lowest. These values are based on the objectives and goals of each project.

The numerical values for C (challenges) are based on the degree of severity identified by the individual learners. These numerical values can range from 3 to 1, where 3 is the most severe, 2 is moderately severe, and 1 is least severe.

WL: is the number of women and men that are projected to be the beneficiaries of the project activities

The total impact of women's knowledge is calculated by the total sum of the difference between Knowledge retention (A) added to the behavioral changes that result from knowledge (B), minus the challenges for women as a result of gender asymmetries (C), multiplied by the number of women (WL) targeted by the project within a cluster of 'like' projects within a verification period.

Knowledge Value for Livestock Beneficiaries									
A (Before A=0)				B (Before B=0)			C		
A1	A2	A3	A4	B1	B2	B3	Before	After	Difference
36	121	33	41	32	44	61	261	151	110
Sum of A = 231				Sum of B = 137			C = 110		

#### Calculation of the number of W+ Education and Knowledge units (livestock component)

##### 1. Calculation of values

$$V_{\text{before}}(V1) = (\text{Sum } (A+B-C)) = 0+0-261 = -261$$

$$V_{\text{after}}(V2) = (\text{Sum } (A+B-C)) = 231+137-151 = 217$$

##### 2. Calculation of % of change between control group and beneficiaries

$$[(V2-V1)/V1]*100$$

$$[(217 - -261)/261]*100 = 183.14\% \text{ or } 183\% \text{ (rounded value)}$$

##### 3. Calculation of number of units

1 W+ unit = 1 % of change per woman

183 % = 183 units per woman

Number of women x 183 = 400 x 183 = 73,200 Education and Knowledge units for 400 women (livestock component)

Knowledge Value for Handicraft beneficiaries									
A (Before A=0)				B (Before B=0)			C		
A1	A2	A3	A4	B1	B2	B3	Before	After	Difference
7	24	7	8	7	11	14	54	9	45
Sum of A = 46				Sum of B = 32			C = 45		

### **Calculation of the number of W+ Education and Knowledge units (handicraft component)**

#### **1. Calculation of values**

$$V_{\text{before}} (V1) = (\text{Sum } (A+B-C)) = 0+0-54 = -54$$

$$V_{\text{after}} (V2) = (\text{Sum } (A+B-C)) = 46+32-9 = 69$$

#### **2. Calculation of % of change between control group and beneficiaries**

$$[(V2-V1)/V1]*100$$

$$[(69- -54)/54]*100= 227.77\% \text{ or } 228 \% \text{ (rounded value)}$$

#### **3. Calculation of number of units**

1 W+ unit = 1 % of change per woman

228 % = 228 units per woman

Number of women x 228 = 15 x 228= 3,420 education and knowledge units for 15 women (handicraft component)

Total W+ Education and Knowledge units=73,200 + 3,420= 76,620

### **3 MONITORING PLAN**

#### **Proposed approaches**

Surveys were conducted individually with women beneficiaries and women non-beneficiaries (control group). A total of 80 women were interviewed including 37 women who participated in the livestock management trainings, 7 who participated in handicraft trainings, and 36 non-beneficiaries. The interviews were conducted by 3 female enumerators who could speak the local language (Berber) and Arabic, under the supervision of the W+ expert, and with the support of the local project coordinator.

#### **Income & Assets Monitoring Plan**

RESULTS	INDICATORS	ACTIVITIES	TIME LINE
<b>End outcome</b> Increased perception of well-being by women	<ul style="list-style-type: none"><li>Women report increased confidence to participate in group discussions, and ability to make allies in their favor.</li><li>Increased sharing of household work– men</li></ul>	NA <sup>5</sup>	

<sup>5</sup> Refer to the future activities of other W+ Domains

	take on work that is normally considered women's work.		
<b>Intermediate outcome</b> Increased control over the use of finances / participation in decision making	Increase in % of women reporting more control over additional income obtained through the project and/or more discussion with husband on use of additional income	1. Adapt existing W+ Income & Assets survey questionnaire to local context 2. Select survey sample for beneficiaries. This will be determined in consultation with the ACWA Power team. 3. Code baseline survey for statistical analysis 4. If needed train enumerators 5. Implement survey 6. Compile and aggregate raw data 7. Analyse data 8. Prepare Monitoring & Results report 9. If needed, facilitate contacts between ACWA Power and independent auditor for W+ verification	November 2017-May 2018
<b>Immediate outcome</b> Increased income & assets	<ul style="list-style-type: none"> <li>Increase in women's income and/or assets generated by the introduction of a new breed of sheep, the sale of sheep – or generated by handicraft activities</li> </ul>		
<b>Outputs</b> PDD Evaluation Report Audit Report			

### Education & Knowledge Monitoring Plan

RESULTS	INDICATORS	ACTIVITIES	TIME LINE
<b>End outcome</b> Increased perception of well-being by women	Women report feeling more confident	NA <sup>6</sup>	

<sup>6</sup> Refer to the future activities of other W+ Domains

<p><b>Intermediate outcome</b></p> <p>Use of knowledge leads to increased productivity and income</p>	<ul style="list-style-type: none"> <li>At least 33% of those receiving the training(s) indicate that the application of this new knowledge led to increased productivity (more sheep) and/or income (more sales of sheep / handicraft products)</li> </ul>	<ol style="list-style-type: none"> <li>1. Adapt existing W+ Education &amp; Knowledge survey questionnaire to local context</li> <li>2. Select survey sample for beneficiaries. This will be determined in consultation with the ACWA Power team.</li> <li>3. Code baseline survey for statistical analysis</li> <li>4. If needed train enumerators</li> <li>5. Implement survey</li> <li>6. Compile and aggregate raw data</li> <li>7. Analyse data</li> <li>8. Establish Benefit Sharing Mechanism</li> <li>9. Prepare Monitoring &amp; Results report</li> <li>10. If needed, facilitate contacts between ACWA Power and independent auditor for W+ verification</li> </ol>	<p>November 2017-May 2018</p>
<p><b>Immediate outcome</b></p> <p>Knowledge and skills (livestock management, handicraft, etc.) applied in both intended and unintended ways</p>	<ul style="list-style-type: none"> <li>Women retained and applied knowledge and skills acquired during trainings (e.g. feeding sheep, separating breeds, learning new sewing/embroidery techniques)</li> </ul>		
<p><b>Outputs</b></p> <p>PDD Evaluation Report Audit Report</p>			

## 4 CONCLUSION

The activities initiated by the project have provided women with new skills and knowledge, leading to an increased confidence in their ability to generate an income and expand their role in the social and economic spheres. The cooperatives have the potential to empower women; this is already visible in the handicraft women-only cooperative but less in the mixed cooperatives.

There is a need for follow-up support in the following areas:

### **1. Support to improve women's marketing skills, market knowledge and access to support services**

Women's priority is to build their marketing skills, improve their understanding on how to approach potential buyers and negotiate deals. This can be done through trainings, participation in fairs, as well as mentoring from others e.g. women who have been successful in developing their business.

Some women engaged in livestock mentioned their interest to develop other activities in order to diversify their income e.g. poultry, olive products, etc. The project could identify, based on a market analysis, what market opportunities exist for example on added-value products (olive products, almond products, etc.).

The cooperatives could be the space through which women could assess government support schemes (e.g. trainings, grants) to develop some of their business ideas but also to have access to services such as alphabetization. The project could facilitate linkages with appropriate authorities.

### **2. Follow-up coaching for cooperative's governance and operations**

The cooperatives are still new (created in late 2016-early 2017), and members need follow-up support (trainings and coaching) to build their business acumen and management skills, to develop tailored services for their members based on the needs and priorities of both women and men, and to develop linkages with other stakeholders (suppliers, buyers, service providers). Building women's leadership and raising awareness among men are important to ensure that women are part of decision-making in mixed cooperatives and that both women and men benefit. The project should continue to monitor not only the number of women members of a cooperative, and of Boards but also the level of participation in meetings, and the change of mind set among men e.g. men encourage and support women to join cooperatives, speak in meetings, share certain household chores.

### **3. Women's access to finance**

Women's access to formal financial institutions is a challenge (very few have a bank account) and microfinance institutions are not present in rural areas. The existing informal saving groups have the potential to be the mechanism through which women can access the finance they need for their business, or for educational, health or social development purposes. However, at this moment the amounts invested are too low. The project could enhance the capacity of those groups by providing financial literacy, encouraging women to join or create other groups, or providing small grants. Building the capacity of those groups is particularly important in the

context of the sale of W+ units. As required by the W+ Standard, a share of the revenue from the sale of the W+ units has to be returned to women.

## APPENDIX 1: PROJECT DETAILS

### Summary Description of the Implementation Status of the Project

#### Project Developer

Organization name	ACWA POWER Noor
Contact person	Inane Bouachik
Title	CSR Manager
Address	N°65, Avenue Mehdi Ben Barka – Souissi, Rabat 10100, Maroc
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#### Other Entities Involved in the Project W+ Activities

Organization name	NA
Role in the project	
Contact person	
Title	
Address	
Telephone	
Email	

#### W+ Activities Start Date

The W+ activities started in June 2017. The start date indicates the time when the feasibility study for the W+ initiated.

#### Project Crediting Period

The W+ Standard allows for back crediting for a period of two years.

<i>Start Date</i>	<i>End Date</i>	<i>Total Years/Months</i>
17/03/2016	17/03/2018	2 years

#### Project Location

The project is being implemented in the commune of Ghassate. The ACWA Power Noor CSR project has not set a specific target on the number of beneficiaries to be reached beyond 2018. However, the objective is to maximize the impact among the households living in the surrounding villages through existing or future cooperatives.