

GENDER NEGATIVE

GENDER NEUTRAL

GENDER SENSITIVE

GENDER TRANSFORMATIVE

start

Does the concept reinforce any negative gender stereotypes or gender norms?

Also explore:
Does it leverage any negative gender stereotypes or gender norms to attract users or achieve goals?

Does it exacerbate gender inequalities intentionally or unintentionally?

If **no** to all of the **above** prompts, your concept is not gender negative.

You can **advance** to the gender neutral prompts.

If **yes** to one or more prompts, your concept is currently **GENDER NEGATIVE**.

Stay here and explore how you can improve.

Note, we should never, ever, proceed to prototyping with a Gender Negative concept

Does the concept recognize women and men, and girls and boys, as distinct user groups with potentially different needs?

Also explore:
Does it consider the gender dimensions of the environment and how this may impact program activities?

If **yes** to all of the **above**, your concept might be gender sensitive.

You can **advance** to the gender sensitive prompts.

If **no** to one or more prompts, your concept is currently **GENDER NEUTRAL**.

Stay here and explore how you can improve to become more gender sensitive.

Does the concept seek to improve conditions or outcomes for women and girls?

Also explore:
Does it have an objective to improve a "domain" of women's and girls' lives?

Does it acknowledge the following, and design with them in mind?

- Negative gender norms
- Unequal power relations
- Women's and girls' constraints accessing and controlling resources
- Constraints around women's and girls' decision-making power

Does the concept consider differences in women and girls of various ages, ethnicity, disabilities, language, etc?

If **yes** to all of the **above**, your concept might be gender transformative.

You can **advance** to the gender transformative prompts.

If **yes** to at least 2 of the **above**, your concept is currently **GENDER SENSITIVE**.

If **no** to all of the **above** prompts. Your solution is actually **GENDER NEUTRAL**.

Stay here and explore how you can improve to become more gender transformative.

Does the concept seek to challenge and change the underlying causes of social and gender inequalities?

Also explore:
Does it challenge:

- discriminatory gender roles, attitudes and norms?
- unequal power relations between men and women?

Does it seek to:

- provide women and girls with control over assets and resources?
- to increase women's and girls' decision-making power in the home and community?

If **yes** to all of the **above**, your concept is gender transformative.

Explore how to make your concept more inclusive by considering marginalized groups, including gender-diverse people, in all the questions above.

Are there any risks involved in implementing your concept, and if so, what mitigating strategies can you adopt?