

BLOOM GENDER LEARNING AGENDA

What is the Gender Learning Agenda (GLA)?

The BLOOM GLA sets out key questions the project will use to understand how and why gender transformation happens in practice, and where it may stall.

Rather than treating learning as a reporting requirement or an end-of-project effort, the GLA is designed to help us learn more about what influences change in social and gender norms, where project assumptions may need to be tested, and what teams need to better understand. Insights will support real-time decision-making, adaptation, the design of future projects, and thought leadership.

What are we trying to learn?

- | | |
|---|---|
| <p>1 Shifting resistance among men and families
What helps men and families move from resisting the economic empowerment of adolescent girls and young women (AGYW) to supporting it? BLOOM wants to understand what enables this shift, when resistance may increase, and whether experiences differ across types of AGYW.</p> | <p>2 Financial decision-making and household power
How do gender norms and household power dynamics shape AGYW's control over financial resources? BLOOM wants to explore the factors that influence whether AGYW can make their own decisions about loans, savings, and income.</p> |
| <p>3 Transitions into non-traditional employment
What factors influence whether AGYW and young men move from training into employment in non-traditional fields? This includes understanding the role of technical and vocational education and training (TVET) systems, employers, workplace treatment, and community attitudes in creating barriers or opportunities to access non-traditional employment.</p> | <p>4 The daily reality of economic participation
What does economic participation actually look like in the daily lives of AGYW, from their perspective? BLOOM will examine how economic activities interact with care responsibilities, education and personal needs, and why some AGYW are able to participate while others are not.</p> |

How will learning be generated?

BLOOM will use gender-responsive and participatory approaches to learn from AGYW, young men, families, community and faith leaders, employers, TVET institutions, financial service providers and other stakeholders. Learning activities will be integrated into existing monitoring, evaluation, accountability and learning (MEAL) activities whenever possible, so evidence is generated throughout implementation.

Proposed methods include interviews, focus group discussions, tracer studies, case studies, longitudinal tracking, and participatory storytelling. Emerging learning will be captured through regular reflection processes, including semi-annual deep dives and annual learning and reflection workshops, so teams can interpret the evidence together and identify what it means for implementation.

How will learning be used?

The GLA prioritizes learning that informs action. Findings will support country teams and partners to adapt implementation, strengthen future program design, and contribute to broader organizational learning on gender transformation and youth and AGYW economic empowerment.

Learning will be shared in ways that help different audiences use the evidence, including organizational adaptation guides, case studies, evidence briefs, reports, workshops, events, and digital content. Products and channels will be selected to best reach their intended audience. The GLA will remain flexible and evolve as new evidence, questions, and realities emerge.

Who is involved?

The GLA has been shaped by the BLOOM team, including country teams, MEAL and technical staff, implementing partners, stakeholders, and the voices of AGYW. The Gender Technical Working Group oversees the GLA, working closely with the project's MEAL team.

A youth advisory group is being considered to strengthen the involvement of AGYW and marginalized young men in how learning is generated, interpreted, shared and used. This would help ensure the agenda keeps youth voices at the centre of our learning.

BLOOM Africa is a five-year, \$20 million CAD initiative across Somalia, Rwanda and Tanzania, funded by Global Affairs Canada, that aims to improve the economic empowerment of marginalized adolescent girls and young women.