



## **Transforming** Household Gender Dynamics and Relations

Through Positive Changes in



#### **ACKNOWLEDGEMENTS**

This Gender Equality and Social Inclusion (GESI) promising practice on Empowered World View was developed by World Vision Malawi, in collaboration with World Vision USA. The team is grateful to all reviewers and contributors, and for the partnership with Columbia University in New York through Professor Shannon Marquez. World Vision greatly appreciates the financial support from different donors to implement Empowered World View. The documentation of this promising practice was made possible through funding from Imago Dei Fund. Special appreciation goes to the following individuals:

#### **Content Development**

#### WORLD VISION MALAWI

#### Kondwani Chapotera

THRIVE Project Manager

#### Loma Nyangulu

Design, Monitoring and Evaluation Officer (THRIVE)

#### Kenan Nyirenda

Gender and Disability Coordinator

#### Nthamyo Mbeye

Gender Equality and Social Inclusion Officer(THRIVE)

#### Samuel Chibaya

Communications and Knowledge Management Officer (THRIVE)

#### **Andrew Kolove**

THRIVE Development Facilitator for Chikwina-mpamba Area Program

#### Andrew Ngolomi

THRIVE Development Facilitator for Nthondo Area Program

#### **Charles Stonken**

THRIVE Development Facilitator for Nkhoma Area Program

#### Mphatso Mkuzi

THRIVE Development Facilitator for Chilenje Area Program

#### Moses Malikebu

THRIVE Design, Monitoring and Evaluation Assistant for Chikwinampamba Area Program

#### Bernadetta Mkandawire

THRIVE Design, Monitoring and Evaluation Assistant for Nthondo Area Program

#### **Gerald Ndaule**

THRIVE Design, Monitoring and Evaluation Assistant for Nkhoma and Chilenje Area Programs

#### WORLD VISION UNITED STATES

#### Leticia Nkonya, PhD

Technical Advisor, Gender Equality and Social Inclusion

#### Jacqueline Ogega, PhD

Senior Director, Gender Equality and Social Inclusion

#### **Graphic Design**

**Stephanie Pierce-Conway**Pierce Conway Design

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. We serve all people, regardless of religion, race, ethnicity, or gender.

## EMPOWERED WORLD VIEW

This document presents a gender equality and social inclusion promising practice on empowering resource poor households and communities for sustained well-being of children through a faith-based behavior change approach to economic well-being called Empowered World View. Religion and faith are broadly recognized as having the potential to affect mindsets and constraints to economic wellbeing, but these dimensions are rarely included in poverty alleviation development interventions. The goal of World Vision's Empowered World View model is to help people understand their own worth and how they can utilize their full potential by employing their talents, knowledge, capacities, and the resources available to them to drive social change for sustainable development in their own contexts.<sup>2</sup> The approach seeks to address dependency mindsets and to promote economic empowerment and independence among people living in poverty. It also encourages both individuals and communities to examine beliefs, mindsets, and behaviors in light of religious texts that encourage positive and empowered worldviews. The Empowered World View model is implemented alongside World Vision's THRIVE (Transforming Household Resiliency in Vulnerable Environments) economic empowerment programming. THRIVE is a comprehensive and systematic approach to farming that empowers the most vulnerable households to move from dependence to dignity by building improved and resilient livelihoods for smallholder farmers in Malawi. Program participants are from households living in poverty. The THRIVE program in Malawi is funded by World Vision USA. Its core partners include the Government of Malawi, local faith-based and community-based organizations, Farm Concern International, and Vision Fund International.

This documentation is based on evidence captured through formative studies, ongoing assessments, project reports, project monitoring data and annual monitoring indicators, including a gender equality and social inclusion (GESI) analysis. Across all communities where the Empowered World View has been implemented, evidence suggests that livelihoods have been transformed and individuals have developed a stronger sense of personal responsibility. The approach has transformed the lives of vulnerable groups and moved them away from fatalism and dependence to resilience and agency. The Empowered World View has demonstrated potential to increase the effectiveness of community development work, equipping community members to use the same principles that have improved farming methods and incomes to solve community problems. The Empowered World View has served as the foundation on which World Vision is building its THRIVE economic empowerment model in Malawi.

<sup>1</sup> Lenhardt, A., Diwakar, V., Simbaya, J., and Tumusiime, E. 2021. Empowered Worldviews: Assessing the Role of Behaviour Change Programming on Mindsets and Livelihoods in Zambia. London: ODI.

<sup>2</sup> World Vision. 20.19. New Perspective, New Possibilities: The Empowered World View Curriculum.

<sup>3</sup> World Vision Malawi, 2019, Building Secure Livelihoods through THRIVE.

#### THE CONTEXT

Located in Southern Africa, Malawi is a landlocked country, sharing its borders with Mozambique, Zambia, and Tanzania. The country has an estimated population of 18.6 million (2019), which is expected to double by 2038. Malawi is a generally peaceful country and has had stable governments since independence in 1964. Despite years of development efforts and significant foreign aids, Malawi continues to be one of the poorest countries in the world with approximately 70 percent of the population living below the international poverty line of US\$1.90 per day.<sup>4</sup>

Chikwina

Mpamba

Chilenje

Nthondo

The economy is heavily dependent on agriculture, employing nearly 80 % of the population, and is vulnerable to external shocks, particularly limatic shocks.<sup>5</sup>

In Malawi, mental attitudes of hopelessness and risk aversion greatly affect how people set their development goals and their effort to achieve them. The deep and endemic poverty has contributed to people's lack of appreciation of the natural resources that they have access to, which they can utilize to lift themselves out of poverty.<sup>6</sup> Negative cultural values, norms, and beliefs affect perceptions on the causes of poverty, diseases, misfortunes, death, and other calamities. Gender and social norms legitimize discriminatory practices such as viewing and treating women as inferior to men, and limit the advancement of vulnerable populations, including women, girls, and persons with disabilities. Gender inequalities persist, denying some women and girls access to opportunities, resources, and services, hindering their ability to make decisions and participate in various economicactivities, and excluding them from ownership and control over household assets, benefits, and resources.<sup>7</sup>

World Vision Malawi has been implementing relief, development, and advocacy interventions in Malawi since 1982 and is currently working in all 28 districts through 39 Area Programs (APs) and grant supported projects. The Empowered World View is implemented within THRIVE programming in four APs located in three districts: Nkhoma and Chilenje (Lilongwe district), Nthondo (Ntchisi district) and Chikwina-Mpamba (Nkhatabay district).

<sup>4</sup> World Bank. 2018. Malawi Systematic Country Diagnostic: Breaking the Cycle of Low Growth and Slow Poverty Reduction. Report No. 132785.

<sup>5</sup> World Bank, 2021. Country Assessment, Malawi. Retrieved from: www.worldbank.org/en/country/malawi

<sup>6</sup> World Vision Malawi. 2019. Building Secure Livelihoods through THRIVE: A 2019 Report of the THRIVE Project.

FAO, 2011. Gender Inequalities in Rural Employment in Malawi Policy Context.

#### **OBJECTIVES OF THE EMPOWERED WORLD VIEW APPROACH**

World Vision's THRIVE project in Malawi aims at building improved and resilient livelihoods for 16,000 small-holder farmers. The Empowered World View training and interventions have been provided to over 90% of the nearly 16,000 participants in THRIVE program activities represented by male-headed, female-headed, persons with disabilities, and youth-headed households. THRIVE aims to:

Enhance vulnerable community capacity in natural resource management.

Improve household economic returns.

Assist vulnerable communities in managing shocks and other conditions.

Build communities with an Empowered World View.

The Empowered World View approach integrates faith-based behavior change through training aimed at changing individual attitudes and household dynamics through the empowerment of both adult and youth household members by changing the existing unequal power relations and restoring broken relationships.

#### THE STRUCTURE OF EMPOWERED WORLD VIEW

Empowered World View consists of training, and practical learning demonstration activities to participants. The training curriculum is integrated into THRIVE project as a formal structure rather than relying only on informal coaching.<sup>8</sup> Participants examine their beliefs, mindsets, and behaviors considering religious texts, and hope in God's plan. They discuss community challenges and affirm their inviolable identity, dignity, and agency. The goal is to mobilize them to act and participate fully in sustainable transformative change at individual, household, community, and societal levels.

WV Malawi monitoring data indicates that from 2017 to 2020, a total of 17,737 participants were trained in Empowered World View of which 12,251 were women, and 255 were persons with disabilities (193 women with disabilities). The central theme of the curriculum is empowerment which involves the transformation of personal attitudes, self-perceptions, and power relations. Participants gain control over their lives and resources, and develop critical consciousness and see themselves as capable, with a right to choose, act and influence their lives, households, and community. The training is initially provided to change agents or community influencers, equipping them with knowledge and tools to cascade the knowledge to individuals, households, and the wider community. These community influencers inspire and support others as they initiate projects on their own without waiting for support from government or aid agencies. The process involves key community leaders in implementing the Empowered World View to enhance community acceptance and support of the program. These change agents or community influencers trained in each area program are selected with consideration of their ability to influence and their commitment to their communities. They include faith leaders, farmers and small business entrepreneurs, leaders of village savings groups, and community leaders and influencers.

<sup>8</sup> World Vision, 2017, Empowered Worldview Model..

World Vision GESI Approach and Theory of Change.

Faith Leaders	Female and male faith leaders  Are highly respected in communities and are influential voices  Mobilize their networks of supporters in churches, women of faith networks, etc for action
Farmers and Small Business Entrepreneurs	Female and male farmers and small business entreprenuers, producer groups  Can inspire peers to implement new ideas to increase crop production and income  Are role models on how to engage in income generation activities
Leaders of Village Savings Groups	Female and male village savings and loans group leaders  Can encourage their group members to take initiative to participate in development and invest in project that will generate bette income for their families.
Community Leaders and Influencer	Community leaders including women and youth group leaders who lead and influence others to enbrace the Empowered World View  Youth and women groups often form the largest well organized groups in communities and can deliver core messages on Empowered World View

All these community influencers are trained and equipped to deliver Empowered World View messages that promote the well-being of vulnerable groups. The training focuses on the following areas.

#### **IDENTITY**

Participants gain an awareness of their religious identity, and that they are loved, and valued as co-creators of the earth. They learn to be free from fear and superstition so they can live full and abundant lives. They seek to change their self-perceptions and begin to respect and value themselves and others. Participants understand and appreciate that both males and females were created in the image of God, and both are given dominion and the ability to be fruitful/productive and increase anything that they lay hands on. It is not good to undermine or oppress others based on gender categories or vulnerability levels.

#### **VISION**

Participants reflect on the importance of vision when creating change in their communities. Together, they construct their community history and identify assets that can support dreams for their community's future. The emphasis here is the importance of developing personal/household and community development goals and ensuring that all members in the household or those involved in the community participate in the process. They are also encouraged to benefit from the fruits of their labors, and to be free of greed, exploitation, and oppression. Eventually participants will have a desire and determination to work to help the church work alongside its community to improve livelihoods and well-being.

#### COMPASSION AND COMMUNITY BUILDING

Participants reflect on how to apply their religious teaching to reach out to the needy marginalized in their communities and serve them. Participants are expected to have a compassionate attitude and demonstrate it practically in their community by individual acts of kindness and supporting small projects. The goal is to promote a compassionate attitude, build community, and be present with others. This starts at the smallest level of interaction between neighbors, and in growing local networks and associations that may lead to discover the power to affect change through collective action.

#### **RELATIONSHIPS**

Participants reflect on the role of relationships in their community work together, based on religious texts. Participants learn the importance of relationship building, even with people who are very different in values and lifestyle. They appreciate the power of unity and reconciliation in achieving a common goal.

#### **FAITH**

Participants are challenged to increase their faith and be more courageous and take risks in coming alongside their community and working together to improve and change the lives of individuals, families, and communities. Participants are encouraged to discover the local assets they have and to make use of the resources they have to benefit the community.

#### PRACTICAL EXPERIENCE

The practical, hands-on learning experience is delivered through the following:

**Exposure Visits:** Participants visit successful model farms for THRIVE participants who have put lessons learned from the Empowered World View into practice. Participants learn how the model farmers create thriving farms and increase their profits.

**Participation in Savings Groups:** Participants are encouraged and supported to participate in village savings groups. These groups of 10 to 15 people save and pool their money, and then borrow small amounts from the group for an agreed upon term and repay the loan with interest. Participants gain financial literacy and social solidarity and are provided with leadership opportunities, especially for women. These groups are an entry point to more formal lending and savings services.

**Engagement in Producer Groups:** These are small business entrepreneurial groups of individuals that offer a specific product or service to market. Participants had the opportunity to observe how the farmers work with their peers and technical experts to have a presence in the marketplace. Farmers are able to sell their produce as a group not through intermediaries and they have more bargaining power as well as price negotiation skills.

The Empowered World View approach utilizes participatory methods such as group discussions, role plays, impact storytelling, and brain storming, considering low levels of literacy. The mobilization of participants is done by local leaders and intentional guidance is provided to ensure the inclusion of vulnerable groups.





# EVIDENCE OF IMPACT

World Vision considers GESI evidence of impact as transformational along five domains of access, participation, decision-making, systems, and well-being. The evidence discussed here references formative research on empowered World View conducted in 2017, ongoing THRIVE assessments, project reports, project monitoring data, annual monitoring indicators, and the 2020 GESI analysis that included a study of the most significant change related to empowered World View approach.

Evidence from Malawi GESI assessment indicated that the Empowered World View component had played a critical role in building more equitable gender relations and shifting mindsets and reshaping perceptions on women's and men's roles in society. There were positive shifts in gender roles, norms, and behaviors particularly in how society perceived women's roles in production and men's participation in domestic activities, and positive changes in gender relations within households. Some married/coupled men noted the change seen in the relationships they had with their spouses and others within their households and communities. Having compassion for one another, sharing with others, being inclusive in decision-making were among those reflections shared by men in group discussions about most significant changes experienced because of participating in Empowered World View training.

#### **ACCESS**

The Empowered World View improved women's and men's access to economic resources, savings groups, loan services, and financial training. The GESI assessment indicated that 72 % of participants engaged in savings groups were women, and those trained in Empowered World View reported that they had been able to access and utilize the finances from the savings groups to improve their lives. These women were able to purchase agricultural inputs and tools for increased crop production, increase household consumption needs, access business capital, and even improve family needs such as health and education. More than 80% of the participants in savings groups were able to invest in farming and access farm inputs like certified seeds and fertilizers to boost yield production; and 20% were able to invest their cash in individual businesses, construct better houses, purchase livestock, and meet household needs. Participants gained an increased access to economic opportunity.

Mary's story: Mary Bangira accessed a loan of 60,000 Malawi Kwacha (approximately US\$70) and used it to buy seeds and two bags of fertilizer. She worked hard that season and harvested 28 bags of maize and 20 bags of groundnuts. After selling the groundnuts and maize, she repaid her loan and used the remaining cash to buy 2 pigs. The pigs have been reproducing since then and she has been using the proceeds from the sale of pigs to pay school fees for her children. She opened a grocery shop that have contributed to an increase in income.

Male participants gained access to information on savings and loans and were motivated following participation at Empowered World View sessions, as suggested by one participant Lasimo Batumeyo a father of three, "I felt challenged during Empowered World View training session and this was my turning point to provide for my family." The Empowered World View training transformed his World View, and he ventured into farming as a business. He was able to produce tomatoes and cabbages for sale, and steadily increased his income to buy goats and clothes for his family members. He increased his access to farm inputs, including improved maize seeds, and greatly improved his income and the family's access to economic assets.

Shifts in mindsets on the role of a provider in the family enabled both women and men to access opportunities for economic advancement. Group discussions and interviews conducted during the GESI assessment indicated that some coupled women attributed their ability to meet their basic (household) needs on their own without the support of their husbands to THRIVE programming. The Empowered World View shifted their perceptions and THRIVE equipped them with the relevant inputs (e.g., information) or facilitated a connection to those resources (e.g., savings groups, loans) necessary to ensure that their household became and remained resilient. There were couples collaborating as partners following Empowered World View sessions, where they learned about savings

for transformation, good agriculture practices, and producer groups. One couple, Mr. and Mrs. Gile decided to start ginger farming and invested Malawi Kwacha 48, 000 (\$64) loan that they obtained from the savings for transformation group. By the end of 2019, they earned Malawi Kwacha 3.4 million (\$4533) from ginger sales. They were able to lift themselves out of poverty as Mr. Gille explained, "It was my dream coming true and this was my turning point because as I am talking right now, my household is food secure, and my children eat three times a day."

Participants received loans from Vision Fund, a micro-credit institution, to engage in economic enterprise. Evidence from the monitoring data in 2020 showed that a total of 3,590 participants had accessed micro-finance loans to support their agricultural activities and small business enterprises. As a result of the Empowered World View training, access to financial services through Vision Fund improved from 18.1% at baseline in 2017 to 71.1% at midterm in 2019. This access enabled participants to engage in long-term business investments and other income generating activities, all of which enabled them to preposition for emergencies and shocks, such as drought and famine and improve their resilience.

#### **PARTICIPATION**

A notable achievement of the Empowered World View was its ability to increase women's participation in producer groups, which increased their participation in the economic activities in the markets and community. There was also increased women's participation and leadership in savings groups, which, in turn, facilitated their participation in economic activities. The GESI assessment noted that the Empowered World View helped re-shape how the society perceived women's roles in production, market sales and purchasing, areas that had been male dominated. Theses shifts also benefitted men who participated in savings groups. There were suggestions that more men participated in domestic activities, and more women in production as well as land-management activities that had been maledominated prior to Empowered World View interventions. However, women producers still relied heavily on male dominated forms of transportation for their participation in the markets and movement of their production for sale.

#### **DECISION-MAKING**

The Empowered World View promoted joint decision-making at the household level, including decisions on household income distribution and purchasing. From the project monitoring data, some of the participating households attesting to value transformation indicated that they were able to make joint plans for household development. Vanessa, a female participant explained how the Empowered World View had fostered joint decision making in her household and how this contributed to household well-being:

"Our lives have changed since my husband realized his potential during Empowered World View training, he started involving me in major financial decisions. We saved Malawi Kwacha 400,000 (\$530) in December alone for school fees. Now we have two good houses, a motorcycle, solar panels to generate light and our children can study to have a better future."

Some of the female participants interviewed during the GESI assessment pointed to the Empowered World View as being the impetus for mindset change around their role in decision-making on matters relating to how and when they would participate in savings or producer groups, how to engage in business and market access, when and what to purchase, and how to distribute household income. Tereza, a female participant explained:

"Straight from the training, I gained courage and I managed to sit down with my husband and agreed to change the way we used to think and manage our funds. In our culture it is difficult for a woman to discuss these issues with her husband since it's considered to be a taboo."

Participant's exposure to the Empowered World View, together with their experiences from the savings groups, had been beneficial in helping them realize their roles in household-level decision-making.<sup>13</sup>

There were also shifts in norms and perceptions around women's decision-making. During interviews and focus group discussions for the GESI assessment, some married men reported that they learned how to view their relations with their partners in a more positive light while being trained on the Empowered World View. In some unions, this transpired into more positive engagement with their wives, demonstrated by increased inclusive decision-making with their wives. Women too shifted norms and expectations about decision-making, empowering them to make decisions on their own or jointly with their partners. As observed by Eliza Mkandawire,

"Empowered World View training has given me another chance to become a better individual, another chance to give and experience full potential. As per skills and experience gained from group business, I decided to change my life for the better and I started by selling bananas at our local market. Nevertheless, as my businesses grew, I began to seek markets in Mzuzu {a neighboring township}. I decided to go and sell bananas there because they have a better price."

Another female participant explained that the Empowered World View had changed her perceptions and empowered her to make her own decisions.

"In the past I used to wait for my husband to tell me what to do in the farming,
I was just thinking that my role as wife is to cook food for my family only, but now
I am able to make decisions on my own."

#### **SYSTEMS**

The Empowered World View challenged harmful norms, values, traditional and cultural, belief systems that hindered development among vulnerable groups in the communities and cultivated positive transformation for resilient livelihoods. To address the system of discriminatory gender and social norms, the Empowered World View created a network of trained influential leaders and their associated power structures in the community, who led efforts to change cultural norms and beliefs that inhibited the rights of women, youth, and other vulnerable groups. These influential leaders included religious leaders, chiefs, and traditional leaders. Malawi is unique in that it has both patriarchal and matrilineal systems, some of which have influential female chiefs and traditional leaders. Formative research can help understand the differentiated roles of these influential leaders.

While the Empowered World View helped shift individual and household level norms, other community, and societal systems such as market systems were still limiting to women and making it difficult for them to advance as producers and entrepreneurs. The approach had not included interventions to address formal systems including laws and legislation. Although Empowered World View had helped in removing informal gender norms and interpersonal barriers related to women's engagement in production, an enabling environment was yet to be established in the market system, public transportation system, and other societal systems to encourage and sustain these changes.

#### **WELL-BEING**

The Empowered World View helped to improve the sense of worth, capability, and confidence of both female and male participants, who reported positive self-perceptions of being able, responsible, and accountable individuals. They felt capable of utilizing the locally available resources for their own development, and to improve food security and overall household well-being. Monitoring data indicated that the Empowered World View restored broken household relationships by changing and/ or enhancing the roles of partners, encouraging men to be responsible fathers and husbands, and promoting all household members to work together for the development of their households. There are notable positive changes where parents were able to meet basic needs, such as sending their children to school or feed them. For example, the ability to consume adequate number of meals per day increased from 15.1% at baseline to 54.4% at midterm evaluation.

An example of positive behavior change among males was with Geoffrey, a participant who, before engaging in the Empowered World View, spent most of his time and whatever little resources he had in excessive alcoholism. His wife Tione was left with the burden to work in the farm and care for the children alone. She could hardly produce enough food for the family. Sometimes their children could go to school without food and find no food upon return. The Empowered World View sessions helped

him to realize his self-worth and capacity to stop his alcoholism and contribute positively, together with his wife, to the economic, material, and spiritual well-being of their family. He shared his personal resolve saying,

"After the training, my heart and mind were changed, I decided to stop beer drinking which was a main force taking away my wife's hard-earned income and also decided to start working together with my wife in the field to produce food for the family."

His wife also testified that the Empowered World View transformed her husband and improved their relationship. She explained that,

"For the first time since we got married, I have seen my husband concentrating on farming. I used to do this alone without his support and that was very difficult. This time, he no longer drinks beer as he used to do, no quarrels in the home and brings home any little income he finds. His life has drastically changed, and we are now enjoying life."

The GESI assessment used the most significant change participatory approach to assess participants' own evaluations of positive change following their engagement with the Empowered World View, considering its five principles of faith, identity, compassion, relationships, and vision. In addition to the access, participation, decision-making, and shifts in systems already discussed, participants noted other gains, including strengthened relations within the family and beyond, having compassion and sharing with others, being inclusive, respecting women, supporting gender equality, actualizing ideas, and applying learning.<sup>14</sup>

Overall, evidence suggests that the Empowered World View improved the well-being as more participants understood their self-worth and broke free of harmful gender and social norms, and mindsets that limited their individual freedom to make changes in their lives. Families improved their household income, food security, and resilience. The Empowered World View gave them confidence to overcome their fears and to break the cycle of poverty by working hard. <sup>15</sup>



The evidence suggests that Empowered World View approach has transformed attitudes, behaviors and believes about capabilities and capacities of the most vulnerable groups, both female and male. The approach has also shifted specific gender norms and attitudes, particularly around what females or males can or cannot do. These shifts have resulted in agency and empowerment of individuals, households, and communities. More can be done to systematically address inequality and exclusion, and incorporate gender equality and social inclusion curriculum for greater GESI-targeted impact.

#### FAITH-BASED APPROACH

The Empowered World View is a faith-based approach aimed at empowering individuals and communities to address the root cause of poverty and other social and economic challenges by transforming their mindsets, beliefs, and behaviors. In Malawi, Empowered World View focuses on Christian faith, building on biblical references. The approach can be applied to other faith contexts. The approach facilitates the empowerment of individuals and groups to realize their value, dignity, and agency so that they can use locally available resources to improve their lives. In addition to mobilizing participants at individual and household levels, Empowered World View also engages faith communities and leaders in communities as agents of transformation. The faith leaders and structures are equipped to carry out program activities such as training workshops, delivery of key messages, sensitization of their congregations, and mobilization of faith and community-based networks for ongoing shifts in mindsets.

#### **REPLICABILITY**

Since its first implementation in a livelihoods program in Tanzania, Empowered World View has been used in other sectors and 26 countries including non-Christian contexts in World Vision's programs across sub-Saharan Africa, Asia (India) and Central America (Honduras). <sup>16</sup> This promising practice examines impacts relating to gender equality and social inclusion, and within a specific context. The approach has proved to be replicable in different locations with different cultural beliefs, social norms, and systems of governance. For example, the approach has been implemented in communities such as Nkhoma, Chilenje and Nthondo where they practice matrilineal systems, and in Chikwina-Mpamba where they follow patrilineal systems. In all these contexts, the Empowered World View is proven to bring positive results, but further research can help identify nuances. Since Empowered World View involves reengaging households, it is important to consider non-traditional households, like female-headed or youth-headed households, and seek to meet differentiated need both in the selection and design stages, and throughout implementation and evaluation of the project.

#### **SUSTAINABILITY**

The Empowered World View is sustainable as a component of THRIVE programming, not as a standalone intervention. The approach is more effective when integrated with interventions throughout implementation other than a one-off training because mind set change is an on-going process. At every given opportunity, participants should interrogate the way they do their things in relation to the outcome. THRIVE's multi-sectoral approach to village savings and loans, skills development, and facilitation, together with the shifting of mindsets can result in development and improved well-being for households and communities. The transformation of mindsets, together with the mobilization of locally available resources, access to loans, natural resource management, savings groups, financial literacy, and business management can facilitate both female and male farmers and business entrepreneurs to increase agricultural production, enhance their economic activities, conserve the environment, build resilience, and support their families and communities. When implementing the Empowered World View, it is important to ensure that participants have full ownership and take full responsibility in utilizing locally available natural resources; this will also help them adopt entrepreneurial mind-set and trigger increases in income levels.

#### **MITIGATING COVID-19 IMPACTS**

COVID-19 affected the Empowered World View activities due to movement restrictions and border closures. The face-to-face Empowered World View trainings were suspended in order to observe preventive measure to avoid further spread of the pandemic. The project pivoted some its activities to digital formats. For example, the Empowered World View training was uploaded in a digital (mobile) platform called eMlimi (meaning electronic farmer) in both audio and text in two predominant languages (Tonga and Chewa) in the project areas. More than 9,000 participants have been trained on Empowered World View via eMlimi platform from March 2020 to July 2021. Such adaptations ought to consider gendered barriers and need to access to digital platforms and mobile phones.

# CONTACTS FOR INQUIRIES

#### Kondwani Chapotera

THRIVE Program Manager World Vision Malawi kondwani\_chapotera@wvi.org

#### Loma Nyangulu

Design, Monitoring and Evaluation
Officer (THRIVE)
World Vision Malawi
Ioma\_nyangulu@wvi.org

#### Nthamyo Mbeye

Gender Equality and Social Inclusion Officer (THRIVE) World Vision Malawi nthamyo\_mbeye@wvi.org

#### Samuel Chibaya

Communications and Knowledge Management Officer (THRIVE) World Vision Malawi samuel\_chibaya@wvi.org

#### Jacqueline Ogega, PhD

Senior Director
Gender Equality and Social Inclusion
World Vision US
jogega@worldvision.org

#### Leticia Nkonya, PhD

Technical Advisor
Gender Equality and Social Inclusion
World Vision US
Inkonya@worldvision.org

GESITeam@worldvision.org

