**GENDER-SENSITIVE ENTERPRISE SELECTION AND CLIMATE ADAPTATION**

We are undertaking a consultative process to better understand how agricultural enterprise selection at your county incorporate gender considerations, climate smart practices and support for women led enterprises. This interview aims to identify, how enterprise selection has been conducted at the county level. how gender norms shape gender roles across the various agricultural value chain, critical barriers, opportunities, and policy gaps that affect the inclusion of women, youth, and marginalized gr...

This exercise is intended to support counties in documenting enterprise performance, community preferences, and contributions to climate-smart agriculture (CSA) strategies. Your insights will help us navigate these specific objectives, inform investment priorities, and shape inclusive policies. We welcome your guidance and local context as we align our efforts with the evolving needs of your county. Your responses will be used solely to inform evidence-based programming and policy recommendations.

**Enterprise Selection and Community Involvement**

1. How was the selection of agricultural and livestock enterprises conducted in your county, and what criteria guided this process?

2. In what ways were community members—including women, youth, and elders—engaged in the enterprise selection process?

3. What patterns have you observed in enterprise preferences across different community groups (e.g., by gender, age)?

**Identification of Agricultural Enterprises**

1. What agricultural enterprises (both livestock and crops) are predominantly led by women, men, youth and elderly in each county?

2. What traditional and non traditional agricultural enterprises are women currently involved in?

3. What factors contribute to women’s dominance in these enterprises? (e.g., ease of entry, cultural norms, policy incentives)

4. What social or institutional barriers have you seen affecting women’s leadership or decision-making in enterprise development?

**Gender Roles in Agricultural Enterprises( for each of the enterprise selected ask the following questions**

1. What specific tasks/ roles in these enterprises are performed by women, men, youth and elderly or shared?( for each enterprise selected probe for the gender roles across the value chain and reasons why?

2. What barriers( social cultural economic) prevent women from expanding their roles in these enterprises?

3. At which process/ value chain for each enterprise do women control decision-making and income and why?

**Climate Change and Emerging Enterprises**

1. How have changing climatic conditions influenced the types of enterprises being prioritized in your county?

2. What are some examples of new enterprises that have emerged as a direct response to climate challenges, and how are they distributed across different gender or age groups?

**Access to Resources and Digital Tools**

1. In your experience, how do men and women, youth and elderly differ in accessing critical resources such as

a. land,

b. Finance-the overall financial landscape for access including the informal such as community Savings and loans associations) Saccos banks, insurance services

c. Access to training and knowledge/extension

d. Access to information as market, weather

e. Access to technology eg ICT, digital gadgets, internet, digital literacy

2. What challenges do women face in using digital platforms or ICT tools for enterprise development, and how are they navigating these barriers?

**Economic Viability & Market analysis**

1. How is the market demand for the product (specific value chain)

2. What is the competition landscape for this product and any opportunity where women can tap more on through value addition etc

3. What are the economic benefits and profitability levels of these enterprises for women?

4. How do these enterprises compare to male-dominated ones in terms of income and sustainability?

5. What socio-economic benefits (e.g., improved household welfare, community development) do these enterprises bring?

**Replicability & Scalability**

1. What factors contribute to the success of these enterprises?

2. Can these enterprises be replicated in other counties/regions? What conditions are necessary?

3. How can value chains and market access be improved to enhance their viability?

**6. Data Availability & Policy Support**

1. What data sources exist to track the success and impact of these women-led enterprises?

2. Qualitatively capture the policy frameworks supporting the women -led V.Cs

3. Map the landscape for women’s collectives or cooperatives that would enhance their collective voices for favourable enabling environment

4. Are there any policy gaps that need to be addressed to further support women in these enterprises?

5. What recommendations can be made to strengthen these enterprises through policy interventions and investments?

6. From your perspective, what policies are currently enabling or hindering women’s participation in climate-resilient enterprises?

7. What kinds of support (e.g., financial, technical, policy) would make it easier for women and marginalized groups to thrive in enterprise development?