INTERVENTION LOGIC Gendered User Involvement

EFFICIENCY

CHALLENGES

OBJECTIVES

1. Integrate the gender dimension in research and teaching
2. Foster ethics, public engagement, science education, open access and/or governance
3. Increase R&I outputs and impacts

INPUTS
INITIATIVES TO PROMOTE GE

- Product development based on different user needs
- Development processes that focus on the usability for women, men and other diversity dimensions (e.g. age, education, geography)

Activities
IMPLEMENTATION

- Involving (future) female and male users of a product throughout the different phases of development
- Identify their needs and requirements for the product
- Relevant diversity dimensions should be identified at initial stages and be taken into account in sample formation
- Developed prototypes should be pretested by different user groups
- Results of initial demand and acceptance analyses should be considered in the development process.

OUTPUTS, RESULTS & IMPACTS

Gender Equality (GE) EFFECTS

Outputs

- Information gained from gendered needs assessments, usability tests, participatory co-designing etc
- Methodological knowledge about how development processes can be made gender-sensitive

Research and Innovation (R&I) EFFECTS

Outcomes

- Increased target group through customized products
- Higher sales volume, market opportunities, competitive edge and innovation potential

Impact

- Considering different diversity dimensions of potential users when developing technological products
- Research excellence through alignment of R&D with societal demands

FEEDBACK TO PROGRAMM DESIGN

POLICY CONTEXT

- Positive influence of funding of R&D research projects that consider the gender dimension

ORGANISATIONAL CONTEXT

- Existence of social science and gender knowledge is central for the high quality implementation of a gender-sensitive development process

TEAM CONTEXT

- Lack of understanding for the importance and benefits of gender-specific approaches
- Need for gender-aware competent researchers to initiate and implement activities

EFFECTIVENESS

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