Learning Behind the Numbers

Constant Learning for Equality: Pushing for increased impact through CARE's Gender Marker

From start to finish, CARE's goal is for all our programming to contribute to lasting change for women and girls. Our Gender Marker helps us measure this change — and the data shows it's worth the effort.

Creating effective gender-integrated programming requires constant reflection and thoughtful measurement tools. At CARE we've set out to create the next generation of gender-focused learning tools to increase gender transformative impact across our programming and beyond.

We developed the Gender Marker to identify where programming is having the most impact on gender inequality and find ways to continuously improve. Every year, CARE projects worldwide submit program quality and participant reach data into PIIRS, our global project data reporting system. In FY22 97% of CARE projects reported against the Gender Marker through this process.

> **Projects scoring as gender transformative represent about 1/4 of projects globally but contributed 46% of CARE's gender equality impact.**

This tool helps CARE staff to reflect on how all types of projects can improve gender equality and follow through with our commitment to make gender equality a priority in all that we do.

CARE's **Gender Marker** is a self-assessment program quality and learning tool which enables us to track, improve on, and support more effective, gender integrated programming.

It assesses the level of integration of gender into CARE's work at all stages—looking at **analysis, activities,** participation in project, processes, and **monitoring** systems – and places projects along the CARE Gender Continuum from gender unaware to gender transformative.

Key Takeaways

→ **Gender transformative programming leads to greater impact overall.**
46% of CARE's impact globally has come from projects scoring as gender transformative on the Gender Marker. Continued intentional project planning within the Gender Marker framework has potential to dramatically increase our impact.

→ **Gender can be integrated across all project types and technical themes**
In 2022, 2 in 5 CARE projects were actively challenging or changing inequitable gender norms and relations to promote gender equality across everything from their analysis and MEAL to activities and participation.

→ **It's not only possible, but essential to prioritize gender in humanitarian settings**
It is more challenging to address the root causes of gender inequality during emergencies when the focus is primarily on life-saving assistance, but our evidence shows this can be done. In 2022 nearly 1/5 of CARE's humanitarian projects scored as gender responsive or transformative.

> **8.8 million women and girls were reached through projects that are challenging or changing harmful gender norms. Projects scoring as gender responsive or transformative account for 63% of CARE's participant reach globally.**

What do we mean by gender transformative projects?

Gender Transformative projects <u>change</u> **inequitable gender norms** and relations to promote equality. It is our highest 'score' on CARE's Gender Continuum and therefore projects must meet *all* the criteria in the four domains below. *Gender Responsive* projects must <u>challenge</u> **inequitable gender norms** and meet 2-3 of the criteria.

Analysis: Is this project/initiative informed by some gender analysis of the differences between people of all genders?

Activities: Are project activities adapted to meet the distinct needs of people of all genders as identified in the analysis?

Participation in Project Processes: Does the project/initiative ensure meaningful participation of people of all genders in at least one of the following transparent information-sharing decision-making responsive feedback mechanisms?

Monitoring and Evaluation Systems: Are monitoring systems collecting and analyzing **both** sex and age-disaggregated data; the changing capacities, vulnerabilities, and needs of participants?

What does this look like in practice?

Analysis: CARE's **Rapid Gender Analysis (RGA) is one way we put women's voices and experiences at the center of our work.** RGAs have paved the way for incorporating gender into complex and time-sensitive scenarios by providing insights into women's experiences, the evolving challenges they face, and the support they are advocating for.

Activities: CARE's Village Savings and Loan Associations (VSLAs) are one example of how projects can integrate gender into their activities by including **approaches that address the root causes of gender inequality**. A recent analysis of gender transformative VSLA projects in the East and Central Africa region highlighted the positive impact of layering approaches such as gender dialogue and male engagement onto VSLAs.

Participation in Project Processes: In 2022, 42% of CARE's projects had a Feedback and Accountability Mechanism (FAM), and 250 projects reported over 50% of their feedback coming from women and girls. Many projects are taking this further through models such as Women Lead in Emergencies, which **prioritize the participation and leadership of diverse women and girls** throughout the project cycle.

Monitoring and Evaluation Systems: Transformative scoring projects represent about ¼ of projects globally but contributed 46% of CARE's gender equality impact worldwide. This indicates a need to focus on measuring gender equality impact, this must also be done in an inclusive way. CARE's approach to Gender Transformative MEAL guides how teams can center the voices and choices of participants at every stage of a project. The Tipping Point project explored using participatory MEAL methods such as Photovoice and Outcome Mapping to drive programmatic learning and assess project contributions to change.

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What trends are we seeing?

From 2020-2022 we have observed:

Steady upward trends in **projects scoring as Transformative**

- o Development projects have gone from ¼ to 1/3 reporting as gender transformative
- o There was an increase in total gender transformative projects by almost 4 percentage points from 18% to 21%

Gender **Responsive projects are on the rise**

- o Over 50% of development projects and almost 20% of humanitarian projects are reporting as either gender transformative or gender responsive and have increased steadily over the last two years
- o Gender-responsive projects reached 6.5 million participants in 2022

Increasing numbers of **humanitarian Projects promoting social norms change**

- o A 9.7 percentage point increase in the last two fiscal years shows humanitarian projects can increasingly contribute to our goals to create equal and inclusive societies
- o In FY'22 1/5 of our humanitarian projects contributed to social norms change.

Country and Regional Trends

The countries with managing the highest percentage of gender transformative projects include Bangladesh, Ethiopia, Uganda, Niger, Guatemala, and Somalia.

- In 2022 **CARE USA** managed 271 transformative projects, that reached 13 million individuals. This represented 23% of their total portfolio of projects.

- The highest percentage of transformative projects by region is in **Latin America where** 34.75% of programming scores as gender transformative. From FY'20 to '22 the region's transformative projects beneficiary reach increased by 294,684 people.

- **Bangladesh** has the highest number of gender transformative projects in Asia. The 23 transformative projects made up 34% of their portfolio and reached over 5.7 million participants.

- 64% of CARE's 25 projects in **Guatemala** ranked as transformative, our highest percentage globally.

LEARN MORE

Gender Marker Overview

CARE's Gender Equality Annual Report

What does CARE mean when we say 'we put gender at the center?'

Learning Behind the Numbers: Creating lasting Change

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