

UN WOMEN

Participatory approaches in evaluations

Feminist Collaborative Evaluation
On the Social Norms Change Outcome Area

Rationale for Feminist Collaborative Evaluation of the Social Norms Outcome area

▶ The Independent Evaluation Service lead a **formative evaluation** of UN Women's social norms outcome area as committed to in the Global Evaluation Plan for 2023.

Social norms is a complex area of the UN Women global Strategic Plan with ongoing development on how this translates into programmatic approaches.

Feminist Collaborative Evaluation (FCE) is an approach where evaluators work collaboratively with the evaluand and stakeholders to ensure a deep understanding of context and production of real-time insights that can feed directly into the programmatic development.

The FCE facilitated an in-depth regional approach to provide comprehensive analysis and evidence based on experience at the country level.



COLLABORATIVE EVALUATION

Collaborative Evaluation is an evaluation in which there is a significant degree of collaboration between the evaluator and stakeholders in the evaluation process (Rodriguez-Campos, L., 2005). A Collaborative Evaluation stance requires evaluators to enhance evaluation activities by creating environments that invite and allow stakeholder involvement. The Feminist Collaborative Evaluation identified opportunities for collaboration with key stakeholders:



Country level: Co-creation with UN Women Country Office staff and engagement of women's rights activists as an advisory group



Regional level: Co-creation workshops including social norms focal points



Headquarters level: Points of collaboration identified throughout the process including approach, Experts Group Meeting and sharing of information



MIXED METHODS DATA

Mixed methods and participatory data collection : qualitative and quantitative data collected and triangulated.



7 SURVEYS CONDUCTED

Personnel survey for case study countries.
Male: 11 | Female: 71
Response Rate: 46.3 % (N=82/177)



200+ DOCUMENTS REVIEWED

Desk review, meta-synthesis of evaluations, portfolio analysis, reports, strategic documents, external mapping on social norms efforts etc.

432

STAKEHOLDERS
ENGAGED
THROUGH KEY
INFORMANT
INTERVIEWS
AND FOCUS
GROUP
DISCUSSIONS



CASE STUDY COUNTRIES ACROSS 4 REGIONS

311 INDIVIDUALS CONSULTED THROUGH THE CASE STUDIES:



185 members of the community



101 stakeholders from the UN Women case study offices



98 external partners (UN, Implementing Partners, CSOs, Government)



28 members of the advisory groups

CASE STUDY COUNTRIES AND THEMATIC FOCUS OF SOCIAL NORMS EFFORTS



Overview of Feminist Collaborative Evaluation key milestones

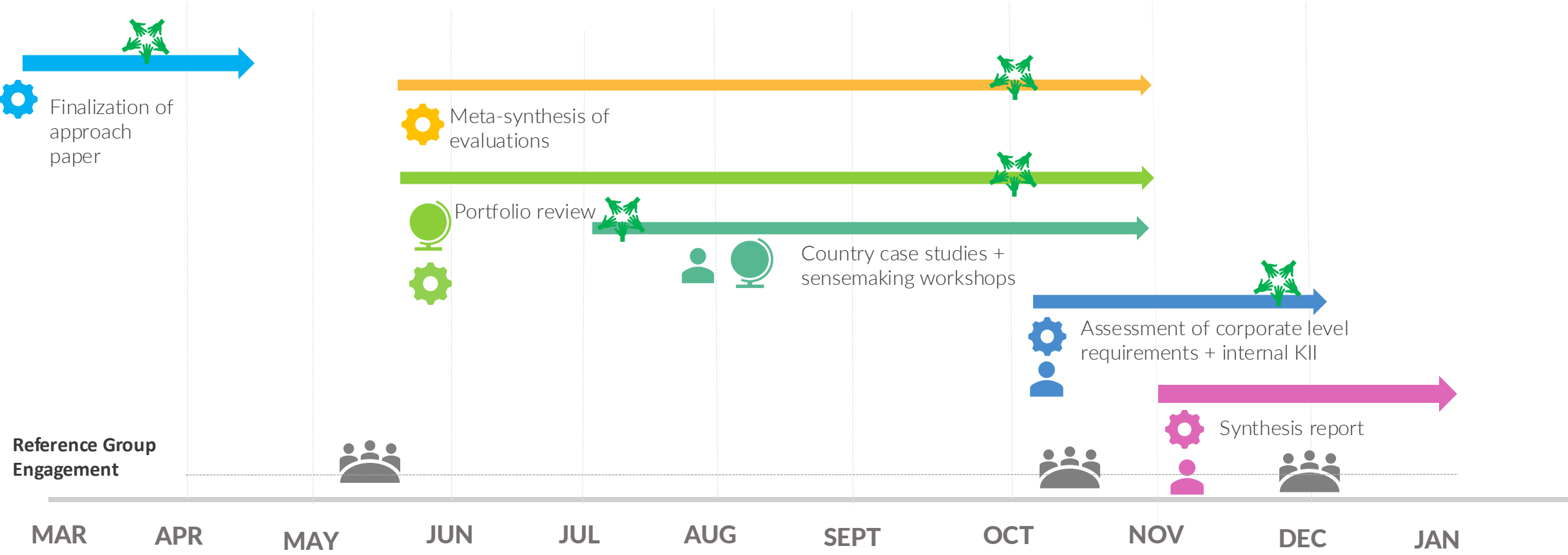
 Core FCE Team

 Internal Advisory Group/ Expert Group

 Points of collaboration

 Regional Evaluation Specialists

 External Consultant



Feminist Collaborative Evaluation



Feminist Frameworks (adapted)
Milestone mapping
PRA tools
Interviews
Dialogue and reflection



Appreciative Inquiry
Participatory
Principles focused

(learning from grassroots, participatory within UN Women, look at norms from lens of gender power hierarchies and intersectional feminist inquiry and elaboration)

Possible principles from Global South: Intergenerational, diversity, collectivization and harmony,



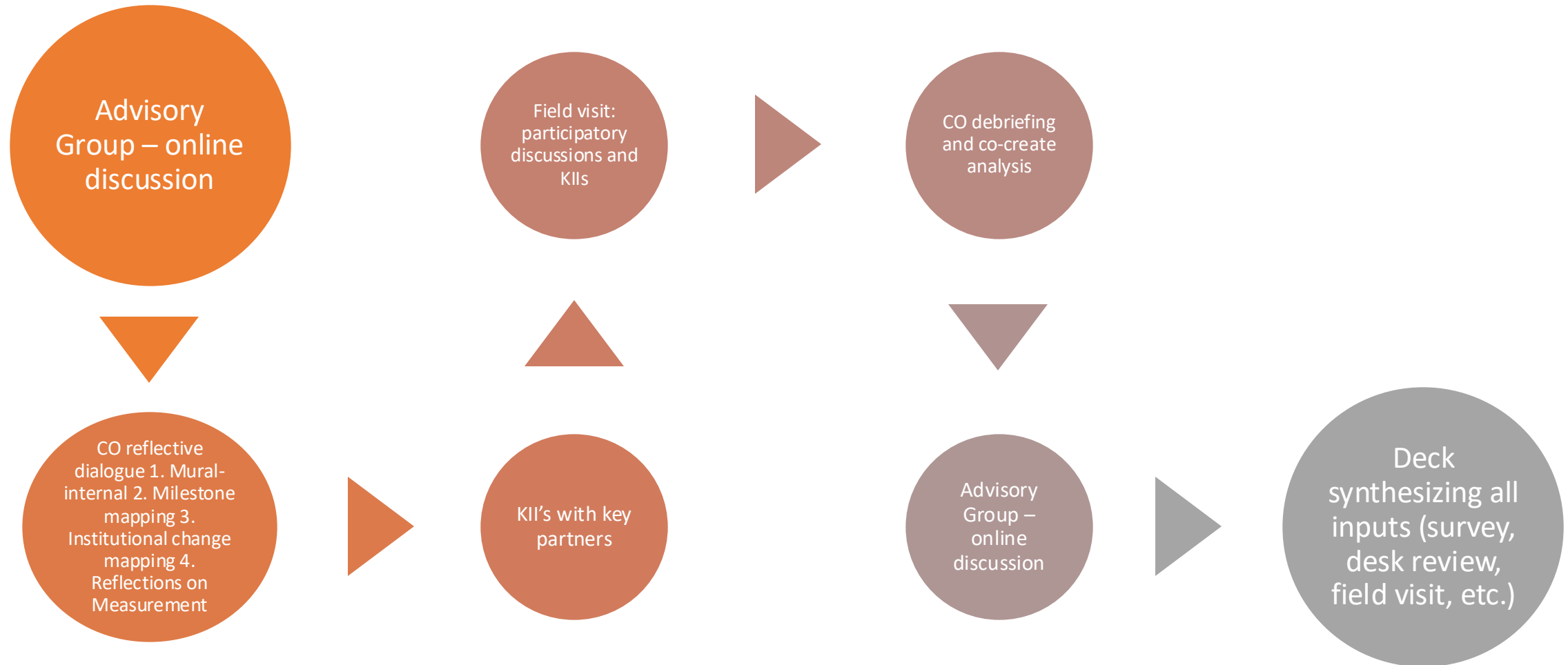
Stakeholder selection for each country visit:

CO staff
Powerful Actors (government officials, bilateral organizations, policy makers, community leaders)
Grassroots and/or women's organization
Rights holders – project participants
Thought leaders in social norms

Applying Feminist Collaborative Evaluation principles in practice through case study

- Collaboration with CO M&E focal point as a team member throughout the planning and process in country and online.
 - Design and validation of methods, data collection tools, survey, mission plan.
- Collaboration with CO personnel through workshops at outset/end of mission week to define the key issues, analyze the findings, and co-create recommendations emerging from the case study.
- Collaboration with advisory group in understanding key issues from their perspective, designing the methods/ approach taken in field visits and at the end of the visit in validating/ interpreting key issues emerging.
- Participatory approaches to data collection: engaging rights holders in defining from their perspectives the key issues of importance, facilitating voice of marginalized groups through field visit.
- During the visit in country, the FCE team (including CO M&E focal point and national consultant) entered key emerging issues into PPT and at the conclusion of the visit undertook a de-brief and co-created recommendations workshop with CO.

Case study process overview



3 Levels of inquiry

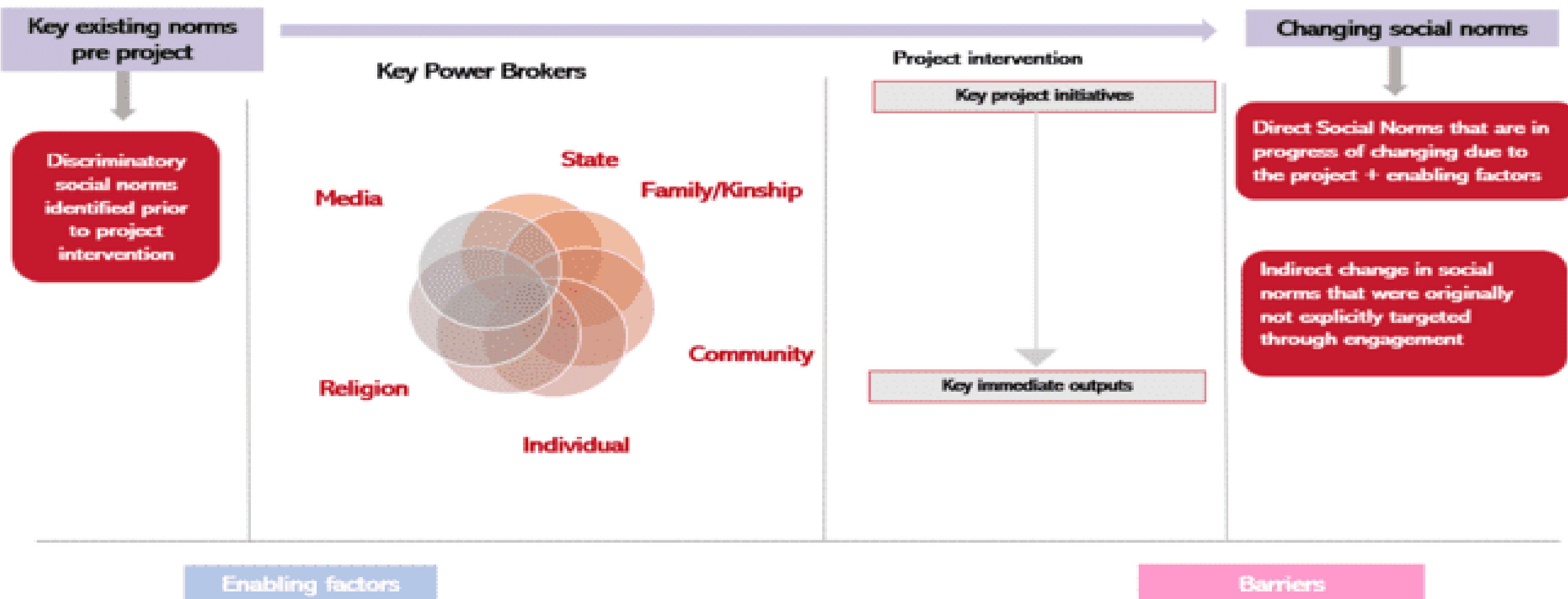
1. UN Women CO: Internal focus	<ul style="list-style-type: none"> • Understanding “what is social norms” • Events that have shaped social norms • Enabling factors and barriers and how did this shape your work (organizational support/capacity) • Mapping of initiatives • Understanding indicators and methods for measuring progress
2. Engagement with social norms experts/ women's organizations and thought leaders	<ul style="list-style-type: none"> • Understanding “what is social norms” • Events that have shaped social norms • Enabling factors and barriers and how did this shape your work.
3. Programmatic and/with Community / rights holders engagement	<ul style="list-style-type: none"> • Deep dive on selected initiatives (2-4): what is happening • Key strategies used programmatically (include for work with boys and men and excluded groups) and thematically • With Partners – national and international • Milestone mapping of changes • Contextualization and innovation • Changes in social norms; what did not work/backlashes; what change is important to you and what will be sustainable • Institutions of power, power brokers/ influencers within the community • Pathways of change (project or thematic)

Evidence: Summary of CO action in social norms (drawing from Mural Board (CO and Advisory); survey; CO and field visit discussions; KII with Advisory, CSO, government, GWO; national consultant write-up

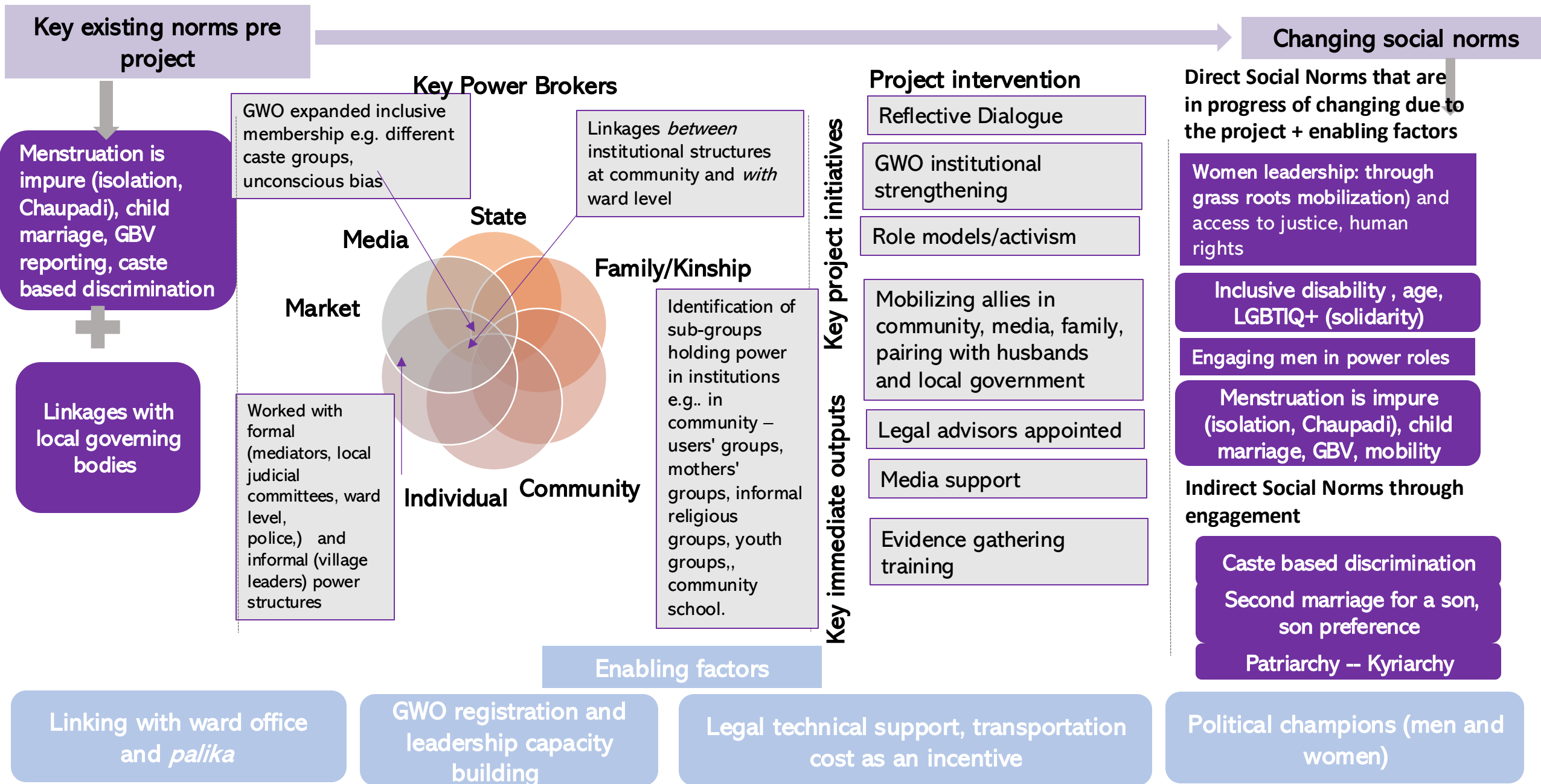
Workshop held with Nepal CO. Source: Sabrina Evangelista, FCE Team

Figure: Social norms pathways of change were explored through the country case studies through this process of discovery and analysis with project rights holders and/or implementing partners (source developed by the evaluation team)

Figure 2: Methodology applied to case study projects for capturing pathways of changing social norms



Pathways of change – Access 2 Justice– bottom-up community mobilization + institutional power structures



THANK YOU