How to Design and Manage Equity-Focused and Gender-Responsive Evaluations

Instructors: Marco Segone (marco.segone@unwomen.org) and Ada Ocampo (aocampo@unicef.org)

26-27 June, 2014

The push for a stronger focus on social equity and gender equality in human development is gathering momentum at the international level. Its premise is increasingly supported by United Nations reports and strategies as well as by independent analysis. While this is the right path, focusing on achieving equitable development results poses important challenges—and opportunities—to the evaluation function. How can one strengthen the capacity of governments, organizations and communities to evaluate the effect of interventions on equitable outcomes for women and marginalized populations? What evaluation questions to assess interventions are relevant and are having an impact? What are the methodological implications in designing, conducting, managing, and using equity-focused and gender-responsive evaluations?

This interactive workshop starts by defining social equity and gender equality, why it matters and why it is urgent now. It then explains what an equity-focused and gender-responsive evaluation is, discussing what its purpose should be and potential challenges in its promotion and implementation. The second part of the workshop explains how to manage equity-focused and gender-responsive evaluations, presenting the key issues to take into account when preparing for evaluations and developing the Terms of Reference, including presenting potential questions; how to design the evaluation, including identifying the appropriate evaluation framework, evaluation design and appropriate methods to collect data; and how to ensure the evaluation is used.

Workshop Outline

Day 1

Morning:

- Introduction
- Brainstorming on the concepts and relevance of social equity and gender equality
- Understanding the purpose of an equity-focused and gender responsive evaluation
- Challenges for the promotion and implementation of equity-focused and gender responsive evaluations: Group work on SWOT analysis of equity-focused and gender responsive evaluations

Afternoon:

- How to design and manage equity-focused and gender responsive evaluations:
o Getting prepared for an equity-focused and gender responsive evaluation
   ▪ Lecture and in-class practical exercise in small group work
o Developing the ToR for an equity-focused and gender responsive evaluation
o Formulating the evaluation questions
   ▪ Lecture and in-class practical exercise in small group work

Day 2

Morning:
• Designing an equity-focused and gender responsive evaluation
• Identifying the evaluation framework
   o Lecture and in-class practical exercise in small group work
• Conducting an equity-focused evaluation step-by step including criteria for selecting methods
   o Lecture and in-class practical exercise in small group work
• Using findings, recommendations and lessons from equity-focused and gender responsive evaluations
   o Lecture and in-class practical exercise in small group work

Afternoon:
• “Real-world” role play on equity-focused and gender responsive evaluation
• Developing an evaluation plan for an equity-focused and gender responsive evaluation (hands-on exercise) – Working in groups and building on a real world intervention, participants will be asked to formulate the purpose of the evaluation and its intended use, identify the evaluation criteria, formulate the evaluation questions, define the methodological approach; and to propose a budget and a timeline.
• Wrap-up