UN WOMEN POCKET TOOL
For managing gender responsive evaluation during COVID-19 pandemic

Independent Evaluation and Audit Services
WHAT is it?

Provide tips and resources on GEWE considerations for evaluations during COVID-19.

Gender responsive evaluation is a means to enhance gender equality and the empowerment of women through integration of gender and women’s rights dimensions in evaluation approaches, methods, processes and use.

Principles for gender-responsive evaluation at UN Women include:

- Fair power relations and empowerment
- Participation and inclusion
- Independence and impartiality
- Intentionality and use of evaluation

It is a priority for UN Women that evaluations are gender-responsive and will actively support the achievement of gender equality and empowerment of women.

See UN Women Evaluation Policy
Do No Harm

- Actions of the evaluation team must not put themselves and others at risk of infection or harm. The safety of team members and stakeholders, including rights holders, must be at the core of all decision-making processes.

- Stakeholders and donors remain informed and engaged throughout all phases of the evaluation.
• Consider real-time evaluation or rapid assessment as a light process that produces useful information for quick decision-making in a crisis response environment.
• **Phase** the evaluation activities, prioritize remote data collection or delay field data collection.
• Take advantage of existing secondary data sources and desk-based analysis.
• Utilize the most appropriate remote data collection methods by discussing with programme managers the access of rights holders to mobile phones (and data top-ups), safety concerns, and/or the possibility of engaging a representative of rights holders.
• **Assess** the necessary adaptations will compromise the UN Women quality standards for evaluation (GERAAS) and whether it will still lead to a credible evaluation.
• **Coordinate with UN partners** that are undertaking evaluations in the same area to reduce burden on stakeholders.
1. Ensure the health and safety of staff, rights holders, and all relevant stakeholders

2. Engage stakeholders to ensure the process is responsive to the context, transparent, participatory and inclusive.

3. Define your objectives, scope, and key evaluation questions ensuring a gender perspective and exploration of the impacts of COVID-19

4. Identify appropriate methods for gender-responsive remote data collection
3. Define your objectives, scope, and key evaluation questions ensuring a gender perspective and exploration of the impacts of COVID-19

1. Map existing information
   Conduct a mapping to identify existing information through desk review and conversations with key stakeholders/experts to assess what information needs to be collected through primary data collection.

2. Assess key barriers
   Assess the key barriers to gender equality and advancing women's rights in the current context of COVID-19 and thus what type of information should be prioritized.

3. Prioritize & collect data remotely
   Prioritize the issues where there are data gaps and that can be answered through remote data collection with the known limitations to the data.

4. Consider the most marginalized
   Consider the effects of COVID-19 on the most marginalized groups and determine how this will be addressed in the evaluation/data collection activities.

5. Consult stakeholders
   Consult stakeholders on their key questions and priorities.
Identifying gender data can inform evaluation questions

In Bangladesh and Pakistan

• Fewer women than men are receiving necessary information to prepare for COVID-19

In Bangladesh and the Maldives

• Women in informal employment are more likely than men to see their working hours reduced.

In all countries surveyed

• Women are more likely to see increases in both unpaid domestic and unpaid care work since the spread of COVID-19.

UN Women’s Regional Office for Asia and the Pacific (ROAP) preliminary findings from rapid assessment surveys in several countries (29 April 2020)
Considerations for remote data collection

- **Determine access to communication technology**
  The respondent (and the data collector) will need to have access to the necessary technology and the confidence to use it.

- **Take into consideration the factors that may limit participation**
  Take into consideration the factors that may limit participation for certain demographic groups, such as internet and data-top-up access, and technological literacy.

- **Identify a time that is convenient**
  Consider the participant’s care and work duties.

- **Distractions and diversions during the data collection will be common**
  Given the “stay at home” and lockdown restrictions, diversions will be common. Train data collectors to manage situations with calm and tact.

- **Keep the process brief**
  Ask straightforward questions without jargon and that respondents will know how to answer. If it is too long, a respondent may drop off.

- **Prior to undertaking any data collection, teams should have a list of resources**
  Teams should have a list of resources provided by the Country Office to refer respondents to in case the need is identified – for COVID-19 or gender based violence services (even though no direct questions should be asked about GBV, the resources need to be available in case it comes up during the discussion).
Remote data collection methods

- Secondary data
- Survey
- Focus Group Discussions
- Interviews
- Participatory video or photo
- Crowdsourcing
433 million women are unconnected
165 million fewer women than men own a mobile phone
1.7 billion people are excluded from the digital economy
Follow Ethical Guidelines

Always ensure the "do no harm" principle guides decisions. Consider in what ways the evaluation/research activities may put members of the community at risk, and how these risks may be mitigated.

Provide information on support services available to the participant.

Review and amend ethics and safety protocols and data collection tools if methodological approaches have been changed after the evaluation inception phase due to unforeseen or emergent issues.

Consider the 'affective atmospheres' of conducting any kind of social research in a pandemic, when normal routines are disrupted, and many people are feeling uncertain.¹⁰

Understand how the current context affects the most disadvantaged and marginalized, and ensure these issues are addressed in the evaluation design and implementation, including data collection methods.¹¹ Weigh the benefits/risks of engaging these groups vs other forms of data collection or postponing the exercise.
**TIPS FOR ENGAGING WOMEN AND VULNERABLE GROUPS**

1. **Leverage formal and informal partnerships and networks**
   
   Local partner organizations can refer new participants; leverage systems of data that already exist on the ground, community liaisons, partner organizations.

2. **Understand the environment**
   
   Do a rapid assessment of women's cell phone/internet use in the chosen environment. In insecure areas, women often have less access to cell phones than men, and this can bias reported outcomes.

3. **Use a recognized phone number**
   
   Many people, especially women in oppressive environments, will avoid picking up calls from phone numbers they do not recognize. Make sure the phone number that will be used is widely circulated and advertised to participants.

4. **Use a female surveyor/interviewer**
   
   In many contexts, it is much easier to get women to respond/feel safe if a female surveyor is calling.

5. **Be strategic with timing**
   
   Determine the best times of day to reach women to ensure they are comfortable answering the phone (they may be uncomfortable when their partner is home, times of day when care duties are heavy, etc.).

6. **Use the right language**
   
   Ensure the target population's primary language (or local dialect) is utilized which helps participants feel comfortable. Avoid stigmatizing language in recruitment materials that might link a participant to an incriminating or vulnerable identity or experience. Avoid academic jargon.

7. **Consider power dynamics**
   
   For example in many contexts, it may be beneficial to appeal to the men of the household, to encourage the women to respond, especially in situations in which women are not the primary owners of the phone.  

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Analyze data from gender perspective

Ensure a plan for analysis is determined from the beginning:

- Review and analyse your data sources to assess whether existing information is adequate to understand how program results may be affected by gender difference and inequalities.

- Always disaggregate data by sex & age. If possible, disaggregate data by other population variables (ethnic group, sexual orientation, geographic location, disability status, etc.) and compare across variables. These comparisons reveal existing inequalities that may affect women’s participation rates, and access to services.¹⁸

- Use a gender analysis framework (or combination of frameworks) to assess power relations, underlying socio-cultural influences and structural barriers, and the extent to which the results are gender transformative (i.e. ensuring sustainable change across various dimensions of informal/formal, systems/individual change). Analyze gender responsiveness of results aggregated from secondary data by applying frameworks such as the Gender Results Effectiveness Scale.¹⁹

Examples of qualitative data validation methods:

- Triangulation
- Respondent validation
Examples of gender analysis frameworks

Gender @ Work

Gender Results Effectiveness Scale
Data.unwomen.org
COVID-19 Emerging gender data and why it matters

RESOURCES
UN Women Evaluation Website

UN Women Evaluation Handbook

UN Women Pocket Tool for Managing Evaluation During COVID-19
“COVID-19 has been the most disruptive global force in a generation. And where there is disruption, there is the potential to rebuild, reimagine, and create a radically better world.”

THANK YOU