A Learning Tool for Change and Empowerment

Association for Progressive Communications
Women’s Networking Support Programme.
Introducing GEM’s context and framework
Discussing gender analysis and ICT
Understanding the GEM Tool
Presenting applications of GEM
Conclusiones
The GEM Project

**GEM** is a guide that integrates a gender analysis in evaluating initiatives that utilize information and communication technologies for social change.

**GEM** was developed to learn about if and how ICTs are contributing to women’s empowerment and gender equality.

The **GEM** methodology is being used in various types of ICT initiatives in Asia, Africa, Latin America and Central and Eastern Europe. The findings of these evaluations will be used to enrich **GEM**'s gender analytical framework.
The GEM Project

GEM was developed by the Association for Progressive Communicationswomen’s Networking Support Programme (APCWNSP). APCWNSP is a global network that facilitates the strategic use of ICTs in supports of women’s actions and agendas.

WE work in research, training, information, and support activities in the field of ICT policy, skills-sharing in the access and use of ICT, and women’s network-building.
The GEM tool contains:

- **Theory**: a gender analytical framework as well as basic concepts and principles of evaluation.
- **Práctica**: practical 'how-to' approaches and worksheets to help you conduct your own evaluation.

You will find the GEM website on:
http://www.apcwomen.org/gem
Learning for Change

Gender Analysis

Change

Linked to action

Critical reflection

Learning by doing

Participatory

EMPOWERMENT and SOCIAL CHANGE

The GEM Tool
Gender Analytical Framework

WOMEN’S EMPOWERMENT CYCLE

Control

Mobilisation

Access

Welfare

Conscientisation

from Sara Longwe
Potential of ICT for gender equality and women’s empowerment

Information and communication technologies hold great potential for the economic, political and social empowerment of women, and the promotion of gender equality. But that potential will only be realised if the gender dimensions of the Information society.

Unless gender issues are fully integrated into technology analyses, policy development and programme design, women and men are not to benefit equally from ICTs and their applications.
In the ICT field, gender issues are defined in terms of:

- users’ needs and conditions of access
- policies and applications, regulatory frameworks
- illiteracy, lack of computer literacy and language barriers
- many other critical issues

At the same time, women’s access to ICTs is constrained by factors that go beyond questions of technological infrastructure and socio-economic environment. Socially and culturally constructed gender roles and relationships play a cross-cutting role in determining the capacity of women and men to participate on equal terms in the Information Society.
Critical Issues

- Socio-cultural and institutional barriers
- Access, control, and effective use
- Education, training and skills development
- Content and language
- Pornography, trafficking, violence against women, and censorship
- ICT Policy and Governance
- Absence from decision-making structures
- Human rights
- Privacy, security, and surveillance
Presenting some applications of GEM

GEM is being applied in 26 projects located in 20 countries

- Community education and training initiatives for women
- Universal access projects such as telecenters
- Employment and e-commerce projects
- Networking and community building project
- Advancement of women's rights through women's information activities and advocacy campaigns on a range of women's issues

GEM has also been used as a framework in:

- Mainstreaming gender in national ICT policy development
- Integrating a gender perspective in e-governance and political participation programs
Applications of GEM

192 participants (157 women and 35 men) from 30 countries were trained in the use of the GEM Toolkit through regional and local workshops.
The MCTs were initially set up by the Department of Science and technology to provide rural communities access to information, resources and expertise through ICTs. The initiative brought seven personal computers and Internet access to 4 rural and remote areas in Southern Philippines. The facilities has been handed over to the local government units (LGU) in the communities. Both MCTs are now being run by a group of volunteers from the villages. Volunteers are trained in basic computer use, maintenance and support. The evaluation focused mainly on how community members are using and benefiting from the telecenters. The evaluation team gathered both quantitative and qualitative data. The main methodology used by the evaluation team was story-telling. Volunteers and users were asked to write in journals and also interviewed using video equipment.
Fundación ERPE has two radio stations, one AM and one FM, that broadcast in two languages, Spanish and Kichwa. Their AM services reach almost the whole Andean region in the country. The Fundación also leads preventive health programmes, popular education programmes and an agriculture development project, with emphasis in organic production of cereals, fruit and vegetables, paying special attention to the rescue of ancient and traditional cereal production that had been left aside because of market influence in local food consumption. In this way, people have gone back to produce and consume local cereals with rich nutrients that help them to prevent sicknesses and build a healthier community. Radio programmes and campaigns have been key tools for this development.
Mothers for Mothers (M4M) is a network of single mothers from multi-ethnic communities in Malaysia involved in women’s networking activities to promote the concept of working from home. The objective of the evaluation was to explore how women’s family lives and home situations affect teleworking. The M4M hopes to use the results of the evaluation to promote telecommuting to the Malaysian government as well as to convince companies to consider teleworking and create virtual office environments for their employees.
The objective of the project was to improve employability of a target group of unemployed, first-time job seekers and people in career transition in two post-war, severely economically deprived communities in Croatia. A total of 80 participants, 51% of which are women. Of these, 30% are older women over 40 years of age and 70% younger women 18-39. The training combines on-line and workshop-style interactive teaching methods, individual mentoring, peer-support and networking, with a special focus on building self-confidence. The training also offers a strategic approach to labor market analysis and career planning, and deconstructs stereotyping and discriminatory practices in the labor market (gender, ethnicity and age-based).
The Women'sNet training pilot project was an initial attempt at community-targeted ICT-training with a focus on gender awareness and the empowerment of women through development.

It was also aimed at fostering collaboration between community radio stations, telecentres and women's and gender organisations in the community through training for community members – specifically women from small rural villages – on computer basics and email and internet basics; useful, self-identified skills such as how to write a CV and how to create a pamphlet; training in starting a small business and training for telecentre staff and teachers in Mohodi on more advanced computer skills.
E-governance: Women Mayors’ Link

This Roumanian project aims to collect information about Women Mayors in the Stability Pact Region and developed UNECE countries (women mayors profiles and localities profiles) by using the e-mail list serve and the interactive web page of the project and create a framework for cooperation between women mayors at both national and regional levels.

GEM is being used to evaluate how and to what extent ICT tools influenced the networking process at national, regional and international level, and partnerships-building to foster gender mainstreaming in local governance.
Gender and ICT sensitization workshops are important before starting to develop a Gender evaluation plan. Our experience has shown that even when organisations grasped gender and ICT issues separately, analysing the relationship between these was new terrain for them.

Gender sensitisation strategies that promote reflection and open opportunities for dialogue are critical. These ensure that women and men equally buy into an evaluation that can potentially challenge gender relations in an organisation or community.
Identifying gender and ICT indicators has been the most challenging step for most testers. For most, quantitative indicators of access and Participation have been the easiest to determine and collect. What has been more complicated to track are qualitative indicators. Yet these indicators more vividly illustrated the relationship of ICT interventions and women’s empowerment.

For example, five telecenters further differentiated their sex-disaggregated user data with respect to participation in decision-making, roles of volunteers and staff, activities of users and training received.
One of the most valuable uses of ICT within the women’s movement are through women’s information activities and advocacy campaigns on a range of women’s issues. GEM was used to evaluate e-bulletins, radio programs, and e-lists by women’s information centers in Mexico and Central and Eastern Europe and radio programs in Africa and Latin America.

Methodologies used were largely surveys conducted among their audience to gauge the effectiveness of their medium and content. For many of them, the GEM evaluation was their first attempt to systematically ask for feedback from their public. Overall, the survey results were encouraging in validating the significance and impact of their information campaigns.
• There is a need to examine the impact of teleworking on gender roles in the family in more depth. Our report of a teleworking initiative points to the need to identify indicators that measure the changes in gender roles and relations as a result of working from home.

• Evaluation of training initiatives support the need for more resources for programs that demonstrate a developmental and empowering impact. The training initiatives evaluated through GEM all point to indicators of various levels of empowerment including reinforcement of self-esteem of trainees, facilitation of networking that in turn expanded participation in decision-making and strengthened internal democracy within organisations and increasing the chances of finding employment.

• Access to ICT infrastructure continue to be the most common barrier identified by GEM testers. However, there is a need to identify social factors that further stratify access for women such as disability, age, economic condition, social status, race and ethnicity and geographical location. All these will further qualify indicators of access.
Challenges in Gender and ICT Evaluation

Promoting acceptance of gender equality and women’s empowerment goals in the ICT for development arena.

Finding evidence of change in gender roles and relations and creating models to achieve this change.

Developing measures, benchmarks and indicators for gender equality in ICT.

Translating lessons into effective advocacy for gender sensitive policies and programs in ICT.
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