

## Gender Equity in Sport for Social Change



## Monitoring & Evaluation



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## Gender Equity in Sport for Social Change

### Who we are...

Organization	Country	Staff
Swiss Academy for Development (SAD)	Switzerland	- Marianne Meier - Valeria Kunz
Mama Cash	The Netherlands	- Aparna Nayampalli
Box Girls	Germany	- Heather Cameron
King Boudewijn Foundation (KBF)	Belgium	- Veerle van Kets



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## Gender Equity in Sport for Social Change

### What is **M**onitoring & **E**valuation?

	Meaning	Periodicity	Objective
<b>Monitoring</b>	On-going gathering (and analysis) of data	Continuous	Document results, processes and experiences as a basis for steering decisions and learning processes
<b>Evaluation</b>	Assessing and appraising data and information to establish a judgement	At the end of a project or of a project phase	Assessing a project as a basis for strategic decisions



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### M&E is NOT...

- imposed instrument of control
- optional accessory of any project (“nice to have”)
- just showing success stories
- one-woman or one-man show



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### But: M&E is...

- embedded concept and constitutive part of every project design (“must be”)
- dialogue on development and its progress between all stakeholders
- participatory and creative approach of measuring change (ownership)



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### Experiences with M&E in practice...

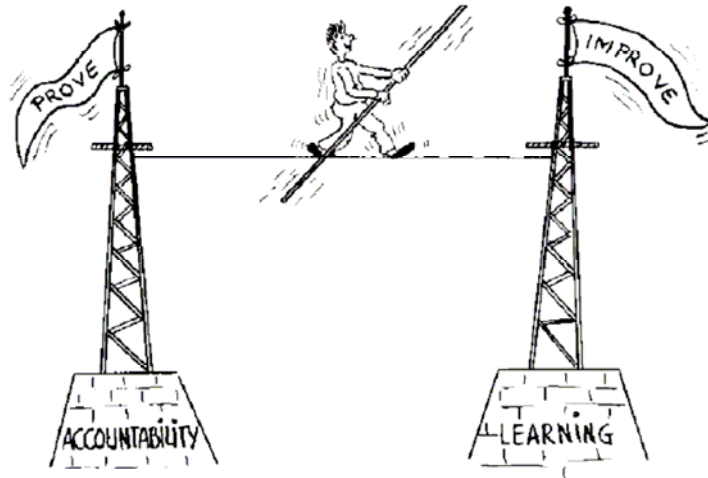
- M&E as a burden
- M&E often **donor-driven** and serves for accountability (positive results only)



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### Experiences with M&E in practice...

- M&E as a burden
- M&E often donor-driven and serves for accountability (positive results only)
- Lack of **motivation** => lack of quality
- Lack of **time** and/or money
- Lack of **knowledge** and experience
- Confusion about different **concepts** and standards for M&E

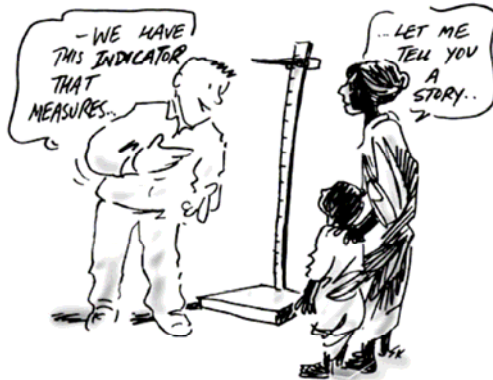


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### Different concepts of M&E...



Source: Davies/Dart (2005): MSC guide, on <<http://www.mande.co.uk/docs/MSCGuide.pdf>>



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### Potential of participatory M&E approach

- A learning and growing process on three different levels:
  - 1 personal, individual
  - 2 organizational, institutional
  - 3 community / families / neighbourhood

=> **Benefit of target groups, if project and staff are improving**



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### Potential of participatory M&E approach

- Right to reveal failures, thus raising reliability and transparency
- Unexpected outcomes are considered
- Results can be used for fundraising (PR, marketing) and add credibility
- Fun and motivating for the staff and target groups



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### Social Change...

#### Aim:

to find a way of analysing what impact we have achieved by breaking down this phenomenon

=> A complex phenomenon to measure



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### An example...



### Objectives:

- make ice-hockey also a girls' sport
- make it possible for girls to participate in ice- hockey championships



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### Achievements...

- Changed thinking or perception of ice-hockey being a boys' game to that for girls and women also.
- Changed behaviour towards making it possible for girls to play the game and participate in the championship.
- Got various stakeholders and people involved or engaged in the process.
- Brought about institutional/structural change in the national ice-hockey association.



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### “Making the Case” Instrument

- Developed by Women’s Funding Network.
- A learning and evaluation tool that provides a framework to measure social change.
- Helps women’s organisations to ‘make a case’ for the good work we are doing.



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### Indicators of social change...

- |  |   |   |
|--|---|---|
| Changed “thinking”                       | → | Shift in “ <u>definition</u> ” or redefining an issue |
| Changed “behaviour”                      | → | Shift in “ <u>behaviour</u> ”                         |
| Getting the community “involved/engaged” | → | Shift in “ <u>engagement</u> ”                        |
| Bring about “structural” change          | → | Shift in “ <u>policy</u> ”                            |



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An example...



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### Boxgirls

- Healthier Behaviour
- Expressing Opinions
- Sporting Skills
- Involving Parents



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[She changes the world]

## Gender Equity in Sport for Social Change

What is creative M&E?

Participatory approach  
which combines...

traditional, standardized M&E tools

WITH

alternative, innovative M&E tools



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[She changes the world]

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### Who is already using creative M&E?

Two examples from Africa:

--> Moving the Goalposts Kilifi (MTGK), Kenya

“Problem tree”

--> Kalusha Foundation, Zambia

“Poetry Club”



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## Gender Equity in Sport for Social Change

### Sharing your creative M&E experiences

Basic idea:

collecting many practical examples and  
make them **available for everybody** through  
International Platform on Sport and  
Development

[www.sportanddev.org](http://www.sportanddev.org)



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## Gender Equity in Sport for Social Change

### Sharing your creative M&E experiences

Therefore, we need... (restriction to 1 PAGE)

- **Background** about your organization/project
- Name of the **tool** (description of implementation)
- Methods used to **interpret** the data
- **Contact** information (preferred method of contact)



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### Alternative, innovative M&E methods

- Most Significant Change (MSC) technique
- Singing / Dancing
- Foto/Video monitoring
- Story-telling / Poetry
- Computer blogs / Diaries
- Theatre / Performing Arts
- Painting / Sculpture
- Etc. ....



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Therefore we need M&E tools that are...

- Participatory
- Dynamic and flexible
- Simple and easy to implement
- Suitable to specificities of the project context
- Suitable to the specificities of the target group
- Cost-effective (time is money as well)
- Maybe already existing (not for M&E)!



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