Gender Equity in Sport for Social Change

CASABLANCA 2007

Monitoring & Evaluation

Gender Equity in Sport for Social Change

Who we are...

<table>
<thead>
<tr>
<th>Organization</th>
<th>Country</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swiss Academy for Development (SAD)</td>
<td>Switzerland</td>
<td>- Marianne Meier</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Valeria Kunz</td>
</tr>
<tr>
<td>Mama Cash</td>
<td>The Netherlands</td>
<td>- Aparna Nayampalli</td>
</tr>
<tr>
<td>Box Girls</td>
<td>Germany</td>
<td>- Heather Cameron</td>
</tr>
<tr>
<td>King Boudewijn Foundation (KBF)</td>
<td>Belgium</td>
<td>- Veerle van Kets</td>
</tr>
</tbody>
</table>
Gender Equity in Sport for Social Change

What is Monitoring & Evaluation?

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

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
Gender Equity in Sport for Social Change

**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)

Gender Equity in Sport for Social Change

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

- M&E as a burden
- M&E often *donor-driven* and serves for accountability (positive results only)
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
Gender Equity in Sport for Social Change

Different concepts of M&E...

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

### Gender Equity in Sport for Social Change

#### 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

---

### Gender Equity in Sport for Social Change

**Social Change...**

**Aim:**

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

=> A complex phenomenon to measure
## Gender Equity in Sport for Social Change

### An example...

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

### 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.
Gender Equity in Sport for Social Change

“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.

Gender Equity in Sport for Social Change

Indicators of social change...

- Changed “thinking” → Shift in “definition” or redefining an issue
- Changed “behaviour” → Shift in “behaviour”
- Getting the community “involved/engaged” → Shift in “engagement”
- Bring about “structural” change → Shift in “policy”
Gender Equity in Sport for Social Change

An example...

Boxgirls

- Healthier Behaviour
- Expressing Opinions
- Sporting Skills
- Involving Parents
What is creative M&E?

Participatory approach which combines…

traditional, standardized M&E tools WITH alternative, innovative M&E tools
Gender Equity in Sport for Social Change

Who is already using creative M&E?

Two examples from Africa:

--> Moving the Goalposts Kilifi (MTGK), Kenya
   “Problem tree”

--> Kalusha Foundation, Zambia
   “Poetry Club”

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
## 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)

---

### 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. ............

---
Gender Equity in Sport for Social Change

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)!

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