

Final Technical Report

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Participating Countries		Africa, Asia, Latin America and Central and Eastern Europe.	

Executive Summary

The Gender Evaluation Methodology (GEM) project is an initiative to strengthen and sustain gender accountability in global, regional and national ICT networking initiatives by developing evaluation methodologies, generating research on the gender dimensions of ICT development and catalyzing a process of resource sharing and tools-building in gender evaluation.

GEM is a project of the Association for Progressive Communications Women's Networking Support Programme (APC WNSP), a global network that facilitates strategic use of ICTs to support women's actions and agendas. Through the project, APC WNSP aims to contribute to women's empowerment and gender equality in ICT through a process of collaboration, testing and refining among its global membership and the wider ICT practitioner community.

In two years, the GEM project has generated groundbreaking and innovative material and learning through regional testing and evaluation of a variety of 27 ICT projects spread over 19 countries in Africa, Asia, Central and Eastern Europe and Latin America. The GEM tool is the first and only gender evaluation tool available for ICT initiatives. It has been tested and refined in evaluations of community telecentres, education and training initiatives for women, employment projects, networking and community building projects and women's ICT media, information and advocacy projects. The GEM knowledge sharing site contains an online collection of lessons learned and good practices in extending the benefits of ICTs equally to women and men.

The project brought together 103 women and 19 men from over 50 organisations in 36 countries in global, regional and local workshops and trained them in the use of the GEM tool. The project involved women's organisations and networks that reach a broad section of the women's movement through a combination of technologies. Its reach also extended to urban, rural and indigenous communities through telecentres in Ecuador, Colombia, Brazil and the Philippines and ICT training programs for rural women in Nigeria, Uganda and South Africa. Their evaluation findings covered issues of universal access, use of ICT for employment and economic empowerment, and use of media and ICTs to support advocacy for gender equality issues and women's empowerment.

Part of the GEM project's objectives are capacity-building of ICT policy makers and advocacy champions in using GEM and extracting lessons about the transformative impact of ICTs on gender equality through the evaluation that will feed into policy recommendations on various levels. The success of the project in achieving these twin objectives has exceeded expectations. The project has reached a very wide range of policymakers from government officials in the Balkans to Andalusia in Spain, the Philippines and Pacific island countries. We have also presented GEM to audiences from governments, U.N. bodies, international donor agencies, the academe, civil society organisations and development organisations. GEM team members have also participated in all major WSIS policy arenas from the global to the regional. This result is mainly due to a very close integration of practice and policy throughout the project. Policy work was carried out at the national, regional and global levels.

Finally, the GEM project built the APC WNSP's overall capacity in delivering a sustainable gender evaluation service of ICT projects to a much wider audience. The project has trained 31 GEM workshop facilitators from 20 countries speaking 18

languages. Out of this number, 19 individuals (from 15 countries) have already acquired the consulting skills in gender evaluation of ICT initiatives and the network completed 6 GEM-related consultancies with government, United Nations bodies and international agencies.

Project Beneficiaries and Outputs

The benefits of the GEM project were defined according to the following:

- practitioners will have access to, and be trained to use, a resource that will enable them to assess the differential impact of their ICT projects and initiatives on women and men
- participants trained in using the methodology will not only learn the methodology, but also how it relates to the social and policy environments the methodology operates in, and how to engage that strategically
- participants will gain the ability to discern immediate short-term gender imbalances as well as larger strategic gender equality issues
- organizations and institutions that are subject to GEM, during the project, will learn from the methodology not only for evaluation but for planning as well, and will be able to assess the impact of their work
- participants will gain a deeper understanding in the area of ICTs and development, especially policy advocacy, from their involvement in the process and their practice of evaluation
- trainees will gain a saleable consulting skill in gender evaluation of ICT projects
- increased gender analytical capacity of ICT practitioners and policy makers

Beyond actual project participants and evaluated initiatives, APC WNSP envisioned that the project will benefit:

- women and men in the local communities where ICT initiatives are implemented more equitably
- donors, funding partners and policy makers, who will benefit from the results of the evaluation, and who will have access to the tools for future ICT initiative planning
- women members and constituencies of organizations and communities, through improved gender planning based on lessons learned from the evaluation experience

The following project outputs were identified below and this final report goes into detail in explaining how these outputs were achieved.

1. Network of 40 practitioners, from all world regions, trained to use GEM
2. Gender evaluation of 24-30 ICT initiatives
3. Report of impact of ICTs in advancing gender equality
4. GEM Toolkit including training curriculum and worksheets in 3 languages
5. Gem Knowledge Sharing-website and practitioner intranet
6. Business Plan for GEM Service and support

1. Network of GEM practitioners

A total of 103 women and 19 men from 36 countries have been trained in the use of the GEM Tool through regional and local workshops and finally through a global training exchange. Workshop participants represented projects that field-tested GEM, members of the regional WNSP networks and partners who intend to use GEM in their organisations outside the testing environment. Eighty of these trainees came from a total of 49 organisations while 34 of them were from government telecentres in Brazil.

Participants in the five-day regional training workshops learned about concepts of gender analysis as they relate to ICT projects and went through the whole process of developing an evaluation plan using the GEM Tool. The training equipped participants with enough knowledge to lead the evaluation of their initiatives with the support of the GEM project team. Considering the general lack of awareness about ICT issues relevant to gender equality, the workshops succeeded in identifying specific issues for each of the projects, a basic requirement for moving forward with their evaluations. Across the board, participants also expressed the usefulness of learning how to actually conduct an evaluation given their limited experience in this exercise.

Table 1: Regional Training Workshops

Region	No. of Participants	Number of Organisations	No. of Countries
Latin America	16	9	6
Asia	20 (1 man)	10	9
Africa	16	14	7
Europe	16	15	11
Total	68	48	33

Workshops held: Asia GEM Workshop held in Manila on 15-19 September 2002, Africa GEM Workshop held in Zanzibar on 19-23 November 2002 and Central and Eastern Europe Workshop held in Prague on 8-13 February 2003. The first GEM regional workshop was held in Cuernavaca, Mexico on May 15-19, 2002 before the approval of the KAR grant.

Table 2: Local Training Workshops

Region	Location of Workshops	Tester Organization	Number of Participants	
			Women	Men
Latin America	Quito, Ecuador	2-day GEM training workshop for Chasquinet, AMARC LAC Women's Programme, Fundación ERPE, Intercom-Ecuanex, Colinas del Norte Telecentro	11	3
	Sao Paolo, Brazil	2-day training workshop for telecentre facilitators in using the GEM tool for Sao Paolo government telecentres project of RITS*	19	15 men
Total			30	18

**RITS (The Information Network for the Third Sector), an APC member in Brazil, works in partnership with the Sao Paolo Municipality in one of the largest information inclusion projects in Brazil. RITS participated in the Latin American GEM workshop and organised a GEM training workshop in partnership with the APC WNSP GEM team in November, 2003*

www.rits.org.br/projetos

Global Practitioners Exchange: The Global Practitioners Exchange was meant to be the culminating activity for the field-testing of the GEM Tool. The workshop gathered selected GEM Testing Partners from Latin America, Asia Pacific, Africa and Central and Eastern Europe, WNSP members and WNSP partners in June 2004 for a 3-day learning workshop. The GEM testers and partners shared lessons learned from the testing process, and discussed evaluation results, methodologies, and theoretical as well as practical experience from their evaluation experience. As a concrete outcome of the testing process, the latest version of the GEM Tool and website was presented. Aside from the rich exchange of lessons almost two years of conducting various evaluations in various contexts, participants discussed and agreed on the formation of a GEM Practitioners Network that will grow as a community of practice for gender and ICTs evaluation.

By the end of the GEM Practitioners Exchange workshop, the participants achieved:

- deeper understanding of GEM and its uses in various contexts
- better understanding and appreciation of gender and ICT issues
- confidence and commitment to continue using GEM in their work and to share the tool with others
- a clear sense of continuity through participation in the GEM Practitioners Network

You will find full documentation of the workshop at www.apcwomen.org/policy/activities/gemagenda.html

Table 3: Global Training Exchange

Region	No. of Participants		No. of Countries
	Women	Men	
Latin America	7	1	7
Asia	3	1	4
Africa	7	0	6
Europe	6	0	6
Total	23	2	23

GEM Trainers: Throughout the process, the GEM project team honed their skills as GEM trainers as they developed modules, exercises and materials to best respond to participant feedback. The team’s methodology evolved through facilitation and consistent evaluation of each workshop. The modules and exercises have been integrated in the revision of the tool while some are now part of resources available on the GEM website.

2. GEM Testing

APC WNSP planned a programme of testing and interpretation work in 4 regions: Latin America, Asia, Africa (Anglophone) and Central and Eastern Europe. Since June 2002, the GEM project team has been working with 27 organisations in evaluating a variety of initiatives spread over 19 countries. Initiatives include:

- community telecentres

- education and training initiatives for women
- employment projects
- networking and community building projects
- advancement of women's rights through women's information activities and advocacy campaigns on a range of women's issues

Table 4: GEM Testers Profile

Region	No. of Testers	Number of Countries	Regional Initiatives
Latin America	7	4	1
Asia	7	5	1
Africa	7	4	2
Central/Eastern Europe	6	6	1
Total	27	19	5

The variety of projects meant that the GEM project reached a broad cross section of ICT practitioners which included women's organisations and networks working in media and ICT, rural women's communities, education, eliminating violence against women, local government and employment; community telecentres working with rural, urban poor, young people and indigenous communities and APC members working in strategic use of ICTs for communities.

Field Visits and Online communications: GEM regional coordinators worked directly with testers from all regions in developing evaluation plans and conducting evaluation activities. This was done through online means as well as face-to-face meetings. Field visits were carried out in 8 locations in 7 countries. During field visits regional coordinators met with evaluation teams to finalise evaluation plans (i.e., setting indicators, methodologies, stakeholders, and evaluation activities). In some cases they participated in evaluation activities like interviews and focus group discussions. The face-to-face environment proved to be crucial in understanding the complexity of using a new tool as well as in investigating and interpreting new issues from the GEM framework. In some cases, the lack of personal contact affected the tester's motivations or resulted in misunderstanding over concepts. Given that the whole notion of gender and ICT issues were only being introduced to most of the testers, the GEM trainee needed much more opportunities for clarifying questions and discussing complex issues. While the GEM team provided as much online venues as possible such as testers lists and direct email communication, the constraints of virtual communications were still felt by testers.

Table 5: Field Visits

Region	Organizations Visited	Location
Central and Eastern Europe	1. Fifth Women	Bratislava, Slovakia
	2. Bulgarian Gender Research Foundation	Sofia, Bulgaria
Latin America	1. Chasquinet 2. Colinas del Norte 3. AMARC 4. Intercom-Ecuanex, 5. Fundación ERPE	Quito, and Riobamba, Ecuador

	6. ATI Colnodo 7. Madres Comunitarias	Bogota, Colombia
	8. Modemmujer	Mexico City, Mexico
Asia	1. InfoCon	Ulan Bataar, Mongolia
	2. Mothers4Mothers	Kuala Lumpur, Malaysia
	3. Multipurpose Community Telecenters Philippine Center of Health, Research and Development	Lanao del Norte, Philippines
Total	13 organizations	9 locations in 8 countries

Testing Workshops: With the guidance and assistance of regional coordinators, testers in Latin America and Asia held several local workshops. These workshops were resourced through a combination of GEM funds and contributions from tester organizations. Workshops ranged from evaluation planning to analysis of evaluation results and the most common, gender sensitivity sessions.

In many cases, it was necessary to conduct gender and ICT sensitisation workshops before starting to develop a gender evaluation plan. From the GEM testers' experience, these workshops were customized depending on the needs of the organisation. Some were half- or whole-day sessions that provided participants with an understanding of the basic concepts of gender, gender equality, women's empowerment and the intersections of gender, social transformation and ICT. Our experience has shown that while most organisations grasped the issues of gender and ICT separately, analysing the relationship between these two issues was new terrain for them.

This preparatory step is even more relevant in gender evaluation of telecentres because these initiatives are usually based in grassroots communities where traditional values and beliefs about gender roles and relations are still the norm. In all of the telecentres that tested the GEM tool, the evaluation teams consciously set in place gender sensitisation strategies promoting reflection and opening opportunities for dialogue to avoid antagonistic confrontations.

For example, in two communities in Ecuador, the GEM team was informed that the community (i.e., men leaders who make decisions) wouldn't allow workshops on "feminism", because they had had problems with women's groups coming to their place to "put women against men". The GEM team decided to use another starting point: "communication, equity and ICTs". In the case of the indigenous groups, another argument is that racial discrimination comes first and to overcome racial discrimination and work in favour of cultural and racial diversity should be on top of their aims. In this case, the concept of "equity" was used with a broad meaning, including racial, gender, age, cultural and social discrimination.

Table 6: Testing Workshops

Region	Location of Workshops	Tester Organization	Type of Workshop	Number of Participants	
				women	men
Latin America	San Cristobal,, Bogota, Colombia	Asociacion para el Trabajo Interdisciplinario (ATI) and Colnodo	3 gender sensitisation workshops (8 children 10-12 years old)	66	5
	Bosa, Bogota, Colombia	ATI- Colnodo telecentre-Madres Virtuosas, Ecomujer	Gender sensitisation workshop	31	
	Quito, Ecuador	Federacion de Barrios	1 day gender sensitisation workshop	8	7
	Riobamba, Ecuador	Fundación ERPE	Gender sensitisation workshop	5	3
	Quito, Ecuador	Colinas del Norte	Using GEM for Planning workshop	5	4
Asia	Quezon City, Philippines	Foundation for Media Alternatives	Evaluation/ Planning workshop	11	4
	Cebu City, Philippines	Multipurpose Community Telecenters Philippine Center of Health, Research and Development	3-day workshop analysing evaluation results	10	7
Total	7 locations 3 countries	8 organizations			

Learning about indicators and methodologies: The GEM testing experience has been a very instructive process for conducting gender evaluation of ICT initiatives. The process of clarifying the objectives of an evaluation and identifying gender indicators became occasions for learning about what constitutes a gender perspective and how a gender analytical framework can be applied in projects using ICT.

For many testers, identifying indicators was the most challenging part of the evaluation exercise. Testers faced the difficulty of finding ways to measure social change and gender equality. They grappled with questions around the value and relationship of quantitative and qualitative data and the interpretation of the data and information they collected. These questions emanate from views that suggest that only hard data can be taken into account and the pressure for quantification of results while qualitative indicators are not often seen as equally valid. During the evaluation period, the GEM team and testers had to dig deep to look for examples of social research techniques that provide mechanisms to validate, verify and indicate reliability of qualitative indicators and methodologies while at the same time paying attention to people's own perception of change to inform new learning about gender indicators in this field.

For example, testers from Bulgaria, Croatia, Slovakia, Poland, Lithuania and Romania gave feedback reports that using GEM helped them to understand what role ICT can

play in women's empowerment. Generally they also felt that they have become more aware about the gender and ICT issues in their context. This growing awareness is critical especially in Central and Eastern Europe where there is almost an absence of gender advocacy in the ICT policy arena and most of women advocates and organisations in the region are not familiar with information society policies and debates nor are they connected with the existing gender and ICT advocacy networks.

Some testers also reported that lack of skills in methodology development and also data interpretation hindered the evaluation process. In these cases, they sought the assistance of resource persons skilled in methodologies such as survey design and interpretation of data.

Setting priorities, calculating resources and estimating timeline: Implementing evaluation plans, data gathering, data processing and analysis required logistical and administrative support from both the testing partners and APCWNSP. The main challenge that needed to be resolved was how to balance the practical limitations of time, human resource and finance with the need to have qualitative and participatory gender evaluations. This challenge was not made easier by the fact that, like most civil society groups, the GEM testers were under-staffed and under-resourced.

This meant that testers had to define their evaluation focus and prioritise goals. Some testers did not spend appropriate time in analysing the problems and issues within their projects and setting the criteria for their priorities resulting in ambitious plans that did not appropriately consider available capacities, time and financial resources. The GEM team resolved these difficulties through negotiation with testers in adjusting the focus of their evaluations.

It has to be said, however, that majority of the GEM testers devoted an inordinate amount of resources, both human, financial and time, in seriously completing their evaluation. Below are some examples that illustrate the human resources and logistics involved:

ModemMujer: ModemMujer conducted an exhaustive evaluation of its three information products that also helped them evaluate their institutional work. The evaluation took almost 11 months with at least one person in charge. One day a week was dedicated to coordinate the evaluation. Each of the 5 evaluation team members invested 6 hours weekly for 6 months.

Testers in Central and Eastern Europe: Evaluation activities took from 2 weeks to almost 6 months of fulltime work. Still, the lack of time allocated for the evaluation was highlighted as a problem by all testers. As testers put it, "*Time, time, time seems to be one of the most challenging aspects of GEM. It is a serious job and you need to allocate enough time and other resources, as the personal costs for person, who will be then really doing it*" and "*Next time I would like to do it better — to put in it more time and have a proper evaluation team, with maybe one person who can fully concentrate on evaluation.*"

Information sharing and advocacy projects: One of the most valuable uses of ICT within the women's movement is in advancing of women's rights through women's information activities and advocacy campaigns on a range of women's issues. As such,

GEM selected several projects from various regions to learn how effectively ICT tools have been used. Projects evaluated included specific e-bulletins, radio programmes and e-lists by women's information centres like ModemMujer in Mexico, Karat Coalition based in Poland, Women of Uganda Network (WOUGNET) and regional AMARC networks in Africa and Latin America.

All of these organisations designed and conducted surveys among their audience to gauge the effectiveness of their medium as well as content. For many of them, the GEM evaluation gave them their first opportunity to systematically ask for feedback from their public. Overall, the survey results were encouraging in validating the value of the information to women in their localities or region.

For example, Karat Coalition received feedback that information from the region and local social movement groups are generally difficult to collect. Many women's activists mentioned their e-bulletin as a very important component of their daily work, keeping them informed about the main initiatives, trends in the region and helping them to learn new experiences, shape objectives for their future activities, find new partners and give them ideas for the development of their NGOs. Most of the women activists, especially those from the European Union candidate countries, are also looking for information about the EU enlargement process that directly impacts on the economic and political situation in that region.

A common limitation noted in many instances is the need for more content translated into major regional languages or local languages. Most regions are not linguistically homogenous, therefore language should be a key indicator that measures accessibility of information.

An excerpt from Karat Coalition's GEM report illustrates how women-focused information resources contribute to women's empowerment:

95,5% of the respondents of Karat's questionnaire think that Karat News helps to promote women's issues in the region and the same percentage thinks that a newsletter helps to show Central and Eastern Europe/CIS perspective on gender issues. Only some of the readers share information from Karat News outside of their organisations by reprinting them in their own publications, putting them on the websites or translating them to the local language. The others use them mostly for their own needs as applying for grants, attending conferences/training they find in the news and learning about gender issues in the European Union.

As a Karat News reader puts it:

'It is the only space where regional info is accessible in one place. Every other newsgroup news claims to focus on one area or region, but rarely does this happen. I rarely read those because it is supposed to be about Central and Eastern Europe and then I get everything else about Asia and Africa and what kind of conference is happening in New York. I read Karat News to follow what is really happening with women in the region, and because I know it is relevant and coming directly from the region.'

In an evaluation of a Ugandan information network, respondents said that WOUGNET's website and mailing lists contributed to the visibility of Ugandan women's issues and had promoted the women's cause in Uganda. Information provided was repackaged for further dissemination by alternative means such as radio and print publications. The need for more local content and information in local languages was emphasized. In addition, it was noted that while WOUGNET is very beneficial to all its members, active participation is limited to a few and therefore more work is needed to enable more members to participate actively. Respondents also called for ICT awareness and training sessions, greater networking among members, consideration of other modes of information sharing/dissemination – targeting rural access in particular, and support in acquiring ICT equipment and internet services.

Testing and organisational learning: The testing process created opportunities for many of the testers to go beyond their projects and examine the gender component of their overall work. For some, the results led to actions that strengthened gender equality practices in their organisations. The emphasis that GEM puts on its learning for change approach encourages this result. Some examples demonstrate how this happened:

Gender and equity in project planning: After a GEM workshop, Ecuadorian tester Fundacion ERPE's communications team decided to use their weekly forum session, which they hold regularly with the organisation's radio station and communications staff, to discuss communications and equity issues as a first step in their project planning.

Gender- inclusive policies: Marcelo Galarza, from Chasquinet, GEM facilitator working in Colinas del Norte, Ecuador, reported that the local communications team became gender inclusive as an immediate result of the workshop. In its first meeting the team decided to follow all the recommendations that had resulted from the workshop in relation to gender and communications issues, women's image in the media and women's participation, apart from other recommendations for their regular work.

3. Report on impact of ICTs in advancing gender equality

Part of the GEM project's objectives are capacity-building of ICT policy makers and advocacy champions in using GEM and extracting lessons about the transformative impact of ICTs on gender equality through the evaluation that will feed into policy recommendations on various levels. The success of the project in achieving these twin objectives has exceeded expectations. The project has reached a very wide range of policy makers from government officials in the Balkans to Andalucia in Spain, the Philippines and Pacific island countries. We have also presented GEM to audiences from governments, U.N. bodies, international donor agencies, the academe, civil society organisations and development organisations. GEM team members have also participated in all major WSIS policy arenas from the global to the regional. This result is mainly due to a very close integration of practice and policy throughout the project. Policy work was carried out at the national, regional and global levels.

APC WNSP's policy advocacy work: Since 1993, APCWNSP has played a leading role in gender and ICT advocacy in national, regional and international arenas. Our ICT policy work began during the Fourth World Conference on Women in 1995. Since then, the 'gender and ICT' agenda has steadily gained legitimacy as a serious area of concern through painstaking work by women's groups and gender and ICT advocates.

During the UN World Summit on the Information Society (WSIS) process, APC WNSP continued to work with civil society groups to ensure that a gender perspective was integrated into all deliberations and drafting of documents of the Summit. The GEM tool informed APC WNSP's policy work through its conceptual papers that provides a comprehensive analysis of gender and ICTs. The analysis in these papers were used in expounding APC WNSP's advocacy positions in WSIS-related processes, including the U.N. Commission on the Status of Women Session. In particular, the call for developing indicators for gender equality and women's empowerment in national ICT plans and programs were adopted in major policy recommendations in WSIS.

For the Summit in Geneva, the GEM team organised a GEM forum where testers presented their findings and policy recommendations. The GEM team also produced a global report based on the findings of the completed evaluations at the time. This was widely distributed in print and is also available online.

APC WNSP 's gender Issues Paper for WSIS can be found in <http://www.apcwomen.org/policy/index.html> and at www.genderit.org

Mainstreaming gender in ICT policy work: The GEM initiative has had a significant impact on mainstreaming gender issues and perspectives into many aspects of APC's ICT policy work. One direct impact has been the inclusion of 'Gender Guidelines' in the Terms of Reference for all authors developing the APC ICT Policy Training Curriculum. In addition, two new modules have been developed which focus on 'Gender Sensitisation' and 'Gender and ICT Policy'.

The former was found to be necessary as many organisations still struggle to grasp the basic concepts of gender analysis and understand the strengths and weakness of the historic approaches of Gender in Development work - Women in Development (WID), Gender and Development (GAD) and gender mainstreaming. The latter module applies gender analysis in the ICT policy landscape, including considerations for lobbying policy makers, particularly in the area of telecommunications and media regulation and reform, to ensure, for example, that universal access and service policies incorporate a gender perspective.

The ICT policy curriculum has been tested in several national and regional workshops (most recently the DFID-funded "Catalysing Access to ICTs in Africa" ICT policy advocacy workshop in Nairobi) and comprises a prime capacity-building initiative in APC's future ICT policy advocacy work.

Table 7: GEM Team Participation in WSIS-Related Events

Event	Country	Date
Gender Advocacy at the WSIS Preparatory Committee II	Geneva, Switzerland	July 2002

Support to UNIFEM in organisation of the UECE Gender and ICT panel at the WSIS Europe Regional meeting and significant input to official European Declaration	Bucharest, Romania	November 2002
Expert Presentation at the UN Commission on the Status of Women Expert Group Meeting on "Information and communication technologies and their impact on and use as an instrument for the advancement and empowerment of women"	Seoul, Republic of Korea	November 2002
Coordination of the Asia Pacific Gender Forum for the WSIS	Tokyo, Japan	January, 2003
NGO Panel Speaker at the WSIS Asian Regional Conference	Tokyo, Japan	January, 2003
Gender and ICT panel at LAC WSIS Regional Meeting	Bavaro, Dominican Republic	January 2003
Panel Speaker at the 47 th Session of the UN Commission on the Status of Women	New York, USA	March 2003
Expert Presentation at the UNESCO Expert Group Meeting on "Digital Inclusion and Social Change: Technologies and Strategies"	Paris, France	July, 2003
Gender Advocacy at the WSIS Intersessional Meeting	Paris, France	July, 2003
Gender Advocacy at the WSIS Preparatory Committee Meeting III	Geneva, Switzerland	September, 2003
GEM Forum, World Summit on the Information Society	Geneva, Switzerland	December, 2003

Outside of the WNSP and our partners, the promotion and dissemination of GEM has expanded and reached new audiences. The GEM project was presented in numerous international activities that you will find in the table below:

Table 8: GEM presentation and Workshops

Event	Country	Date
GEM Presentation at the Global Knowledge Partnership Meeting	Kota Kinabalu, Malaysia	June 2002
GEM Workshop at the KnowHow Conference	Kampala, Uganda	August 2002
GEM Workshop at the Global Communities Network	Montreal, Canada	October, 2002
AWID Forum	Guadalajara, Mexico	October, 2002
GEM Workshop at the World Social Forum	Porto Alegre, Brazil	January, 2003
GEM Presentation in a Video Conference on "Measuring the impact of ICTs on men and women in Developing Countries by Infodev World Bank	New York, Manila, Mongolia, Tokyo and Korea via Video Conference	January 2003

GEM Presentation at the Knowledge Networking for Empowerment: A Southeast Asian Workshop	Manila, Philippines	26 - 29 March 2003
GEM Presentation at the Pacific Islands Regional ICT Consultation	Suva, Fiji	April 2003
GEM Presentation at the Forum on ICT and Gender	Kuala, Lumpur, Malaysia	August 2003
GEM Presentation at the Monitoring and Evaluation in Africa: Gender, Human Rights and Participatory Approaches (Africa Gender and Development Evaluators Network)	Johannesburg, South Africa	November 2003
GEM Presentation at the Women'sNet/FAO workshop on Advancing Rural Women's Empowerment through ICTs	Pretoria, South Africa	February 2004
GEM Presentation at the IDRC workshop: Finding the "GEM" in the haystack	Johannesburg, South Africa	April 2004
GEM Presentation at the Training Workshop on "Strengthening the Capacity of National Machineries through the Effective Use of Information and Communication Technologies (ICTs)"	Windhoek, Namibia	April 2004
GEM Workshop at the Women With Megabyte II	Coventry, United Kingdom	June 2004
GEM Presentation at the International Symposium "GIST - Gender Perspectives Opening Diversity for Information Society Technology"	Bremen, Germany	June 2004

Consolidating a global gender and ICT advocacy network: In June 2004, APC WNSP hosted the Networking for Change and Empowerment Forum back to back with the GEM Practitioners Training Exchange. The Forum was designed to provide a space to consolidate the growing gender and ICT advocacy network and focus greater attention on the need to locate gender issues at the centre of all ICT policy and practice processes. The Forum also developed strategies and plans to raise resources to sustain this network over the longer term and enable it to have greater impact.

With a mix of experience-sharing, dialogue, networking and skills-building, the Forum consisted of five major activity components that built on the gender and ICT agenda discussed and developed through a series of NGO and UN conferences since 1995 and moving on to the recently concluded WSIS. A GEM panel presented examples of community policy initiatives. The Forum also included a training component to train participants in the skills necessary to start getting involved in national ICT policy advocacy. Full documentation of the Forum is available at <http://www.apcwomen.org/policy/activities/index.html>

4. GEM Tool

In June 2002, the APC WNSP regional networks, partners and other selected organisations began testing the GEM tool to enrich the methodology and customize it to their own ICT networking contexts and social spheres. Previous to this period, the tool had undergone one major revamp and the GEM team's approach was to incorporate new material and lessons throughout the testing process. The GEM team's premise was that using the tool in evaluating a variety of projects would demonstrate what worked effectively and what needed to be improved or changed. Therefore, testers were encouraged to experiment with the use of the tool and record the difficulties they encountered in terms of clarity of content and usability.

Revision of the GEM tool proved to be one of the most complicated components of the project. The work happened in stages over two years due to the enormous effort it took to complete it. The task also required expertise outside of the network. To help us with the revision, we worked with an educational designer who provided valuable advice to re-structure that tool into a more learner-focused material.

The last but critical inputs for revision of the tool were gathered during the GEM Practitioners Exchange last June 2004. The tool has been completely overhauled from its structure, conceptual documents, step-by-step guide, worksheets and exercises to the use of more plain language and a design that presents the various parts of the tool in a clearer way. Currently, the English version of the GEM tool is all online while the Spanish still has a few sections being translated. A Portuguese, French and Arabic translation of the tool are the priorities in the next phase.

Content: The combined experience and insight of the GEM team and our 27 testers resulted in major changes in the content and structure of the GEM tool. The following are the new elements of the tool:

- GEM's conceptual documents that outline the tool's gender analytical framework and elaborate gender and ICT issues have been substantiated through the integration of evaluation findings of GEM testers. The diversity of experiences documented through reports have concretised otherwise abstract concepts and localised their relevance to many ICT practitioners.
- The revised tool has a more usable step-by-step guide that clearly sets out the path towards completing an evaluation plan and provides users worksheets and exercises that are simpler to prepare. Evaluation reports were broken down into sections corresponding to each step of the tool to illustrate more complex ideas or tasks. For instance, users can now find examples of indicators identified and used by testers in their evaluations.
- The tool has strengthened its methodologies section and now includes documentation of many of the data gathering methodologies used by various testers. It also links to excellent general evaluation resources that users can refer to.
- A common feedback from testers in conducting their evaluations was that implementation took more resources and time than they expected. New material is being developed that maps out the possible requirements of an

evaluation. This information will be aggregated from actual testers' experiences.

GEM in accessible formats: The GEM tool will be accessible online, on CD and in print. The CD will include the full contents of the online version conceptual documents, step by step guide, all testers reports and resources that the tool linked to and we have permission to include. The CD can be distributed on its own but will also be a companion to the GEM Manual which be published in print.

GEM's entry points: GEM has been redesigned as a flexible tool that can be used in other ways aside from evaluation. In the last two years, APC WNSP has used it for conducting gender and ICT sensitisation workshops, providing the conceptual framework and methodology for research projects and training workshops on gender and ICT issues. Testers themselves have used GEM for planning communications projects. The following are examples of innovative application of the tool during the testing period:

GEM for telecentres: The use of GEM for the work of telecentres in Latin America has inspired work in a manual adapting GEM for use in telecentres. This work has been done with the contribution of colleagues from two GEM testers, Chasquinet and EcuaneX. The manual has three sections. The last one is still being completed. It can be found at www.chasquinet.org/gem.htm. Another tester is planning translation to Portuguese.

Using GEM for Planning: The most immediate result of the testing is the discovery that most of the organisations did not have plans for evaluating their projects nor any clearly defined indicators, whether gender or general indicators, to measure the effectiveness of their interventions. After developing their evaluation plans, all of the GEM testers affirmed the usefulness of this exercise in reviewing their project plans and most of them realized the significance of their evaluation results for institutional and project planning.

5. Knowledge Sharing Site

The GEM website www.apcwomen.org/gem was built through a collective process of structured consultations, face-to-face discussions and the collaborative work of our Knowledge Site managers. The main features of the GEM site are the GEM tool; information about the GEM project, links to APC WNSP's research on gender and ICTs and relevant evaluation resources and information about the community of GEM practitioners. Printer-friendly versions of documents and a downloadable version of the GEM tool are also available from the site. The site is bilingual in Spanish and English. The GEM Spanish site www.apcwomen.org/gem/esp has total correspondence with the English site.

In the last two years, the GEM website has created a global space that tied together all the elements of the project by:

- highlighting the GEM tool

- supporting regional testing through documenting the GEM evaluation process and results
- facilitating access to evaluation, ICT, and gender evaluation resources
- extending the reach of the project
- building an online community of GEM practitioners

The website has primarily been an invaluable resource for testers in conducting their evaluation. It has also given the GEM project visibility resulting in invitations to present the tool on a number of occasions. Today, the GEM website is well known among groups and organisations actively involved in ICT for development.

GEM Practitioners Network: The GEM practitioners network will be the main expression of the knowledge-sharing component of the GEM website after the testing period. During the testing period a GEM intranet was developed to enable the WNSP and its project team, GEM testers and partners, to work collaboratively. This section contained content such as profiles of GEM testers and projects, GEM PowerPoint presentations, GEM articles and graphics, a quick reference guide and information about regional workshops. With the revamp of the GEM site, the GEM intranet has now been redesigned as the GEM practitioners space and will make up what the GEM team envisions as the most dynamic part of the site as GEM moves out of the testing phase.

GEM testers have expressed commitment in building a community of GEM practitioners that will continue to learn from each other’s experiences in evaluation, collaboratively develop more resources, establish a global network of GEM users, organize face-to-face training and exchanges, provide spaces for debate and analysis of gender and ICT issues and find ways to put GEM results into action.

6. GEM service

GEM Workshop Facilitators and Consultants: In keeping with APC WNSP’s focus on building its overall capacity in delivering sustainable GEM service to a much wider audience, the project has trained 31 GEM workshop facilitators from 20 countries speaking 18 languages. Out of this number, 19 individuals (from 15 countries) have already acquired the consulting skills in gender evaluation of ICT initiatives. Everyone was trained through the GEM regional workshops, and was involved in actual evaluation of projects or applied GEM as a planning tool in their organisations.

Table 9: GEM Facilitators and Consultants

Region	GEM Workshop Facilitators		GEM Consultants	
	Individuals	Countries	Individuals	Countries
Latin America	8	5	5	5
Asia	6	3	4	2
Africa	7	3	5	3
Europe	9	8	4	4
Arab	1	1	1	1
Total	31	20	19	15

Gender and ICT Consultancy Projects: GEM team members have also successfully applied GEM in gender and ICT consultancy projects for multilateral, donor and other international agencies. GEM has been used as a framework in:

- Mainstreaming gender in national ICT policy development plans
- Integrating a gender perspective in e-governance and political participation programs
- Developing a framework for gender and ICT research

Recently, APC WNSP members have also been contracted to develop gender evaluation and monitoring plans for two ICT project grants programs, the Global Knowledge Seed Grants Program and the Gender and Agriculture in the Information Society (GENARDIS) Small Grants Fund.

Table 10: GEM related consultancies

Project	International Agency	GEM Application	Output
E-Governance for Efficiency and Effectiveness Program, Bilateral Co-operation with Philippine Government	Canadian International Development Agency	Assess capacity of Philippine government to mainstream gender in e-governance project using GEM framework	Gender Audit of current e-governance programs Gender indicators e-governance program
UNIFEM Support For E-Quality in The Information Society (Eastern Europe)	UNIFEM	Provision of technical advice on gender and ICT issues in relation to overall WSIS process including integration of gender dimension in European Economic Commission policy paper. Recommendations in developing a gender and ICT program to help strengthen women associations and movements in Eastern Europe	UNIFEM Policy paper and presentation at WSIS regional meeting in Bratislava on November 7. GEM Team members act as resource persons for UNIFEM's program development workshop.
Gender and ICT in CEE/CIS: Assessment of the state of ICT from gender perspective	United Nations Development Program/UNIFEM Central and Eastern Europe Office	Identification of best practices, challenges and lessons learned; Gender analysis of key initiatives, activities, programmes, projects undertaken (or planned) by different stakeholders in the region	Report mapping the situation with regard to Gender & ICT, identifying problems and providing recommendations
Gender and ICT in	United Nations	GEM methodology will	Guideline for

CEE/CIS: Engendering the E-governance Academy UNDP Project, Estonia	Development Programme, Central and Eastern Europe Office	be applied to the existing course curriculum, with a view to advising as to how the curriculum could be modified to incorporate a gender perspective	mainstreaming gender into the current curriculum of E-governance Academy
International Seminar- Equality and Gender Unit	Equality and Gender Unit, Regional Government of Andalucia, Spain	Introducing GEM to local national government of Spain and local and regional government of Andalucia, people working in the Structural Funds initiatives, Gender Equality Machinery all over Spain, Universities and gender experts.	Conducted two workshops for over 100 participants.
ICT for Development See Grants	Global Knowledge Partnership	Using GEM as a framework for developing evaluation plans for ICT projects	Evaluation and Monitoring Plans (that integrates a gender perspective) for 9 ICT seed grants projects. Ongoing.
Gender and Agriculture in the Information Society (GENARDIS) Small Grants Fund	Technical Center for Agriculture and Rural Co-operation (CTA), The International Institute for Communication and Development (IICD) and the International Development Research Center (IDRC)	Using GEM to develop an evaluation and monitoring plan for the Grants Program.	Evaluation and Monitoring Plan. Ongoing.

APC WNSP Business Plan: An output planned in this project is the development of a business plan to market GEM as a service that can be offered internationally to ICT practitioners and policy-makers. Consultations with the WNSP membership, however, resulted in broadening the scope of services while at the same time limiting its implementation based on the network's capacity. The resulting business plan covers the development a model "Internet Service Provider" for women's organisations. The services focus on helping organisations use ICTs strategically within their own organisations and effectively manage their information and communications programs as well developing applications and training programs that support women's work and advocacy, including in the area of evaluation. The strategy of APC WNSP in implementing this business plan is two-fold. First, it will continue to develop its GEM Services and actively seek consultancies in this field. As the report shows, even before

the completion of the testing phase of GEM, we have been contracted as consultants by different international agencies. Second, it will collaborate with one or two of its members in piloting a few other “ISP” services. In the long term, our objective is to make services and consultancies a bigger funding source of the network.