META-SYNTHESIS OF UN WOMEN EVALUATIONS ON

ADVOCACY AND COMMUNICATIONS

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ADVOCACY AND COMMUNICATIONS

INDEPENDENT EVALUATION AND AUDIT SERVICES (IEAS)
Independent Evaluation Service (IES)
UN WOMEN

New York, October 2023

TABLE OF CONTENTS

ACRONYMS

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CSO	Civil Society Organization
CSW	Commission on the Status of Women
EVAW	Ending Violence Against Women
FAO	Food and Agriculture Organization of the United Nations
GERAAS	Global Evaluation Report Assessment and Analysis System
G&P	Governance and participation
IES	Independent Evaluation Service
NGO	Non-Governmental Organization
SDGs	Sustainable Development Goals
UNDP	United Nations Development Programme
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund
UNSCR	United Nations Security Council Resolution
UN Women	United Nations Entity for Gender Equality and the Empowerment of Women
WEE	Women's Economic Empowerment
WHO	World Health Organization
WPS	Women, Peace, Security, Humanitarian Action, and Disaster Risk Reduction
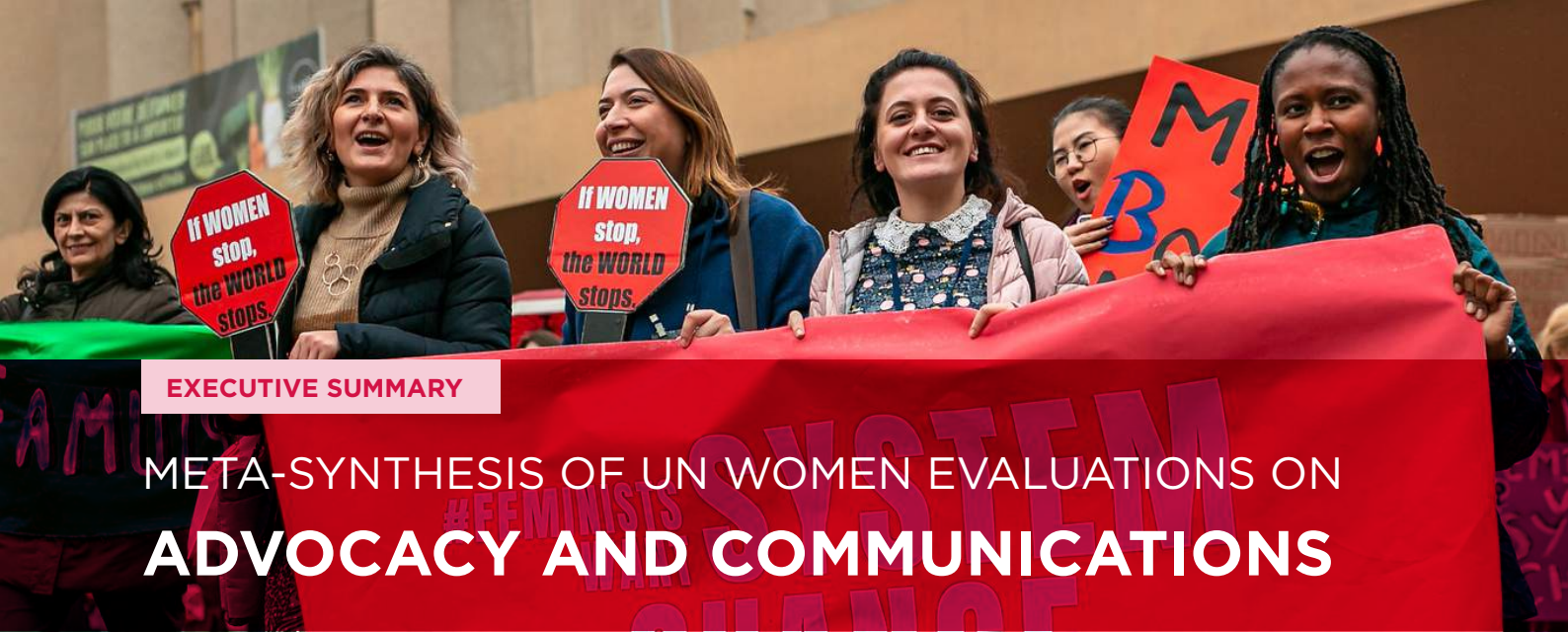
Photo: UN Women/Antoine Tardy – Regional civil society forum

The aim of the meta-synthesis is to contribute to UN Women's knowledge base and learning on the Entity's advocacy and communications work by synthesizing evidence from corporate and decentralized evaluations. The meta-synthesis focuses on awareness-raising, campaigns and social mobilization in the context of implementing UN Women's Strategic Plans 2018–2021 and 2022–2025.

Advocacy and communications are integral to UN Women to proactively advance the Entity's strategic positioning and its unique tripartite mandate, encompassing normative support, UN system coordination and operational activities, to mobilize urgent and sustained action to achieve gender equality and the empowerment of all women and girls. Since the inception of UN Women, advocacy and communications work have grown exponentially, including the need to produce relevant content, enhance media outreach and collaboration, and develop new media and communications partnerships.

In the previous UN Women' Strategic Plan 2018–2021, advocacy and communications were defined as one of six types of support (advocacy and social mobilization). In the new Strategic Plan 2022–2025, advocacy and communications are one of the cross-cutting levers and functional approaches to achieve UN Women's mandate. Advocacy and communications encompass various initiatives and strategies at global, regional and country levels. These initiatives include using advocacy and communications tools; digital and social media campaigns; production and dissemination of knowledge in various forms; engaging stakeholders through facilitating dialogue, organizing events and generating media coverage; and activities related to resource mobilization.

This meta-synthesis collates evaluation insights and evidence on the advocacy and communications efforts related to the key results areas of UN Women's Strategic Plan: Governance and Participation in Public Life; Women's Economic Empowerment; Ending Violence Against Women; and Women, Peace and Security, Humanitarian Action and Disaster Risk Reduction. Based on available evaluation evidence, the report outlines key results, trends, enabling factors, impediments and lessons learned with a geographic and thematic focus.

METHODOLOGY

The meta-synthesis covers corporate, regional and country portfolio evaluations conducted by UN Women between 2018 and 2022. Evaluations with a Global Evaluation Report Assessment and Analysis System (GERAAS) rating of good and above are included, bringing the total sample to 162 evaluations. The meta-synthesis employed a theory-based approach by developing a framework analysis to link advocacy and communications activities to UN Women's broader theory of change. As UN Women did not have corporate definitions of awareness-raising, campaigns and social mobilization, the meta-synthesis team developed definitions for each of the categories to create a comprehensive coding structure. A combination of qualitative and quantitative methods was used to assess the evidence and extract emerging trends and lessons learned and develop opportunities for the way forward.

LIMITATIONS

As with any meta-synthesis, the analysis and findings in this report are limited to the level and depth of insights provided in the evaluation sample. Certain types of advocacy and communications are covered more comprehensively in some evaluations than others, and the insights in these areas are richer and more nuanced. To the extent possible, the analysis takes this caveat into account when mapping the evidence.

The key objectives of the meta-synthesis were to:

1. Synthesize evidence from evaluations on the implementation and results of key types of UN Women's advocacy and communications work during 2018–2022.

2. Summarize trends, emerging themes and common lessons.

3. Identify enabling factors (internal and external) and good practices.
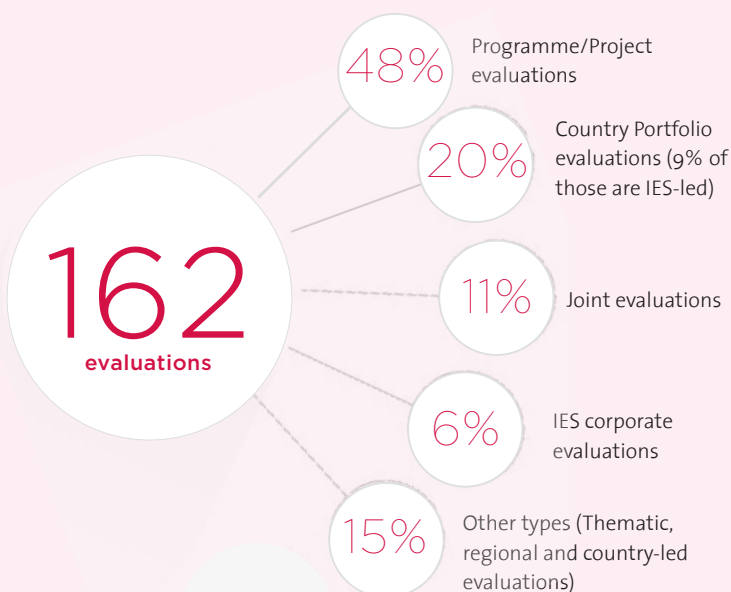
4. Identify risks and challenges

5. Highlight innovative approaches in advocacy and communications.

Scope and methodology of the meta-synthesis

162 evaluations

48% Programme/Project evaluations

20% Country Portfolio evaluations (9% of those are IES-led)

11% Joint evaluations

6% IES corporate evaluations

15% Other types (Thematic, regional and country-led evaluations)

Theory-based approach

Development of a framework of advocacy and communications analysis

Creation of a comprehensive coding structure

KEY INSIGHTS

AWARENESS-RAISING

UN Women employs a diverse range of awareness-raising initiatives to amplify its key messages on gender equality and to reach a wider audience of stakeholders. These initiatives aim to change existing attitudes and norms that hinder women's empowerment. Some of these activities include facilitating awareness-raising dialogues; disseminating communications products in various formats such as videos or photography; actively engaging with gender equality advocates and champions; and utilizing multiple media channels and online platforms to disseminate key messages effectively.

Evaluations revealed that awareness-raising initiatives were frequently organized in combination with other types of support, such as capacity-building initiatives, provision of technical support and knowledge product development as part of broader thematic and programme approaches.

UN Women effectively used a combination of different channels to support interventions or a mix of online and in-person events to amplify messages and reach a wider audience. In some instances, UN Women offices organized in-person events at regional and national levels, aligned with the launch of key initiatives or products at the corporate level.

Although there is limited evidence to directly attribute changes in the lives of women and girls to awareness-raising initiatives alone (and this may also be linked in part to the constraints of a meta-synthesis where communication and advocacy were not the key areas of enquiry of most evaluations), many evaluations revealed that such initiatives have contributed to increasing the awareness of women and girls about their rights and gender equality, as well as strengthening the capacity of key stakeholders and driving behaviour changes at the individual level.

These initiatives also enhanced the visibility of UN Women's work and raised awareness of gender issues on a broader scale.

Several evaluations found that UN Women's awareness-raising initiatives enhanced the awareness and capacity of women and girls, along with other national and local stakeholders such as government officials, the justice sector and community leaders. This was often achieved through disseminating knowledge and information on the rights of women and girls, accessible services and by providing tools and resources shared during awareness-raising initiatives. Evaluations highlighted innovative approaches and trends in UN Women's awareness-raising initiatives. In the sample, evaluation reports highlighted the development of digital initiatives, video games and virtual platforms that enabled UN-Women to reach a more significant number of people, scale up activities and have more impact, often with fewer resources.

Some evaluations found that awareness-raising initiatives such as community and intergenerational dialogues and sensitization sessions that focused on harmful practices, specifically aimed at men and boys, played a part in changing attitudes and behaviour. Awareness-raising initiatives also increased the visibility of UN Women's work and public awareness of gender-related issues through video production, social media and press releases.

CAMPAIGNS

UN Women used a variety of initiatives at global, regional and country levels, designing campaigns to reach a large audience. UN Women's campaigns intended to change existing attitudes and norms that hinder women's empowerment and raise awareness of women's rights and the intersecting forms of gender discrimination. UN Women's campaigns were organized as part of communications strategies for long-term behavioural change and awareness-raising.

UN Women was active in creating partnerships with civil society and the private sector to conduct campaigns and used a variety of communication methods, including social media, online platforms, newsletters, key influencers and pro-bono partnerships. Many evaluations mention the global UN Women HeForShe campaign as an innovative campaign that was well-received by a wide range of partners. Several evaluations found that UN Women's awareness-raising campaigns worked to shift the social narrative towards the empowerment of women and to provide an entry point for discussion of controversial topics such as gender-based violence, property rights, mental health, disabilities, and motherhood.

Campaigns run by UN Women have contributed to important results, although a limited number of evaluations have covered them in sufficient detail to confirm the evidence. Several evaluations found that UN Women's campaigns have contributed to changes in attitudes and behaviours, engaging men and boys to raise awareness of gender equality and social norms change. UN Women also used its comparative advantage in UN system coordination for gender equality, participating successfully in joint programme campaigns to raise public awareness and further contributed to policy development, mainly through media engagements, press briefings, and policymaker and community engagements.

Many evaluations confirmed that the campaigns which used social media platforms (Facebook, Instagram) were particularly effective in raising public awareness, especially when conducted in the local language and with support from local influencers. Evaluations also noted the effective use of various arts and sports events in a number of public awareness campaigns to deliver complex messages on controversial topics.

SOCIAL MOBILIZATION

UN Women supported social mobilization initiatives in various forms through coalitions, the establishment of forums or dialogues, building alliances, mobilizing supportive constituencies and engaging with less committed actors. Many evaluation reports recounted the organization of forums and dialogues with key stakeholders at global, national and community levels as the leading form of social mobilization. Evaluation reports underscored UN Women´s convening role, and its capacity to mobilize both high-level stakeholders and the voice of women through strong partnerships with women-led and civil society organizations. Whether supporting women´s participation in global policy forums or creating opportunities for dialogue with local leaders at the community level, these spaces provided a platform for women to advance gender equality.

Evaluation reports highlighted the role of UN Women in the creation of action coalitions and alliances to drive social mobilization. The evidence showed that action coalitions and alliances responded to different contexts and circumstances but have advancement of gender equality at their core. Actors involved ranged from national and local governments to civil society organizations, the private sector, the UN system, academia, faith-based and community-based organizations, and marginalized groups, such as women workers, migrants and refugees, among others.

UN Women supported mobilization of communities around ending violence against women and entrenched social norms that discriminate against women more broadly. There are references to increased confidence, empowerment and development of critical thinking among those mobilized, as well as increased cohesion and trust derived from creating shared spaces. Several evaluation reports pointed to the mobilization and coordination of UN partners, particularly around key dates, such as the 16 Days of Activism against violence against women; and for key processes, such as reporting to the Committee on the Elimination of Discrimination Against Women and participation in the Commission on the Status of Women.

Support for participation in the Commission on the Status of Women expresses UN-Women´s social mobilization work through fostering engagement in policy dialogues among member states, civil society organizations and experts. UN Women also enhanced capacities for evidence-based advocacy among women´s organizations; facilitated participation in the conference (and other inter-governmental processes); and organized relevant side-events to discuss issues critical to the gender equality agenda.

ENABLING FACTORS

- Strategic partnerships and alliances
- Adaptive and comprehensive approach during the COVID-19 pandemic
- Engaging influential leaders
- Creation of multi-stakeholder platforms for dialogue
- Social will

IMPEDIMENTS

- Lack of strategy/coherence with wider theories of change, or the absence of a well-planned programme approach
- Limited consideration of local context
- Weak monitoring practices

WAY FORWARD

Place continuous focus on ensuring a coherent corporate approach and investment in advocacy and communications

Promote the development of monitoring and evaluation frameworks, follow-up mechanisms and sustainability/exit strategies for advocacy and communication initiatives

Adapt advocacy and communication initiatives to the local context, including using local language and appropriate communication channels

Prioritize using social media and mobile content to deliver effective advocacy and communication initiatives and ensure that the most vulnerable women can access them

Establish further strategic partnerships with government partners, UN agencies, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities to pool resources and create a multiplier effect

Scale up the development of digital initiatives to support advocacy and communication efforts

Prioritize non-traditional advocacy and communication approaches, including sports, plays, music and theatre activities appealing to younger people and rural audiences

Place long-term and sustained focus on advocacy and communications

1.INTRODUCTION

1.1 Background

Advocacy and communications are integral to UN Women to proactively advance the Entity's strategic positioning and its unique tripartite mandate, encompassing normative support, UN system coordination and operational activities, to mobilize urgent and sustained action to achieve gender equality and the empowerment of all women and girls and support the achievement of the 2030 Agenda. Since the inception of UN Women, advocacy and communications work have grown exponentially, including the need to produce relevant content, enhance media outreach and collaboration, and develop new media and communications partnerships.

UN Women's advocacy and communications work occurs across the Entity's integrated mandate. In the previous UN Women's Strategic Plan 2018–2021, advocacy and communications were marked as one of six types of support (advocacy and social mobilization). In the new Strategic Plan 2022–2025, advocacy and communications are one of the key functional approaches to achieve UN Women's mandate (see Figure 1).

Advocacy and communications encompass various initiatives and strategies at global, regional and country levels. These initiatives include advocacy and communications tools, and digital and social media campaigns to build momentum, galvanize key groups and bring the public towards support for and action to achieve gender equality, the empowerment of all women and girls, and the full enjoyment of their human rights.

Effective advocacy and communications efforts can be a catalyst for ensuring that programme outputs accomplish stated outcomes; increasing visibility and engagement with a programme; the production and dissemination of knowledge in various forms; engaging stakeholders through facilitating dialogue, organizing events and generating media coverage; and other activities related to resource mobilization.

The UN Women Communications Strategy 2016–2020 was developed as part of a broader resource mobilization strategy to drive gender equality and women's empowerment as key issues in the sustainable development agenda and to bolster UN Women's role as the global leader in these areas. UN Women's public advocacy and communications efforts have been integral to the Entity's positioning. Public campaigns such as UNiTE or HeForShe have driven awareness and engaged new audiences in creative communication campaigns and advocacy for women's empowerment across the globe. UN Women's position and role as the global authority to advance the gender equality agenda led some programme-thematic-country advocacy and communications go beyond the UN Women (Corporate) Communications and Public Advocacy Strategy and engaged an ever-increasing global audience in the call for gender equality.

Figure 1: UN Women's model under Strategic Plan 2022–2025

Source: UN Women Strategic Plan 2022–2025

1.2 Purpose and scope

This meta-synthesis analysis aims to: (a) contribute to UN Women's organizational knowledge base and learning on the Entity's advocacy and communications work, as identified in Strategic Plans 2018–2021 and 2022–2025; and (b) synthesize evidence from corporate and decentralized evaluations conducted between 2018 and 2022. The meta-synthesis collated insights and evidence on the key advocacy and communications efforts in the context of the Development Results Framework: Governance and Participation in Public Life; Women's Economic Empowerment and Resilience; Ending Violence Against Women; and Women, Peace and Security, Humanitarian Action and Disaster Risk Reduction .

The meta-synthesis analysis focused on awareness-raising, campaigns and social mobilization in the context of the Development Results Framework as part of successfully supporting the implementation of UN Women's strategic objectives.

The key objectives of the meta-synthesis were to:

1. Synthesize evidence from evaluations on the implementation and results of key types of UN Women's advocacy and communications work during 2018–2022.

2. Summarize trends, emerging themes and common lessons.

3. Identify enabling factors (internal and external) and good practices.
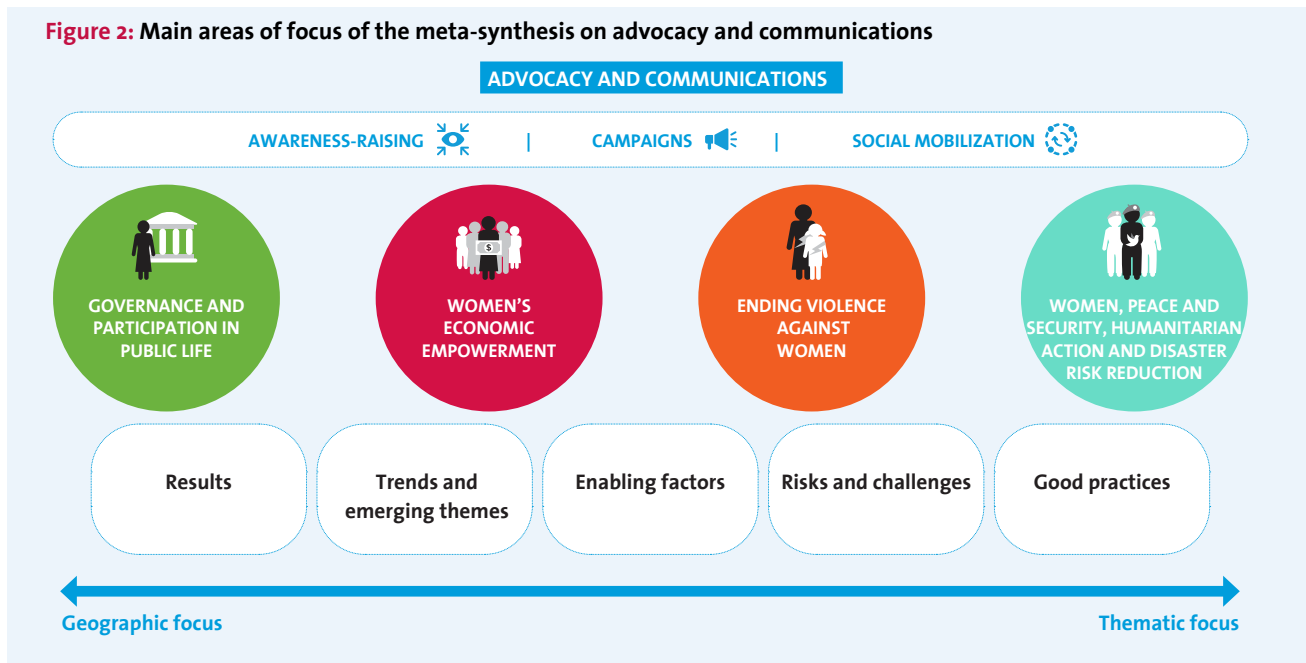
4. Identify risks and challenges

5. Highlight innovative approaches in advocacy and communications.

1.3 Approach and methodology

In 2022, the UN Women Independent Evaluation Service (IES) completed a meta-synthesis of UN Women evaluations on the types of UN Women support, where advocacy and social mobilization were identified as key types of support provided. Findings confirmed the wide-ranging advocacy work carried out by UN Women, and many good practices were highlighted.

This analysis focuses on a subset of key advocacy and communications activities that have not yet been fully covered in recent meta-synthesis of evaluations to draw out challenges and lessons related to awareness-raising, campaigns and social mobilization (see Figure 2).

Figure 2: Main areas of focus of the meta-synthesis on advocacy and communications

ADVOCACY AND COMMUNICATIONS

AWARENESS-RAISING | CAMPAIGNS | SOCIAL MOBILIZATION

GOVERNANCE AND PARTICIPATION IN PUBLIC LIFE

WOMEN'S ECONOMIC EMPOWERMENT

ENDING VIOLENCE AGAINST WOMEN

WOMEN, PEACE AND SECURITY, HUMANITARIAN ACTION AND DISASTER RISK REDUCTION

Results

Trends and emerging themes

Enabling factors

Risks and challenges

Good practices

Geographic focus

Thematic focus

Source: Developed by the evaluation team

UN Women does not have corporate definitions of awareness-raising, campaigns and social mobilization in the context of advocacy and communications. Therefore, this meta-synthesis used the following definitions as presented in Table 1.

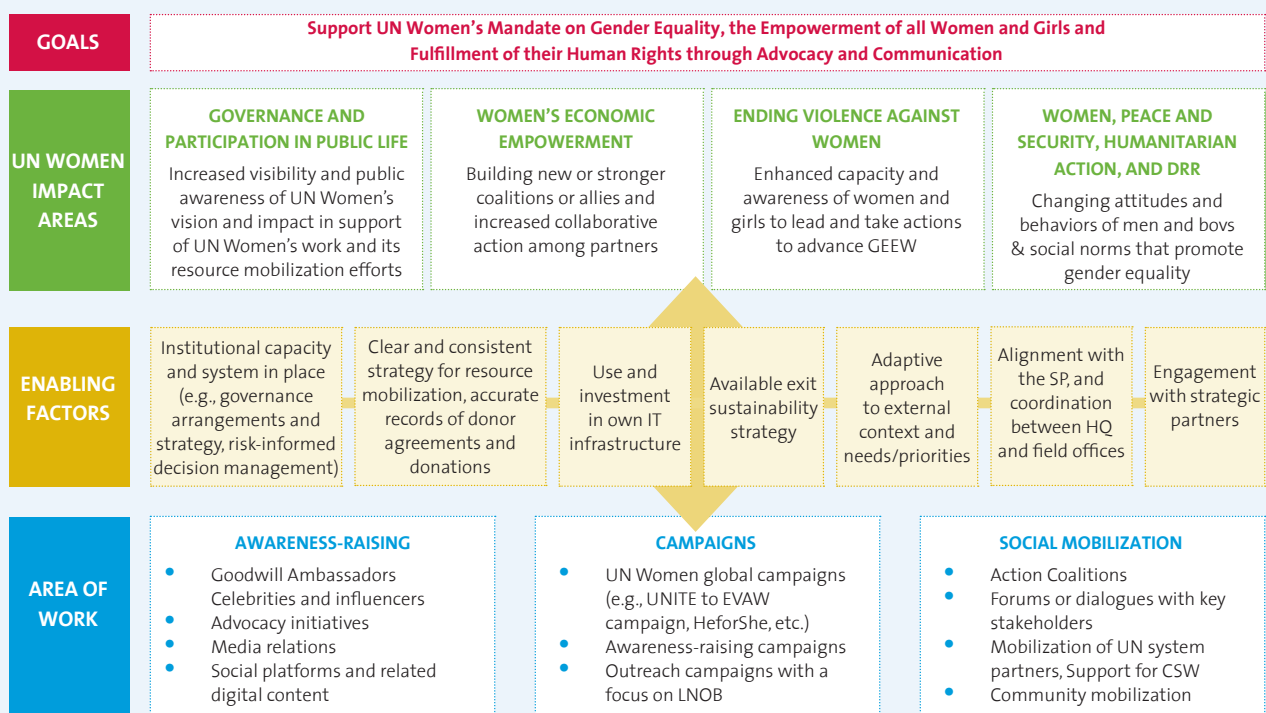In addition, drawing on UN Women's Strategic Plans 2018–2021 and 2022–2025, and previous evaluations and audit reports,[1] the evaluation team constructed a Theory of Change to better understand the Entity's advocacy and communications work (see Figure 3).The Theory of Change posits that awareness-raising, campaigns and social mobilization are the means that support Strategic Plan priorities and contribute to guide UN-Women for the next four years – with an eye toward the 2030 deadline to achieve the Sustainable Development Goals (SDGs).

Table 1. Types of advocacy and communications

AWARENESS-RAISING

The process of deliberately bringing issues to the attention of a general and/or targeted audience, to increase their knowledge and understanding of those issues. It is one of the key elements of advocacy aimed at increasing increasing sensitivity around gender equality, and better understanding and knowledge about gender inequality through advocacy initiatives, events, social media, collaboration with goodwill ambassadors and influencers, and other media relations.

CAMPAIGNS

Actions that engage gender equality advocates to empower women and equip both women and men with resources and opportunities to become change-makers and leaders in their communities. Examples of these campaigns include social media outreach, door-to-door campaigns, newsletters, involvement of key influencers and pro-bono partnerships with the private sector.

SOCIAL MOBILIZATION

Actions aimed to secure community-based support and mobilize public support for gender equality and women's empowerment and address discriminatory gendered social norms, including child marriage and gender-based violence. Examples of these actions include action coalitions, the establishment of forums or dialogues, building alliances, mobilizing supportive constituencies and engaging with less committed actors.

Source: Developed and elaborated by the evaluation team from the UNICEF Glossary[2,3]

Figure 3: Framework analysis to link advocacy and communications activities to UN Women's broader theory of change

GOALS

Support UN Women's Mandate on Gender Equality, the Empowerment of all Women and Girls and Fulfillment of their Human Rights through Advocacy and Communication

UN WOMEN IMPACT AREAS

GOVERNANCE AND PARTICIPATION IN PUBLIC LIFE	WOMEN'S ECONOMIC EMPOWERMENT	ENDING VIOLENCE AGAINST WOMEN	WOMEN, PEACE AND SECURITY, HUMANITARIAN ACTION, AND DRR
Increased visibility and public awareness of UN Women's vision and impact in support of UN Women's work and its resource mobilization efforts	Building new or stronger coalitions or allies and increased collaborative action among partners	Enhanced capacity and awareness of women and girls to lead and take actions to advance GEEW	Changing attitudes and behaviors of men and boys & social norms that promote gender equality

ENABLING FACTORS

| Institutional capacity and system in place (e.g., governance arrangements and strategy, risk-informed decision management) | Clear and consistent strategy for resource mobilization, accurate records of donor agreements and donations | Use and investment in own IT infrastructure | Available exit sustainability strategy | Adaptive approach to external context and needs/priorities | Alignment with the SP, and coordination between HQ and field offices | Engagement with strategic partners |

AREA OF WORK

AWARENESS-RAISING
- Goodwill Ambassadors Celebrities and influencers
- Advocacy initiatives
- Media relations
- Social platforms and related digital content

CAMPAIGNS
- UN Women global campaigns (e.g., UNITE to EVAW campaign, HeForShe, etc.)
- Awareness-raising campaigns
- Outreach campaigns with a focus on LNOB

SOCIAL MOBILIZATION
- Action Coalitions
- Forums or dialogues with key stakeholders
- Mobilization of UN system partners, Support for CSW
- Community mobilization

Source: Developed by the evaluation team

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1 Corporate Evaluation on UN Women's Policy Advocacy Work (2022); Limited scope review of the HeForShe Initiative (2020); Summary Report on meta synthesis of results from field office internal audits (2021); Internal Audit Report Communications and Advocacy Section (2022).

2 UNICEF (2014) Child Rights Education Toolkit: Rooting Child Rights in Early Childhood Education, Primary and Secondary Schools, Geneva.

3 UNICEF (2017) Gender Equality: Glossary of Terms and Concepts. UNICEF Regional Office for South Asia, Nepal.

The meta-synthesis employed a detailed desk review of high-quality corporate, regional and Country Portfolio Evaluations conducted between 2018 and 2022 by IES and decentralized evaluations (see Annex 1). All evaluations with a GERAAS[4] (Global Evaluation Report Assessment and Analysis System) rating of "good" and above were included in the sample. The sample comprised 162 evaluations meeting these criteria, of which 123 were in English, 17 were in French and 22 were in Spanish (see Figure 4).

Figure 5 shows that the sample covered a variety of UN Women evaluation reports. Table 2 shows the geographic coverage of the evaluation sample.

Figure 4. Number of UN Women's evaluation reports 2018–2022 included in the meta-synthesis analysis
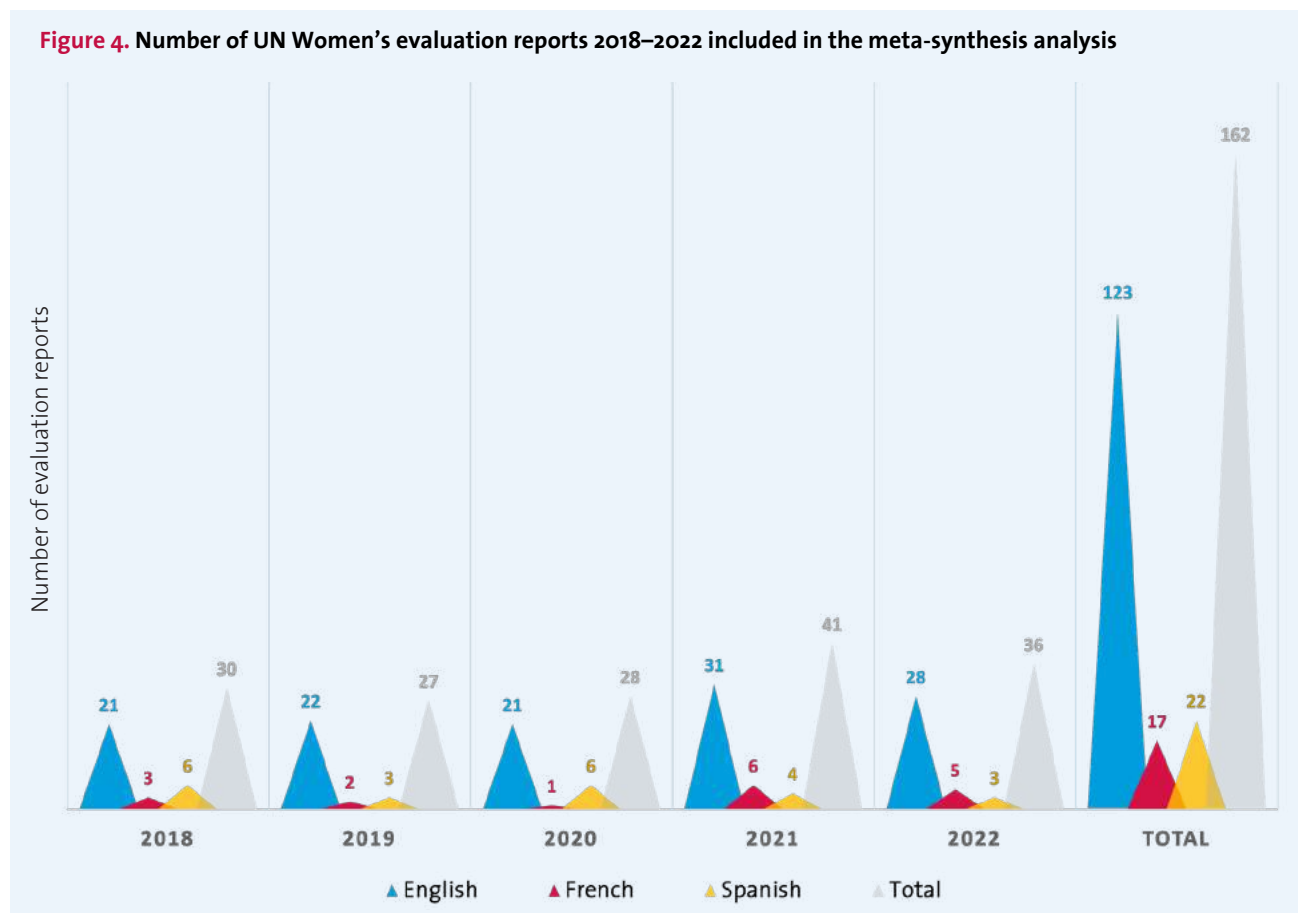
Source: Compiled by UN Women IES

Figure 5. Types of UN Women's evaluation reports 2018–2022 included in the meta-synthesis analysis
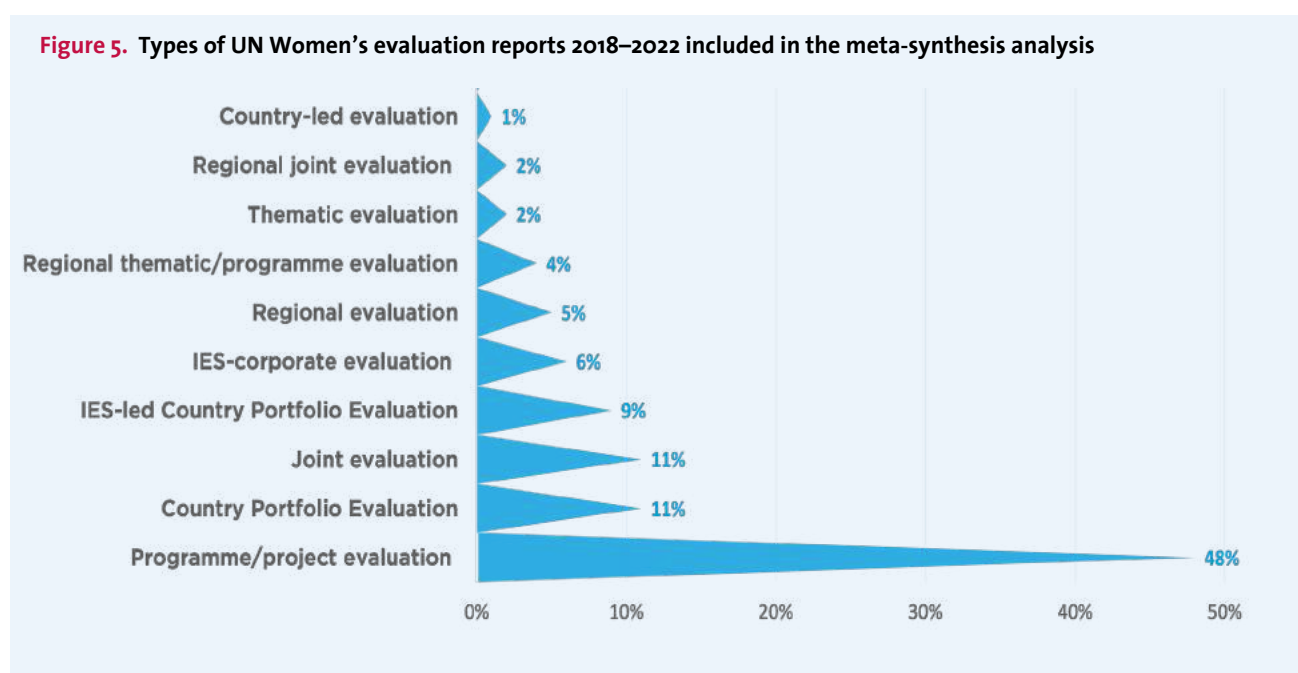
Source: Compiled by UN Women IES

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4 Through GERAAS, all completed evaluations within UN Women are independently assessed, and the rating and review feedback are posted in UN Women's publicly accessible database, the Global Accountability and Tracking of Evaluation Use (GATE).

Table 2. Geographical coverage of UN Women's evaluation reports 2018–2022 included in the meta-synthesis analysis

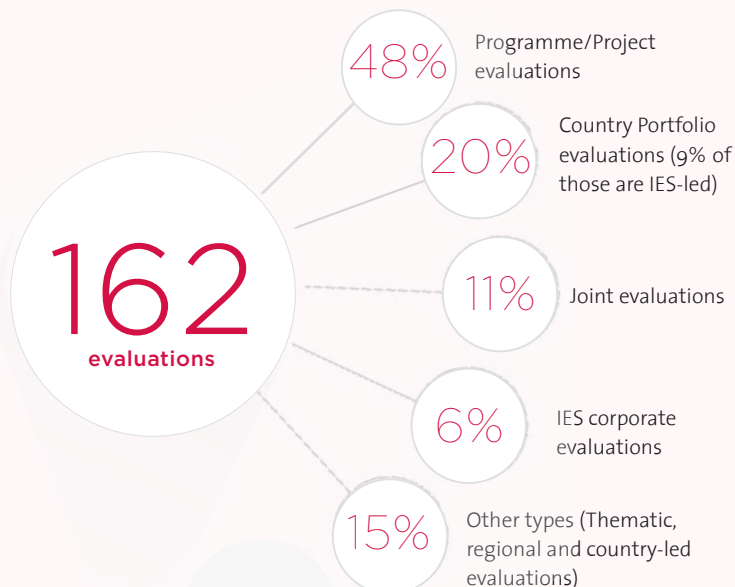| GEOGRAPHICAL COVERAGE	PERCENTAGE OF THE TOTAL
Americas and the Caribbean	18%
East and Southern Africa	17%
Europe and Central Asia	16%
Asia and the Pacific	16%
West and Central Africa	15%
Arab States	10%
Corporate/IES	6%
Headquarters	1%
Cross-regional	1%
Total	100%

Source: Compiled by UN Women IES

The meta-synthesis employed a theory-based approach to map and analyse the body of existing evaluative evidence by developing a framework of advocacy and communications analysis and creating a comprehensive coding structure. In addition, findings from a meta-synthesis which focused on awareness-raising and campaigns from the corporate feminist collaborative evaluation of UN Women's programming on social norms (45 reports) were also consulted to strengthen the methodology.

1.4 Limitations

As with any meta-synthesis, the analysis and findings in this report were limited to the level and depth of insights provided in the evaluation sample. Certain types of advocacy and communications are covered more comprehensively in some evaluation than others, and the insights in these areas are richer and more nuanced. To the extent possible, the analysis considered this caveat when mapping the evidence. Due to the geographic variation of the evaluation sample, some regions may also be covered to a greater degree. To mitigate this issue, the report ensured that illustrative highlights were drawn in a geographically representative manner.

Scope and methodology of the meta-synthesis

162 evaluations

48% Programme/Project evaluations

20% Country Portfolio evaluations (9% of those are IES-led)

11% Joint evaluations

6% IES corporate evaluations

15% Other types (Thematic, regional and country-led evaluations)

Theory-based approach

Development of a framework of advocacy and communications analysis

Creation of a comprehensive coding structure

Photo: UN Women/Satu Bumi Jaya

2. FINDINGS ON ADVOCACY AND COMMUNICATIONS

The three key types of advocacy and communications activities (awareness-raising/campaigns/social mobilization) were covered in 138 evaluations (85 per cent of the sample). Table 3 shows awareness-raising is covered in most evaluations (118 evaluations; 73 per cent). UN Women's campaigns are covered in 93 evaluations (57 per cent) and social mobilization activities appeared in 77 evaluations (48 per cent); therefore, this is the area least extensively covered by evaluation findings.[5]

Table 3. **Coverage of advocacy and communication types**

TYPE	NUMBER OF EVALUATIONS (BASED ON TOTAL 162 REPORTS FROM 2018-2022)	FREQUENCY
Advocacy and communications	**138**	**85%**
1.1 Awareness-raising	**118**	**73**
Goodwill Ambassadors and celebrity allies	9	6%
Advocacy events	36	22%
Media relations/press release	42	26%
Social platforms and related content (videos, tweets, articles)	38	23%
1.2 Campaigns	**93**	**57%**
Awareness-raising campaigns	65	40%
Outreach campaigns with a focus on leave no one behind	20	12%
1.3 Social mobilization	**77**	**48%**
Action coalitions	17	10%
Establish forums or dialogues	41	25%
Mobilize and coordinate UN partners	20	12%
Support for Commission on the Status of Women	9	6%

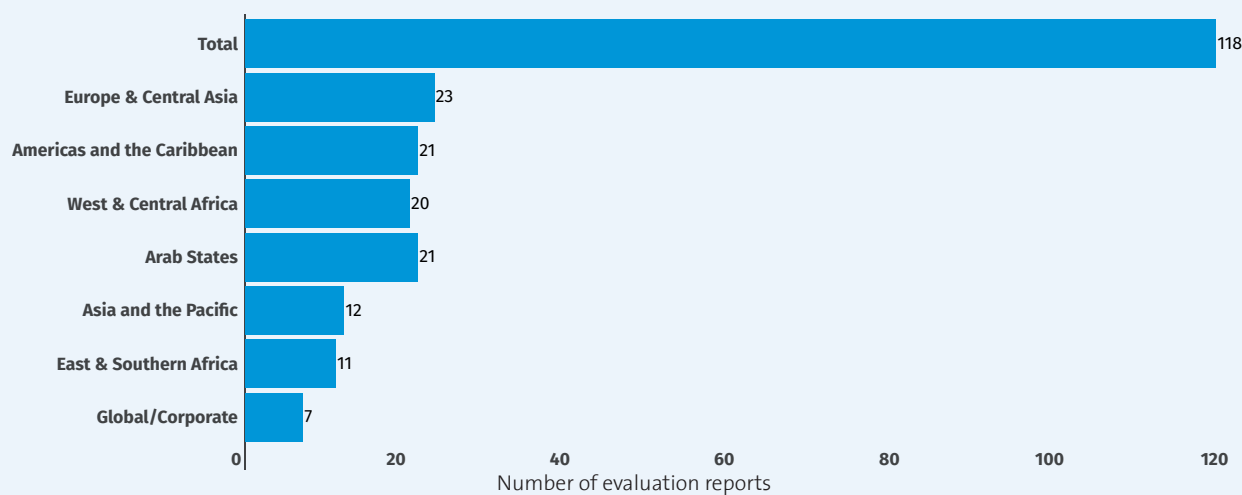Source: Compiled by UN Women IES

2.1 Awareness-raising[6]

UN Women employs a diverse range of awareness-raising initiatives to amplify its key messages on gender equality and to reach a wider audience of stakeholders. These initiatives also aim to change existing attitudes and norms that hinder women's empowerment. Some of these activities include facilitating awareness-raising dialogues; disseminating communications products in various formats such as videos or photography; actively engaging with gender equality advocates and champions; and utilizing multiple media channels and online platforms to disseminate key messages effectively. By equipping women and girls with knowledge about their rights, and information and tools about laws, policies and available services, UN Women aims to empower women and promote gender equality.

The review of the sample evaluation reports showed that UN Women's awareness-raising initiatives were well represented in the evaluation sample, appearing in 118 reports across all regions (see Figure 6), while there was some degree of variation in coverage by thematic areas (see Figure 7). There was some degree of variation in coverage by region. Europe and Central Asia, the Americas and the Caribbean region, the Arab States, and West Central Africa contributed the highest number of reports, followed by East and Southern Africa, Asia, and the Pacific, and corporate and headquartered-led evaluations. Ending Violence Against Women is the area with the highest number of reports with findings related to awareness-raising initiatives, followed by cross-thematic areas; Women, Peace and Security, Humanitarian Action and Disaster Risk Reduction; and Governance and Participation in Public Life.

5 When describing the frequency with which an observation was noted, the synthesis is consistent with previous reports in using the following metric: Most = over 75 per cent of the evaluations contributing to an observation/ finding; Many = between 51 per cent and 75 per cent; Some/ Several = between 20 per cent and 50 per cent; Few = less than 20 per cent.

6 During the conceptualization phase, it was determined that the meta-evaluation would include a section on awareness-raising initiatives covering the broad range of awareness initiatives applied by UN Women. It was also suggested there should be a stand-alone section specifically dedicated to the awareness-raising campaign, which aimed to facilitate a more explicit and detailed analysis of "awareness-raising campaigns".

Figure 6. Geographic coverage of awareness-raising initiatives in the evaluation sample

Source: Compiled by UN Women IES

Figure 7. Thematic coverage of awareness-raising initiatives in the evaluation sample
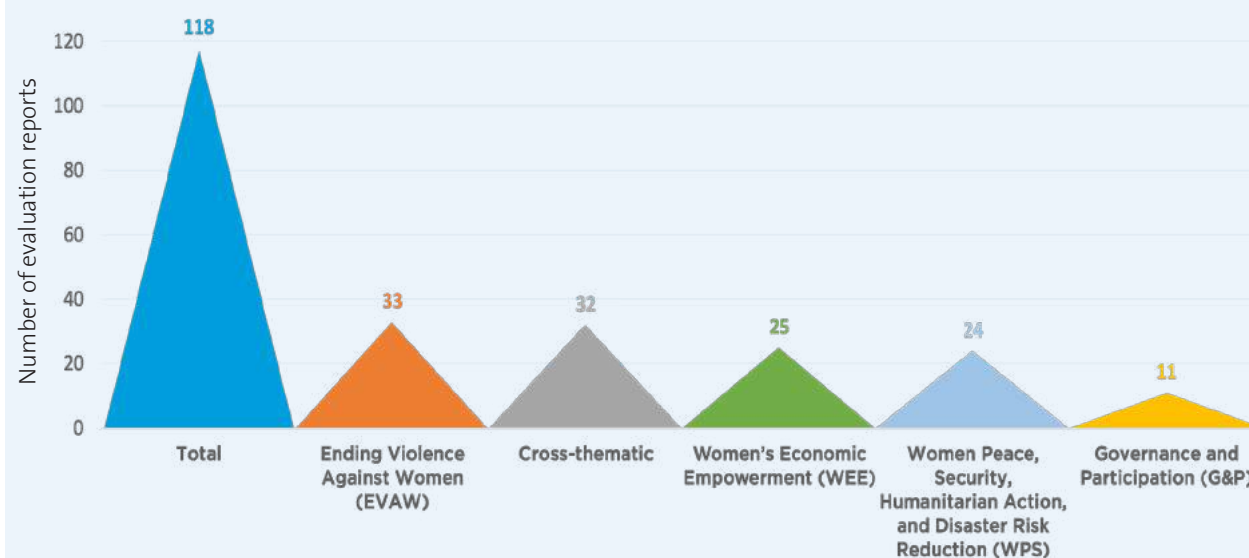
Source: Compiled by UN Women IES

Evaluations noted that awareness-raising initiatives were frequently organized in combination with other types of support, such as capacity-building initiatives, technical support provisions and knowledge product development, as part of broader thematic and programme approaches. One such example is the final evaluation report of the Transformative Financing for Gender Equality and Women's Empowerment program in Ethiopia (2021), which highlighted that awareness-raising events on public finance management were conducted for the Ministry of Finance to better understand gender-responsive budgeting in Ethiopia following development of the Gender Gap Analysis of the Public Finance Management System.

UN Women used various communication methods and channels to raise awareness about gender equality issues. These included community dialogues such as TV and radio shows, social media, photo and art exhibits, etc.

Evaluations highlighted that UN Women effectively used a combination of different channels to support interventions or a mix of online and offline events to amplify messages and reach a wider audience. In some instances, UN Women offices organized in-person events at regional and national levels, aligned with the launch of key initiatives or products at the corporate level. For example, following the launch of the HeForShe initiative at the global level, a public event was held at UNU in Tokyo in 2019 to launch the Japanese HeForShe website and promote HeForShe throughout Japan. The event was also attended by representatives of Shiseido, PricewaterhouseCoopers Japan, Unilever Japan and the Japan Football Association who were invited to speak and raise awareness of initiatives towards achieving gender equality (Evaluation of Raising Awareness among Young People in Japan, 2020). In Brazil, HeForShe Arts Week and HeForShe Congress, promoted by the Universidade Federal da Paraíba, were reported to have reached 1,000 people (Country Portfolio Evaluation in Brazil, 2022).

Country Portfolio Evaluation of UN Women Mozambique (2021)

UN Women contributed to the dissemination of human rights messages with a special focus on women and girls' rights and how harmful social norms contribute negatively to gender-based violence. This was done through face-to-face awareness-raising campaigns, mobile vehicle platforms, community lectures, radio and TV debates, public transport (Chapa das Manas), hairdressing salons, barbershops and markets. 300,000 people (two-thirds women and girls) were reported to have been reached through awareness-raising activities; and they increased their knowledge of discriminatory sociocultural practices against women and girls in selected districts.

A few evaluations also noted that UN Women leverages its partnerships and engages public gender equality champions or Goodwill Ambassadors to generate interest and raise public awareness of UN Women's work and its key messages. This potentially will help to build a critical mass that changes public discourse on various gender issues such as violence against women, gender stereotypes or harmful practices. For instance, the Country Portfolio Evaluation of UN Women Zimbabwe (2022) noted that community activism was boosted through the work of gender-based violence Community Ambassadors in one of the Spotlight Provinces. In Brazil, the UN Women Country Office appointed UN Women Goodwill Ambassador Camila Pitanga, a well-known actress; Advocates for Black Women's Rights, Kenia Maria and Taís Araújo; and Advocate for Ending Violence Against Women, Juliana Paes who collaborated for social mobilization through social media (Country Portfolio Evaluation of UN Women Brazil, 2022).

2.1.1 KEY RESULTS

Although there is limited evidence contained in evaluations to directly attribute changes in the lives of women and girls to awareness-raising initiatives alone (and this may also be linked in part to the constraints of a meta-synthesis where communication and advocacy were not the key areas of enquiry of most evaluations), many evaluations (n=61) have shown that such initiatives have contributed to increasing the awareness of women and girls of their rights and gender equality, as well as strengthening the capacity of key stakeholders while driving behaviour changes at the individual level. Additionally, these initiatives enhanced the visibility of UN Women's work and raised awareness of gender equality issues on a broader scale. For instance, in Nigeria, UN Women worked to raise awareness and prevent forced migration and trafficking, as well as promote an understanding of good practices in strengthening fair and safe migration. The Final Evaluation of Preventing Forced Migration and Trafficking in Women and Girls in Nigeria (2022) confirmed that public awareness was supported through traditional and social media and Nollywood[7] engagement to highlight the risks of trafficking and violence faced by women migrants. The results achieved by the project contributed to rising levels of public complaints about human trafficking cases and referrals, and the prevention of trafficking in Edo and Lagos states as potential victims of trafficking took action to evade the antics of traffickers. Another example is the UN Women joint project "Protective Communities," which sought to

build institutional capacities to protect girls, boys, adolescents and youth in the cross-border area between Ecuador and Colombia, which was affected by violence and armed conflict. In both countries, communication activities were carried out with children and adolescents through radio, photography, video and written media, giving them a voice and strengthening their leadership skills within their communities.

Several evaluations (n=27) found that UN Women's awareness-raising initiatives enhanced the awareness and capacity of women and girls, along with other national and local stakeholders such as government officials, the justice sector and community leaders. This was often achieved through disseminating knowledge and information on the rights of women and girls, accessible services and by providing tools and resources shared during the awareness-raising initiatives. Some evaluations (n=19) found that awareness-raising initiatives such as community and intergenerational dialogues and sensitization sessions that focused on harmful practices, specifically aimed at men and boys, played a part in changing attitudes and behaviour. At the same time, evaluations noted progress at an individual and family household level, but there was less evidence of behaviour changes at the community level. For example, the Country Portfolio Evaluation of UN Women Mozambique (2021) found that men-to-men sensitization sessions on the prevention of violence against women and girls and promoting dialogues through "Quinta da Malta", a men's safe space to discuss gender transformative leadership, were effective for behaviour change and fostering positive masculinity.

Awareness-raising initiatives also increased the visibility of UN Women's work and public awareness of gender-related issues (n=15). A few evaluations noted that UN Women incorporated different elements, such as video production, social media and press releases to ensure strong visibility. Online platforms such as Empower Women and iKnowPolitics, as well as social media platforms, were widely utilized to disseminate information, facilitate knowledge exchange and networking among users. Lastly, it was noted that these awareness-raising activities and advocacy initiatives could further contribute to the sustainability of achievements in terms of gender equality as stakeholders continue to discuss gender equality issues and potentially translate awareness into tangible improvements in the lives of women and girls.

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7 Nollywood refers to the Nigerian film industry.

2.1.2 KEY TRENDS

Evaluations also highlighted innovative approaches and trends seen in UN Women's awareness-raising initiatives. In the sample, some evaluation reports highlighted the development of digital initiatives, video games and virtual platforms that enabled UN Women to reach a more significant number of people, scale up activities and have more impact, often with fewer resources. For instance, the Tsiunas video game was designed and developed by the University of Cauca in Colombia under the programme "Superando la violencia contra las mujeres para el goce efectivo de sus derechos."[8] The idea of video games was to shift patriarchal norms and promote co-responsible masculinity by asking gamers to confront fictional situations that represent attitudes or beliefs that justify gender inequality or violence The game has been promoted in school classrooms to challenge attitudes and behaviours that normalize violence against women.

Another example of a digital initiative was noted by the *Final Evaluation of the Strategic Note of UN Women Mexico (2019)* where the UN Women Country Office, in partnership with INMUJERES, developed a digital platform "Mexico towards equality" within the framework of the project "Institutionalization of Public Policies and Budgets for Gender Equality at the Federal and State Levels". The platform aimed to highlight the progress made in Mexico's 32 states in terms of gender mainstreaming regulatory, public policy, budgetary and accountability instruments.

Evaluations also noted that online platforms such as Zoom or Google Meet encouraged participation, especially for those beneficiaries who may otherwise experience difficulty in accessing a UN Women initiative. Mobile social media groups such as WhatsApp groups were also widely utilized, where beneficiaries shared resources, information and other opportunities in real time. However, limited evidence was available from evaluations regarding any increased reach through digital initiatives and social media and tangible changes and results at the individual level.. The monitoring of digital initiatives has not been adequately developed in order to be able to assess whether there had been change. Similarly, the corporate formative evaluation of UN Women's approach to innovation noted that the development of online and digital initiatives was observed in several UN Women Country Offices during the COVID-19 pandemic. Evaluations also cautioned that ensuring the meaningful access, uptake and effectiveness of digital initiatives is critical, but this process was not always present.

2.2 Campaigns

Campaigns are an important part of UN Women's communications strategy to promote gender equality, social norms change, awareness-raising and behaviour change. UN Women used a variety of initiatives at global, regional and country levels, designing campaigns to reach a large audience. For example, general UN Women's flagship initiatives (HeForShe campaign, UNiTE Campaign, 16 Days of Activism) as well as special social media outreach campaigns focusing on specific issues at the country level such as child marriage in Pakistan; initiatives for women and girls with disabilities in Georgia; or door-to-door campaigning in Egypt, encouraging women to obtain the identification card. As with general awareness-raising initiatives, UN Women's campaigns intended to change existing attitudes and norms that hinder women's empowerment and raise awareness of women's rights and the intersecting forms of gender discrimination.

The review showed that UN Women's campaigns are well represented in the evaluation sample, appearing in 93 reports across all regions. There was some degree of variation in coverage by thematic areas (see Table 8 and Table 9). In terms of geographical coverage: The Americas and the Caribbean region, Europe and Central Asia, Asia and the Pacific contributed the highest number of reports, followed by East and Southern Africa, West Central Africa, Arab States, and corporate and headquarters-led evaluations. The cross-thematic area had the highest number of reports (30 reports) with findings related to campaigns, followed by Ending Violence Against Women, Women's Economic Empowerment, and Women, Peace and Security.
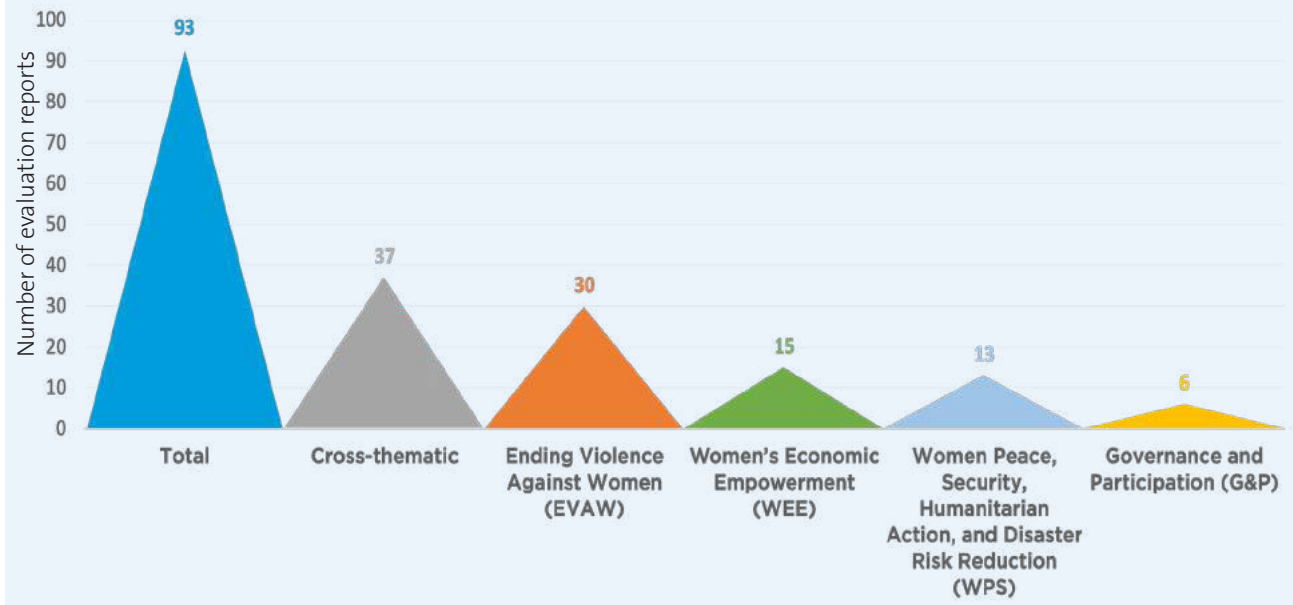
Figure 8. Geographic coverage of campaigns in the evaluation sample

Number of evaluation reports
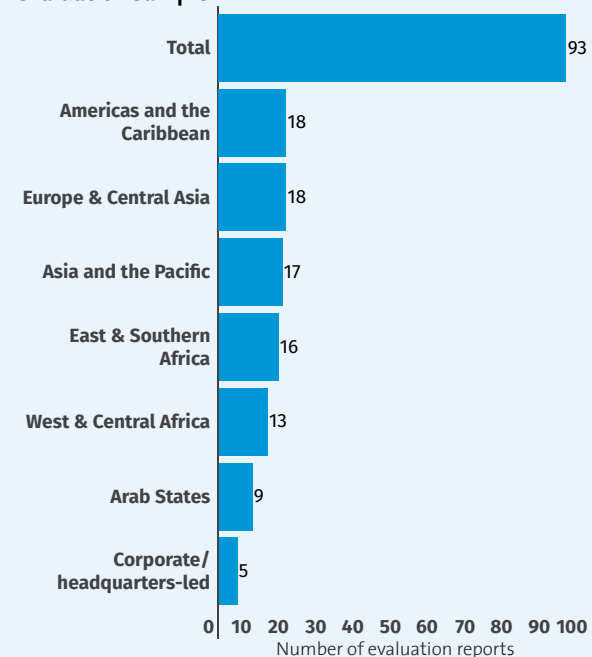
Source: Compiled by UN Women IES

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8 Overcoming violence against women to effectively enjoy their rights.

Figure 9. Thematic coverage of campaigns in the evaluation sample (number of evaluation reports)

Source: Compiled by UN Women IES

A review of the sample showed that UN Women's campaigns were organized as part of a communications strategy for long-term behavioural change and awareness-raising, with a special focus on marginalized groups of women. One such example is the "Celebrating the lives of Ladies with Albinism" campaign which was designed to promote the inclusion of vulnerable groups and bring to light the often-invisible violence against women with albinism in Malawi.

UN Women was active in creating partnerships with civil society and the private sector to conduct campaigns and advocacy initiatives. For instance, as part of the HeForShe campaign, UN Women worked with the Chamber of Women Entrepreneurs and Private Sector Federation on the Gender Seal programme in Rwanda. This collaboration addressed gaps in women's access to information in the financial sector.

UN Women used a variety of communication methods to conduct its campaigns, including social media, online platforms, newsletters, key influencers and pro-bono partnerships. For instance, the Country Portfolio Evaluation and Audit of UN Women Pakistan (2021) noted that social media campaigns on child marriage and dowry generated massive engagement around these issues thanks to the participation of key influencers and pro-bono partnerships with global advertising agencies with a local presence. The Country Office reported that the campaigns reached an astonishing number of impressions: 500 million for the 2017 Bridal Uniform campaign; 800,000 for the Stop Jahez Khori (Stop Dowry Mongering) campaign; and 8.2 million for the bridal fashion campaign NUMAISH—A Pledge Against Dowry. The Bridal Uniform campaign also received numerous international awards such as at Cannes Lions, Dubai Lynx, Spikes Asia and Clios Awards.

UN Women extensively used campaigns to engage men and boys to raise awareness of gender equality and social norms change. For instance, the evaluation of the project "Raising Awareness of Gender Equality among Young People" (2020) confirmed that the promotion of the HeForShe campaign within Shiseido created opportunities for the company to engage men in promoting gender equality. The partnership with UN Women encouraged not only the employees of Shiseido in Japan to promote gender equality but also employees in different countries worldwide.

In Georgia, UN Women used the innovative advocacy campaign in partnership with the Georgian Rugby Union to promote gender equality and zero tolerance for violence against women.

UN Women also places a special focus on youth to change underlying norms and values. The Country Portfolio Evaluation of UN Women Papua New Guinea (2019) noted that the Sanap Wantaim campaign leveraged the outreach capacity of youth-focused non-profit organizations, aiming to change the underlying norms and values that normalize and uphold widespread violence against women and girls in Port Moresby. The campaign contributed to creating cohesion and shared values of equality and mutual respect among targeted youth; had a "life-changing" impact according to its youth leaders and mobilizers; and showed promise for changing attitudes and behaviours that currently lead to violence against women and girls.

2.2.1 KEY RESULTS

Campaigns run by UN Women have contributed to important results, although there is a limited number of evaluations have covered them in sufficient detail to confirm the evidence. Several evaluations (n=34) found that UN Women's campaigns have contributed to changes in attitudes and behaviours, engaging men and boys. For instance, community awareness-raising for men programmes such as the HeForShe campaign, where men are recruited to work as advocates against gender-based violence, enhanced gender equality and women's empowerment (Country Portfolio Evaluation of UN Women Liberia, 2018). Targeting men and boys in the HeForShe campaign to become agents of change for the achievement of gender equality also supported the increasing willingness of male traditional leaders to allow women to participate in local peace-building processes in Mozambique.

The Evaluation of the Joint Programme on Gender Equality in Georgia (2021) also confirmed that the innovative advocacy campaign of UN Women in partnership with the Georgian Rugby Union was effective at shifting social norms, engaging men and boys in dialogue with nationally recognized sports heroes about the role of men, how to handle anger and conflict and bringing attention to violence against women.

Another example is the Evaluation of the Programme "Win-Win: Gender Equality Means Good Businesses" (2021), where UN Women in Brazil promoted co-responsibility in care work through various campaigns. As part of a video campaign, male CEOs and senior managers from four Win-Win countries (Costa Rica, Uruguay, Argentina and Chile) were filmed giving tips on care and domestic duties, promoting co-responsibility. On International Human Rights Day 2020, Brazil's Win-Win team engaged CEOs (from EY, Unilever and BASF) to contribute to a video on what human rights mean to their companies. Similarly, in mid-2021, Uruguay developed the "Dodgers" campaign, highlighting how the lack of co-responsibility in unpaid domestic work and care duties by men in cohabiting heterosexual partnerships affects women's professional development.

Many evaluations mention the global UN Women's HeForShe campaign as an innovative and well-received campaign by a wide range of partners and beneficiaries. The Country Portfolio Evaluation of UN Women Nigeria (2020) confirmed that the HeForShe campaign stood out as an effective vehicle in securing a commitment from male champions across social, political, economic and cultural spectrums of society. Indeed, the involvement of men and boys and traditional leaders as champions effectively raised awareness and ownership of interventions. However, the evidence of social norms change in the wider community is limited, implying that more work is needed to address harmful gender social norms at the family and community level.

Several evaluations (n=17) found that UN Women's innovative awareness-raising campaigns worked to shift the social narrative towards the empowerment of women and to provide an entry point for discussion of controversial topics such as gender-based violence, property rights, mental health, disabilities and motherhood. The campaigns were conducted in collaboration with UN partners and raised women's awareness by breaking the "culture of silence" and openly discussing gender inequality. For instance, the Knocking Doors Campaign, supported by UN Women, was considered an effective approach in encouraging women in Egypt in partnership with goverment and rural women leader to obtain national ID. Rural women leaders went door to door to talk to women and their families and the response to the campaign exceeded action targets expectations for registering women *(Evaluation of Securing Rights and Improving Livelihoods of Women Action project, 2018)*.

Another example is the Safe Cities programme in Mexico, where in partnership with local government, academia and civil society organizations (CSOs), UN Women implemented the campaign #ItIsNotForMen (#NoEsDeHombres) on the Mexico City metro system. The campaign was aimed at men to "denormalize" sexual harassment and other forms of sexual violence against women and girls in public spaces. The campaign was reported to have reached slightly over 1.8 million people (28 per cent of the metro's regular users in Mexico City).

UN Women also used its comparative advantage in UN system coordination for gender equality (n=11), participating successfully in joint programme campaigns to raise public awareness. For instance, the joint programme campaign "We Need Equality," implemented by UN Women together with UNFPA and UNDP in Georgia, brought media and public attention to the barriers that women face in the world of work and how these barriers affect female participation in the labour force (Mid-Term Evaluation of the Joint Programme for Gender Equality in Georgia, 2019).

UN Women's leadership was highlighted in the framework of the United Nations Secretary-General's UNiTE by 2030 to End Violence Against Women campaign and the 16 Days of Activism in Paraguay. These initiatives reached approximately 8,800 people through the UN Facebook fan page. More than 40 journalists shared images of Orange Day on TV shows, social media and APF matches, where soccer players carrying UNiTE banners were reported to have reached 45,000 viewers (Country Portfolio Evaluation of UN Women Paraguay, 2020).

Another example of joint UN efforts is the programme "Transforming Social Protection for Persons with Disabilities in Georgia" (2022). The programme involved six UN agencies (UN Women, UNDP, UNICEF, OHCHR, UNFPA and WHO) supporting the popular social media platform "Women from Georgia". In launching a new initiative for women and girls with disabilities, the campaign's goal was to enhance the visibility of women and girls with disabilities and their contribution to society; raise awareness of their rights; and the intersecting forms of discrimination they face based on gender and disability. The campaign highlighted the stories of 15 women and girls with disabilities, of different ages and needs from various regions of Georgia. They spoke about professional development, employment, violence and other challenges. The campaign generated broad outreach, reaching up to 600,000 social media users throughout its short lifespan.

Overall, campaigns effectively increased public awareness of eliminating violence against women and girls (n=16) and further contributed to policy development, mainly through media engagements, press briefings, policymakers and community engagements. For instance, the Final Evaluation of the Joint Programme on Advancing and Sustaining Gender Equality Gains in Rwanda (2018) confirmed that the HeForShe campaign increased awareness of the role men have to play in the promotion of gender equality. Many advocacy achievements of the programme can be attributed to the development of the National Advocacy and communications Strategy on Gender Equality in Rwanda.

Another example is the Generation Equality campaign in Tanzania, where the Country Office worked with various partners, including the government, development partners, youth-led organizations, women's rights organizations and the private sector to raise awareness and strengthen actions for gender equality. These initiatives helped influence broader discussions within the country, subsequently contributing to the government's commitment to co-lead the Generation Equality Action Coalition to Economic Justice and Rights and create a new ministry.

Another successful advocacy campaign, "Sahi Ho!" in Nepal was organized to raise policymakers' awareness of the importance of empowering women. Through the advocacy campaign, more than 10,760 community members, including community leaders, men and boys, adolescents, youth, and federal and local decisionmakers were reported to have been reached through various community-based and national-level activities (Women's Economic Empowerment Programme Thematic Evaluation, 2019).

2.2.2 Key trends

Many evaluations confirmed that the campaigns which used social media platforms (Facebook, Instagram) were particularly effective in raising public awareness, especially when conducted in the local language and with support from local influencers. Various arts and sports-based events were used as creative approaches to deliver complex messages on controversial topics, including football tournaments (Egypt and Morocco); swimming activities involving boys and girls together, and photography competitions (Morocco); murals (Palestine); interactive theatre (Egypt, Palestine, and Morocco); film and music (Egypt and Morocco); and role plays (Morocco). Such approaches were considered innovative and more engaging, appealing to younger people and rural audiences. They effectively raised awareness, challenged stereotypes, provoked public debate and addressed gender issues in rural or more conservative communities (Final Evaluation of the UN Women's regional MENA programme "Men and Women for Gender Equality," 2022).

Evaluations also highlighted the positive impact of grass-roots approaches to raise awareness and influence behaviours. These initiatives were usually small-scale and could have a much greater impact if scaled up and replicated in a larger number of communities. For instance, the Evaluation of Ending Violence Against Women in the Western Balkans and Turkey (2020) highlighted that the door-to-door campaigns on early marriage implemented in Kosovo[9] and the peer-to-peer campaign on how to access justice services among refugee and migrant women in Turkey[10] had positive results and were well received by stakeholders. The evaluation suggested that the initiatives that included working with men, especially fathers, should be replicated in other countries and scaled up.

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9 For UN Women, references to Kosovo shall be understood to be in the context of UN Security Council Resolution 1244 (1999).
**10** The Republic of Türkiye changed its official name from The Republic of Turkey on 26 May 2022.

2.3 Social mobilization

Social mobilization is an integral part of UN Women´s advocacy and communications work, together with awareness-raising and campaigns. While distinct, these strategies are often deployed in tandem to reinforce each other towards their stated goal. Review of the sample evaluation reports showed that UN Women´s social mobilization work is moderately represented in the sample as it appears in 77 of 162 reports (48 per cent) across all regions, less often than awareness-raising (73 per cent) and campaigns (57 per cent). Geographically, social mobilization has been used mainly in Asia and the Pacific, Europe, and Central Asia, followed by Americas and the Caribbean, and Eastern and Southern Africa (see Figure 10). Social mobilization has been used cross-thematically and in connection with Women, Peace and Security, followed by Ending Violence Against Women and Women's Economic Empowerment (see Figure 11).

Figure 10. Geographic coverage of social mobilization in the evaluation sample
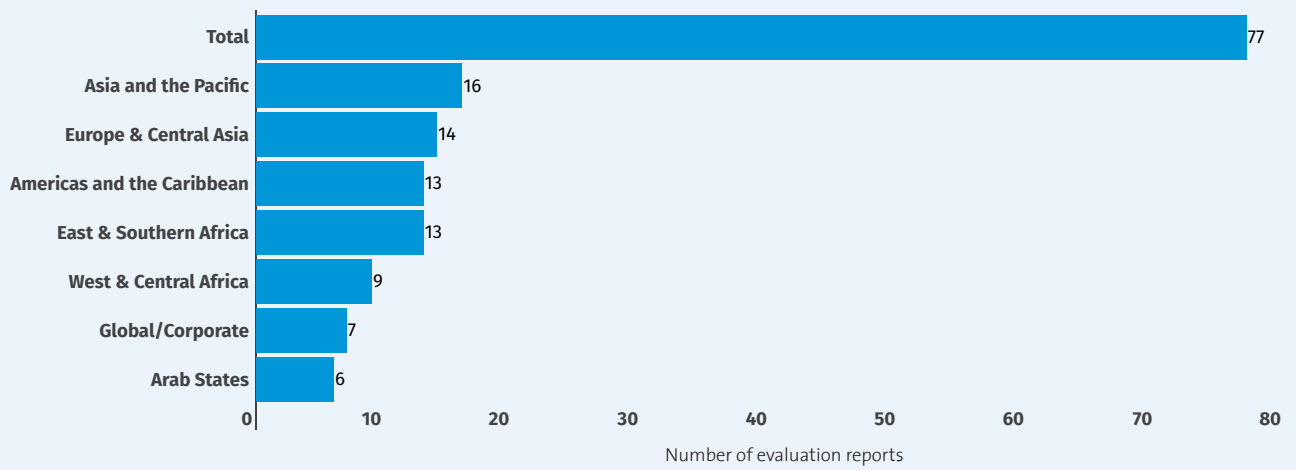
Source: Compiled by UN Women IES

Figure 11. Thematic coverage of social mobilization in the evaluation sample
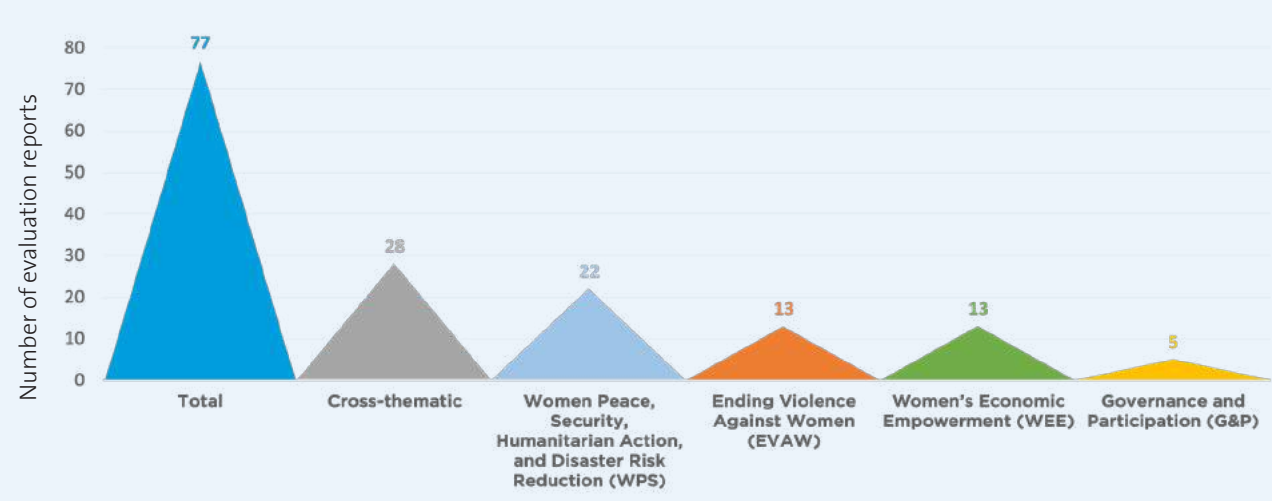
Source: Compiled by UN Women IES

UN Women supported social mobilization initiatives in various forms. The majority of sample evaluation reports (n=41) recounted the organization of forums or dialogues with key stakeholders at global, national and community levels. These opportunities for dialogue provided a platform for women to raise their concerns and foster awareness and understanding of their needs. For example, in northern Uganda in 2020, UN Women organized a two-day dialogue under the theme "The South Sudan Peace Process; the role and prospects for refugee women".

It was attended by a total of 105 (88 women and 17 men) South Sudan refugee women and girls in Uganda and key decision-makers participated.

In Thailand, in the southern border provinces, UN Women organized social dialogue sessions where vulnerable and marginalized women were provided with a platform to discuss their experiences and perspectives with state security officials, which helped to engage women in the peacebuilding process and to sensitize state officials towards women's priorities.

In Albania, a community-based scorecard network made up of national and local CSOs facilitated dialogue between candidates in the 2013 and 2017 national elections and in the 2015 local elections to include women and men's needs in their electoral programmes, and monitored the promises of the winning candidates. These forums or dialogues underscore UN Women´s convening role, and its capacity to mobilize both high-level stakeholders and the voice of women through strong partnerships with women-led and women´s rights organizations.

A few sample reports (n=17) mentioned the creation of action coalitions, including the Generation Equality Action Coalition on Technology and Innovation and the EQUALS Global Partnership. The evidence showed that action coalitions are diverse in nature: they are developed at the global, national and local levels; engage a wide range of actors from public, private and non-profit sectors; and involve a diverse set of activities, including research, communications, capacity-building, awareness-raising and monitoring of commitments, among others. For example, the Generation Equality Action Coalition on Technology and Innovation for Gender Equality, which aims to reduce by half the gender digital divide across generations by accelerating access to digital technologies and universal digital literacy, brought together governments, UN agencies, CSOs and the private sector as gender equality champions.

In Nepal, UN Women engaged with National Youth Gender Activists to drive youth mobilization at the community level as part of the Generation Equality campaign. In Mexico, UN Women partnered with Facebook through the global initiative "#She means business" to raise awareness of women´s role in the economy and to celebrate trailblazing women entrepreneurs.

At the sub-national level, UN Women supported the strengthening of the Network of Elected Women of Meta and the creation of the Inter-Party Women's Table of Cauca in Colombia to advance women´s political participation by strengthening networking among women politicians across party lines and the development of agreements and joint workplans, in addition to building capacities.

Several evaluation reports (n=20) pointed to the mobilization and coordination of UN partners, particularly around key dates for women´s rights, such as the 16 Days of Activism against violence against women; and for key processes, such as reporting to the Committee on the Elimination of Discrimination Against Women and participation in the Commission on the Status of Women (CSW). Joint programmes are also mentioned as evidence of coordination efforts by UN Women with other UN system agencies.

For example, in Mozambique, the Spotlight Initiative "Accelerating the Prevention and Response to SGBV and Early Marriage for Adolescent Girls and Young Women" established and strengthened community advocacy platforms to develop community dialogues, public information and advocacy campaigns to promote gender-equitable norms, attitudes and behaviours, including on women and girls' sexuality and reproduction, self-confidence and self-esteem, and transforming harmful masculinities.

A few sample evaluation reports (n=9) referred to support for CSW. Support for participation in the CSW expresses UN Women´s social mobilization work through fostering engagement in policy dialogues among member states, women´s rights organizations and experts. UN Women also enhanced capacities for evidence-based advocacy among women´s organizations; facilitated participation in the conference (and other inter-governmental processes); and organized relevant side-events to discuss issues critical to the gender equality agenda. For example, using the Arab Charter of Human Rights and the Convention on the Elimination of All Forms of Discrimination Against Women as entry points, UN Women and other agencies engaged with the League of Arab States, resulting in a common position – the Arab Declaration – at CSW 63 and an announcement of intent for an Arab Convention to End Violence Against Women and Girls. Furthermore, youth networks supported by UNDP, UNFPA and UN Women came together for a regional youth workshop on eliminating violence against women and girls in the Arab States to promote youth empowerment and engagement in social change.

UN Women Brazil facilitated the participation of black and indigenous women at CSW 61 and other intergovernmental meetings. One key result of this work was the inclusion of a specific paragraph on Afro-descendant women in the CSW agreed conclusion for the first time. This was done through capacity development with black women and engagement with the Brazilian Government. The contribution of UN Women to the black women's movement in Brazil was notable in opening space for dialogue and building confidence of leaders for a greater sense of empowerment in key forums, as reported by black women leaders consulted by the evaluation team. UN Women India organized two pre-departure meetings with women's rights groups, which included Asia-Pacific gender equality advocates, to discuss key issues and strategies for effective civil society participation at CSW 61, resulting in a set of inputs for the draft CSW Agreed Conclusions presented to the national women´s machinery. UN Women also successfully collaborated with the Southern Africa Development Community and UNAIDS to secure a new resolution on Women, the Girl Child and HIV/AIDS at CSW 60.

2.3.1 KEY RESULTS

A review of the sample evaluation reports showed that several evaluations (n=25) identified the development of new alliances as a key result. Examples of new alliances linked to social mobilization responded to different contexts and circumstances but have advancement of gender equality at their core. Actors involved ranged from national and local governments to CSOs, the private sector, the UN system, academia, faith-based and community-based organizations, and marginalized groups, such as women workers, migrants and refugees, among others. For example, in Kyrgyzstan, UN Women´s support led to the establishment in May 2021 of the Women Migrants Network, a dialogue and advocacy platform that facilitates the engagement of women from the Kyrgyz diaspora working abroad and women migrants in the country. The platform played a key role during the COVID-19 pandemic in providing financial support for health care and is working to advance the gender equality and women´s empowerment agenda in migration policy.

In Albania, UN Women supported the establishment and strengthening of Alliances of Women Counsellors at the local level: 15 such alliances came together under the National Network of Alliances of Women Counsellors with a common gender equality agenda. Two Alliances of Women Counsellors in Tirana and Elbasan set up Gender Equality Commissions, developing pro-women policies targeting vulnerable women and heads of households through tax breaks and special incentives.

In Guatemala, UN Women and the Ministry of Economics launched the National Coalition for Women's Economic Empowerment in March 2020, a multisectoral alliance between the government, private sector, civil society, academia and the diplomatic corps to put women at the centre of the national agenda and to advance their rights.

In 2021, UN Women Tanzania launched the HeForShe Alliance to advance women´s rights and gender equality, with the participation of the President of Zanzibar as the first African leader to join other global leaders as a champion. This led to a public commitment to appoint more women to leadership positions, resulting in the appointment of a female Chief Secretary of the Government of Zanzibar for the first time since independence and creating a new ministry – the Ministry of Community Development, Gender, Elderly and Children.

Finally, in Egypt, within the framework of the Women´s Employment project, UN Women partnered with CARE at the national level and with community-based organizations at the local level, leveraging their experience and networks for women´s economic empowerment, thereby ensuring broad community outreach and mobilization of volunteers to discuss gender-related issues, which were reported to have reached over 6,000 community members (4,310 women and 1,910 men) (Final Evaluation of Promoting Women's Employment by Creating Safe and Women-Friendly Workplaces Programme, 2018).

Mobilization of communities is the second most frequently reported result (n=11), often linked to positive changes in attitudes and behaviours at individual and community levels around violence against women and entrenched social norms that discriminate against women more broadly. There are references to increased confidence, empowerment and development of critical thinking among those mobilized, as well as increased cohesion and trust derived from creating shared spaces. The range of actors involved at the community level is quite wide, including women, men, youth, the elderly, refugees, people with disabilities, community leaders, members of parliament, leaders of religious and faith-based organizations, media, police, local authorities, schools, private sector, CSOs and women´s organizations, among others. A few initiatives sought out the engagement of men and boys to mobilize communities and raise awareness and rely on activities such as theatre, puppetry, edutainment and sports.

In Kenya, for example, the Women´s Leadership, Empowerment, Access and Protection in Crisis-Response (LEAP) project addressed the prevalence of sexual gender-based violence, discriminatory gender norms and barriers to the economic rights of women refugees and host communities by sensitizing approximately 25,600 community members on gender equality, human rights and sexual gender-based violence prevention through an International Women's Day event, community dialogues and sports tournaments. By targeting beneficiaries from refugee and host communities, the project facilitated the establishment of networks across the divide (host/refugee), which contributes to cohesive living. Evaluation of the Women´s Leadership, Empowerment, Access and Protection in Crisis-Response project (2020) confirmed that 85 per cent of community male elders, men and boys from the refugee and host communities reported having applied their skills to champion gender equality and the empowerment of women in their communities after participating in these advocacy events and dialogue forums. This was reported to have contributed to changing male behaviours towards a gender-equal society.

In Uganda, men and boys were mobilized in 21 districts to debate and act on increasing cases of violence against women and girls and harmful practices. In Kyrgyzstan, UN Women used mass media, interpersonal communication and community mobilization to raise awareness about laws prohibiting bride abduction and early marriages; foster greater acceptance of the concept of gender equality; and change patriarchal social norms, contributing to its goal of reducing gender-based violence in target communities.

In Sierra Leone, UN Women was reported to have contributed to peace by mobilizing community and social networks to support women's participation; institutionalizing women's agency to actively contribute to a culture of dialogue and non-violence; and by strengthening the capacity of political institutions to integrate women's rights and gender equality principles for sustained conflict prevention over the electoral cycle. Another example was in Burundi, where community network members were reported to have organized 543 annual gender-based violence awareness sessions in nine communes. This community-based approach reported supporting in part 15,000 local women mediators sensitized to carry the message of prevention and fight against gender-based violence to the most remote corners of the country.

In contrast with community mobilization, references in evaluations to movement building were minimal, with the Brazil Country Office highlighting its work with national or regional social movement networks as a strategy to ensure widespread territorial reach across the country. Among those supported were the National Federation of Domestic Workers (FENATRAD), the National Association of Ancestral Indigenous Women Warriors (ANMIGA), the first indigenous women's network and women human rights defenders. Black feminists and quilombola[11] women were also supported.

> **HIGHLIGHT**
>
> **Final Evaluation Report: Stepping Up Solutions to Eliminate Violence Against Women and Girls in Asia and the Pacific (2021)**
>
> Interviewees noted that, through building social networks with a common purpose, the Community Mobilization project had enabled them to develop more confidence in speaking out against violence so they would be supported within their communities. Interview data for this evaluation suggest that the Community Mobilization work in Viet Nam contributed to positive outcomes among both male and female community members across rural and urban settings. The data indicate positive changes in attitudes, behaviours, and the capacity to safeguard against violence within their families and communities."

A few reports also identified enhanced awareness and capacities among diverse groups of women and increased public awareness of gender equality as key results, mostly around gender-based violence and stereotypical gender norms. In Nigeria, advocacy activities at the community level within the framework of a 2022 project on security sector reform increased awareness of gender-based violence, leading to more cases being reported by victims.

In Malawi, community awareness sessions and intergenerational dialogues implemented between 2018 and 2021 as part of the women´s economic empowerment programme led to increased knowledge of adverse social norms and harmful traditional practices and an incipient recognition by communities and women themselves of traditional practices and social norms that influence women´s rights. In the Eastern Caribbean, social mobilization initiatives were evaluated to be "*generally very effective in raising awareness of social norms, beliefs and values that encourage gender-based violence.*"

Enhanced capacities of national stakeholders to monitor, prevent and mitigate violence against women were also identified in a few evaluation reports (n=4). In Nigeria, for example, the Security Sector Reform project enhanced national and state-level stakeholders' knowledge and capacity of gender equality and the empowerment of women. It provided a platform for women at the community level to address gender-related challenges in various communities. In Kyrgyzstan, the Women Peace Network enhanced its monitoring and implementation capacity for the women's peace and security agenda road map and national gender policies. In partnership with UN Women, the General Union of Palestinian Women carried out community outreach interventions, and mobilized the National Coalition on the Implementation of UN Security Council Resolution (UNSCR) 1325, ensuring the participation of civil society in the development of the National Action Plan on implementation of UNSCR 1325.

> **2.3.2 KEY TRENDS**

Based on evaluation reports, the use of multi-stakeholder dialogues at all levels to bring women and their needs into conversations to influence policy decisions appears the most widely used form of social mobilization. Whether supporting women´s participation in global policy forums or creating opportunities for dialogue with local leaders at the community level, these spaces provided a platform for women´s voices to advance gender equality. Similarly, evaluations showed that community mobilization also played a key role in raising awareness about the situation of women and fostering changes in social norms to combat entrenched gender stereotypes and discrimination. Finally, it is worth noting the references to the importance of social media and the development of mobile-friendly content to expand outreach of social mobilization initiatives.

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11 A quilombola is an Afro-Brazilian resident of quilombo settlements first established by escaped slaves in Brazil.

3. ENABLING FACTORS

The review of the sample evaluations revealed several enabling factors that facilitated the effectiveness of UN Women's awareness-raising initiatives, campaigns and social mobilization.

One key factor was the establishment of strategic partnerships with various actors such as government partners, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities. Collaborating with these partners allowed UN Women to pool resources and expertise, creating a multiplier effect that enhanced the impact of advocacy and communication efforts. For instance, the UN Women's Country Office in Albania partnered with private sector companies, including Vodaphone, Anabel magazine and Bank Intesa to mark the 16 Days of Activism against Gender-based Violence and raise awareness around violence against women, and cultural norms and stereotypes. Intesa Sanpaolo Bank displayed the campaign's key messages in all their ATMs across Albania.

UN agencies have also played a key role in fostering collaboration, using complementary expertise; allowing knowledge transfer; increasing ownership across duty bearers; and supporting more coordinated awareness-raising campaigns. UN Women also successfully established pro-bono partnerships, creating a multiplier effect that enhanced the impact of awareness-raising efforts. For instance, working with the J. Walter Thompson advertising agency in Mexico on the execution of the #NoEsDeHombres campaign or collaborating with Shiseido and its employees in Japan raised levels of awareness and incorporated the perspective of men in promoting gender equality.

Strategic partnerships with various actors and the use of champions or influential partners as gender equality advocates further enhanced the impact of advocacy and communication efforts. For instance, in the Knowledge Gateway initiative for Women´s Economic Empowerment, over 200 champions from 64 countries played a key role in leading and extending the initiative's outreach at the national level. The engagement of youth gender equality activists as champions to drive youth mobilization was also highlighted, for example, in connection to the Generation Equality campaign; as was the engagement of influential partners or high-level stakeholders, of men and well-known community groups or leaders, such as mothers' groups and traditional leaders.

Another example is the HeForShe campaign in Ukraine (2021), which engaged leaders from diverse and influential fields, such as academia, sports, the arts, the private sector, government and others, to serve as public advocates for change and to commit to concrete progress towards gender equality. The campaign in Ukraine provided opportunities for a younger generation of activists, as well as marginalized groups, to get involved. The media, social media and universities were vital in reaching these target audiences (Final Evaluation of Enhancing Accountability for Gender Equality and Women's Empowerment in National Reforms, Peace, and Security in Ukraine, 2021).

Regarding strategic partnerships, building multisectoral or diverse alliances was highlighted as a good practice that promotes the engagement of a wide range of actors to rally around gender equality, as was leveraging each partner's experience or comparative advantage. For example, in a project promoting women´s employment in Egypt, working with a network of local partners composed of community-based organizations already active inside their communities enabled UN Women to reach more beneficiaries on the ground to discuss and raise awareness on gender-equality related issues. Another example is the establishment of intergenerational dialogues, as in Malawi, through girls' clubs, mothers' groups, HeForShe clubs and traditional leaders' forums, which discussed deep-rooted social norms that perpetuated violence against women and girls. The approach to social mobilization using self-help groups in Georgia was also identified as highly effective in increasing women's participation in economic activities, facilitating their engagement in self-employment by building on their existing experience (unpaid childcare and elderly care work).

Further, engaging men and boys, elders and youth, and traditional leaders at the community level was crucial in changing social attitudes and creating more supportive environments for women and girls at individual, family and community levels. The involvement of community-based organizations, local champions and gender advocates also proved effective in empowering women in marginalized communities to assert their rights.

Another enabling factor was UN Women's adaptive and comprehensive approach to implementing its awareness-raising initiatives which was mentioned in many evaluations. The ability of UN Women's initiatives to adapt to regional and national contexts, increasing their contextual applicability and usability, was cited as a critical strength of UN Women's advocacy and communication initiatives.

This factor helped expand campaigns' reach and contributed to awareness-raising. For instance, the findings from the Gender-Responsive Cluster Evaluation in Ukraine (2021) suggested that UN Women used survey results to inform its advocacy and communications campaigns and helped to create awareness-raising events during the 16 Days of Activism campaign aimed at challenging gender-based violence in the country. These strengths were particularly evident during the COVID-19 pandemic when national or local/community-based activities were paused or cancelled.

Many evaluations highlighted the strength of UN Women in adapting its advocacy and communication efforts to COVID-19-related challenges and adjusting some activities in the face of unexpected problems. Several evaluations highlighted that UN Women's ability to adapt and tailor its awareness-raising initiatives to changing circumstances significantly impacted their effectiveness and relevance. In some instances, this was achieved by continuing advocacy efforts through social media campaigns, online information sessions and radio broadcasts. In some countries, UN Women reallocated its resources to develop policy briefs and guidance on gender-responsive COVID-19 responses. For instance, the Final Evaluation of the joint project "Empowering Youth for a Peaceful, Prosperous and Sustainable Future in Kosovo" (2021) showed that the outreach campaign to attract youth in the north through employment centres was particularly difficult as young people were often not registered with local authorities. The project team effectively contacted vocational centres to implement the campaign in response to this issue.

UN Women also ensured inclusion during the COVID-19 pandemic and adjusted its efforts to spread health information in the Roma language to reach those who did not understand Albanian or English. In Pakistan, UN Women used an adaptive approach, conducting radio campaigns about COVID-19 after survey results (2,512 respondents) indicated that women were less likely to receive information than men due to limited cell phone ownership, access to the Internet and educational attainment.

Several enabling factors were identified in the sample evaluation reports regarding social mobilization. One was the creation of multi-stakeholder platforms for dialogue or working groups, as was the case in North Macedonia for designing gender-sensitive agricultural policies, and in Cameroon for providing adequate care for refugee and internally displaced women and girl victims of sexual gender-based violence. According to the evaluation reports, these multi-stakeholder mechanisms created new and more effective forms of partnership; laid the groundwork for future collaboration and policies better-tailored to women´s needs; and were valuable for communication, outreach and mobilization.

Social will was another identified enabling factor in the sample. In Malawi and Zambia, for example, a UN Women project to end child marriage garnered strong support from local leaders and the broader community because traditional leaders were already determined to end this practice. Regional advocacy networks also enabled social mobilization by contributing to cross-regional learning and exchanging experiences among advocates.

4. IMPEDIMENTS

Regarding the hindering factors related to awareness-raising initiatives, evaluations noted an absence of strategy or alignment/integration into broader theories of change or a programme approach without adequate planning. When initiatives were ad hoc or a one-off event, this led to limited long-term or tangible results. Similarly, as UN Women's awareness-raising initiatives involved various partners and activities, they required a high level of planning, coordination and collaboration to achieve successful collective engagement. Lack of coordination with other ongoing programmatic activities and legislative processes affected potential synergies to produce more impactful results that could influence positive social and behavioural change. For instance, the Country Portfolio Evaluation and Audit in Pakistan (2021) found if UN Women had combined the Bridal Uniform campaign with mobilization and policy-level engagement on child marriage undertaken as part of the AAWAZ-II programme (a voice and accountability programme that aimed to encourage a stable, inclusive and tolerant democracy in Pakistan), it might have contributed to policy-level change and had the potential for more significant impact on women and girls. Another example of weak strategy refers to the challenges faced by vulnerable populations to access campaigns on social media due to technology limitations. There was a need to include more offline activities to reach the most vulnerable communities and use more mobile content easily shared on social media, such as short videos, infographics and pictures.

The lack of a clear road map or long-term vision to orient advocacy and communication efforts can limit their implementation, sustainability and potential for shifting social norms over time. For instance, overambitious design of social mobilization initiatives considering the project duration and administrative bottlenecks across all activities, such as delays in the disbursements of funds and understaffing, were also highlighted as hindering factors.

More consideration of the local context is also needed, including language barriers and limited platforms and communication channels. Evaluations noted that such oversight affected vulnerable communities, especially those not fluent in Arabic, English or French, limiting their access to UN Women's awareness efforts. To improve the situation, UN Women should collaborate with local non-governmental organizations (NGOs) and organizations that directly engage with these communities to enhance the reach and impact of initiatives. Some interviewees highlighted that UN Women should leverage NGOs and grassroots organizations that have direct contact with these groups and adapt the campaigns to the local context more effectively.

A few evaluations noted challenges related to potential backlash and resistance from non-participating stakeholders and the importance of considering cultural context and sensitivities, which could limit UN Women's interventions and further divert attention from its key messages. For instance, the 2022 evaluation of UN Women's regional MENA programme "Men and Women for Gender Equality" highlighted that there was unintended negative pushback from women's rights organizations against some of the "Because I Am a Man" media products published in Morocco that were perceived to amplify men's roles while not simultaneously celebrating women's roles. These unintended consequences included: having an explicitly or implicitly less-than-transformative message, e.g. celebrating men for "helping" in the household rather than showing them taking on equal responsibilities; inadvertently reinforcing traditional stereotypes, e.g. by associating masculinity with strength, and therefore celebrating women when they take on "masculine" roles, or by focusing on women only as submissive, passive or victims; and subliminally reinforcing traditional behaviours or norms by spending the majority of a messaging clip focusing on perceived stereotypical messages, rather than on behaviour or social norm change.

Finally, the lack of a baseline to measure changes in awareness, attitudes and behaviours was identified as a limitation for assessing the effectiveness of advocacy and communication activities. One evaluation highlighted weak monitoring practices as a hindering factor, emphasizing the need to monitor and systematize information in the case of champion-led initiatives to map the range and extent of social mobilization efforts. Evaluations also noted that while campaigns were included in Annual Work Plans, their outreach targets were not set beforehand. As a result, UN Women missed the opportunity to have better and more targeted social media outreach. This was also reported as a broader corporate limitation.

5. LESSONS LEARNED

UN Women is firmly positioned as an advocate for gender equality and women's empowerment. Advocacy and communications initiatives amplify UN Women's key messages to reach a wider audience. This is particularly evident when initiatives are thoughtfully planned and integrated into a more extensive programmatic approach or implemented as part of thematic components rather than being treated as "one-off" activities. Coordination with other activities can create potential synergies to produce more impactful results and influence positive social and behavioural change. The documentation of success stories to influence and motivate others can also add value to advocacy and awareness-raising efforts, as evidenced by stories that have encouraged women and girls to stand up and act against gender-based violence. Another lesson, when targeting women and girls as change agents for their empowerment, points to the importance of sensitizing men as partners in gender equality to avert the risk of reversing progress. Campaigns that are carefully designed and locally owned behaviour-change campaigning interventions can work even in the most challenging contexts, such as those faced with endemic gender-based violence. Campaign time frames should not be short if aimed at transformative impacts on social norms.

Online tools and digital initiatives are increasingly important in supporting UN Women's awareness-raising efforts and expanding outreach. Using innovative digital tools, UN Women adapted its awareness-raising activities to COVID-19-related challenges.

However, these initiatives were not systematically reviewed and evaluated. To ensure high visibility for UN Women's work and engagement with a larger audience, UN Women should use digital tools and social media to tailor key messages to relevant audiences in local languages and involve national influencers. In addition, UN Women should focus on better tracking, monitoring and documenting the progress and use of digital tools to ensure their effectiveness.

As for social mobilization, key lessons include the importance of developing a baseline and strong monitoring arrangements to measure changes in people´s attitudes, beliefs and practices and to gauge the effectiveness of an initiative, as well as ensuring continued focus given that attitude and behavioural changes take time. Establishing alliances with relevant actors is also essential: initiatives are more likely to achieve their objectives through effective partnerships and collaboration. Community mobilization involves a wide range of community actors over an extended period; therefore, it requires engaging and supporting a diverse range of community members, groups and institutions, especially local leaders, to ensure broader community support. Additional lessons on social mobilization point to the importance of engaging boys and men, in addition to women and girls, to transform social norms and attitudes; targeting faith-based organizations; and supporting indigenous strategies to foster ownership and effectiveness.

6. CONCLUSIONS AND WAY FORWARD

Meta-synthesis analysis of references to advocacy and communications in evaluations showed that UN Women has conducted numerous initiatives to increase public awareness of gender equality issues. An adaptive approach, proactive position and strong expansion of its reach through both traditional and digital advocacy and communications initiatives have established brand recognition and ensured the visibility of UN Women's work. Drawing on the evidence from the sample of evaluations from 2018 to 2022, the following ways forward emerged as opportunities to further strengthen UN Women's capacities in advocacy and communications as the global voice and advocate for gender equality and women's empowerment.

1

Place continuous focus on ensuring a coherent corporate approach and investment in advocacy and communications.

At the corporate level, UN Women would benefit from developing a coherent corporate approach and the establishment of adequate regional capacity for communications and advocacy. The corporate approach should contribute to better align advocacy and communication activities with UN Women programmatic objectives and UN initiatives for long-term impact and tangible results. It should set a path towards specific, clear, realistic and measurable advocacy and communications results that contribute to the fulfillment of UN Women's mandate. A "bottom up" approach that reflects the needs and priorities of UN Women field offices should be used in advancing UN Women's advocacy and communications initiatives.

2

Promote the development of monitoring and evaluation frameworks, follow-up mechanisms and sustainability/exit strategies for advocacy and communication initiatives.

The lack of baselines to measure changes in awareness, attitudes and behaviours was identified as a limitation in assessing the effectiveness of advocacy and communications initiatives. The absence of a monitoring and evaluation framework, follow-up mechanisms, sustainability/exit strategies and overall lack of alignment with broader theories of change or a programme approach without adequate planning impede the full power of advocacy and communications initiatives. Lack of coordination between country-level programmatic activities and advocacy and communications initiatives and weak monitoring practices affected potential synergies to produce more impactful results that influence positive social and behavioural change. Better planning, monitoring and coordination would help to strengthen UN Women's advocacy and communications capacities and to ensure links between advocacy and communications objectives and programme strategic results.

3

Adapt advocacy and communications initiatives to the local context, including using local language and appropriate communication channels.

Language barriers and insufficient consideration of local context were also impediments to effective advocacy and communications initiatives. When conducting awareness-raising and social mobilization initiatives at the local level, UN Women should prioritize understanding of local cultural dynamics and potential sensitivities, and should also adapt its work to the local context, using the local language and local influencers for campaigns and awareness-raising activities. This will help navigate communication challenges and potential resistance. Collaborating with local NGOs and organizations with in-depth knowledge of communities is also crucial in successfully delivering awareness-raising campaigns and promoting lasting positive change. This is especially the case for community mobilization, where engagement of local leaders and key local institutions, such as faith-based organizations, is crucial.

4

Prioritize using social media and mobile content to deliver effective advocacy and communications initiatives and ensure that the most vulnerable women can access them.

Many evaluations confirmed that the use of social media is particularly effective for public awareness-raising. WhatsApp, Instagram, Zoom, Facebook, YouTube and other social media and remote communication tools improved coordination and communication and were perceived as good and easily replicable practices. More mobile-friendly content, which can be easily shared on social media, should be made available on UN Women platforms, e.g. short videos, infographics and a picture gallery. UN Women should ensure that especially vulnerable women can benefit from advocacy and communications initiatives via these tools in the context of limited Internet access and mobile phone ownership by using radio campaigns, printed materials and door-to-door campaigns if needed.

5

Establish further strategic partnerships with government partners, UN agencies, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities to pool resources and create a multiplier effect.

A review of the sample evaluations revealed that the establishment of strategic partnerships with various actors, such as government partners, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities, and the development of new alliances was one of the critical factors for advancement of the gender equality agenda. UN Women should expand its collaboration with various partners to pool resources and expertise by creating a multiplier effect that enhances the impact of awareness-raising and social mobilization efforts.

6

Scale up the development of digital initiatives to support advocacy and communication efforts.

Digital initiatives aimed at supporting advocacy and communication, including videogames, podcasts and virtual platforms, enabled UN Women to reach more people, scale up activities and have more impact, often with fewer resources. Further investment in developing digital initiatives and using virtual platforms could potentially create more impact, attract new audiences, particularly youth, and effectively raise awareness and influence behaviour. Analytics tools can further support tracking impact and maximize reach and relevance. However, ensuring the meaningful access, uptake and effectiveness of these digital initiatives is essential.

7

Prioritize non-traditional advocacy and communication approaches, including sports, plays, music and theatre activities appealing to younger people and rural audiences.

Evidence showed that innovative communication methods, including sports, plays, music and community theatre, were successful in reaching many young people and rural audiences. These activities can easily be scaled up as good examples where boys and girls can learn how to play and work together without gender discrimination. These activities effectively raised awareness, challenged stereotypes, provoked public debate and took gender equality issues to rural or more conservative communities. These approaches are especially valid in synergy with other awareness-raising interventions to change attitudes and social norms over a longer period.

8

Place long-term and sustained focus on advocacy and communications.

Changing attitudes and behaviours is political and takes time; therefore, it is crucial to sustain the focus on awareness-raising, campaigns and social mobilization for gender equality. Longer-term interventions not only raise awareness about gender-based discrimination and harmful practices but could also contribute to actual changes in attitudes and behaviours at the individual and social or community level in such a way that what was once accepted as normal, is replaced by more positive social norms. As positive social norms is one of UN Women's corporate expected outcomes, it is important to ensure sustained focus and support to bring about changes at these levels.

7. ANNEXES

ANNEX 1: Evaluation 2018-2022

YEAR	REGION	OFFICE	LANGUAGE	EVALUATION TITLE	REPORT QUALITY RATING
2018	East and Southern Africa (ESA)	South Sudan	English	Country Portfolio Evaluation	Very Good
2018	East and Southern Africa (ESA)	Rwanda	English	Country Portfolio Evaluation	Good
2018	West and Central Africa (WCA)	Liberia	English	Country Portfolio Evaluation	Very Good
2018	Headquarters	Policy Division	English	Final Evaluation of the Knowledge Gateway on Women's Economic Empowerment Project (Empower Women)	Very Good
2018	East and Southern Africa (ESA)	Kenya	English	Kenya Country Strategy Final Evaluation	Good
2018	West and Central Africa (WCA)	Cameroon	French	Prise En Charge Adéquate Des Femmes Victimes De Violences Dans La Région De l'extrême Nord	Good
2018	Corporate/IES	IES	English	Corporate evaluation of UN Women's Contribution to Women's Political Participation and Leadership	Very Good
2018	East and Southern Africa (ESA)	Ethiopia	English	End Evaluation Of "Preventing And Responding To Violence Against Women and Girls in Ethiopia" Programme	Good
2018	East and Southern Africa (ESA)	Rwanda	English	Final Evaluation of the Joint Programme "Advancing and Sustaining Gender Equality Gains in Rwanda"	Very Good
2018	East and Southern Africa (ESA)	Kenya	English	Evaluation of "Countering Violent Extremism" Project in Kenya	Good
2018	Europe and Central Asia (ECA)	Kyrgyzstan	English	Livelihoods Through Participation and Equal Access to Water	Good
2018	Europe and Central Asia (ECA)	Kyrgyzstan	English	Joint Programme On: Accelerating Progress Towards the Economic Empowerment of Rural Women (JP-RWEE)	Very Good
2018	Europe and Central Asia (ECA)	Albania	English	Thematic Evaluation of Women's Political Empowerment (SN Outcome 1)	Good
2018	Arab States (AS)	ASRO	English	Evaluation of UN Women Economic Opportunities work under Women´s Leadership, Empowerment, Access and Protection in Crisis-Response (LEAP)/HA	Good
2018	Arab States (AS)	Morocco	French	L'évaluation Finale du Projet de l'opérationnalisation de l'entente de partenariat pour la promotion de la participation des Femmes à la gestion des affaires locales et le renforcement de la gouvernance territoriale sensible au genre (2014–2017)	Very Good
2018	Arab States (AS)	Egypt	English	Final Evaluation of Promoting Women's Employment by Creating Safe and Women-Friendly Workplaces Programme (Women's Employment Promotion Programme - WEPP)	Good
2018	Arab States (AS)	Egypt	English	Securing Rights and Improving Livelihoods of Women (SRILW) evaluation	Good
2018	Arab States (AS)	Jordan	English	Women, Peace, and Security in the Arab States - Final Independent Evaluation	Good
2018	Asia and the Pacific (AP)	Bangladesh	English	Final Evaluation of the Project titled 'Building capacity to Prevent Violence Against Women (BCPVAW)	Good
2018	Asia and the Pacific (AP)	Thailand	English	Final Evaluation – Regional Project "Preventing Exploitation of Women Migrant Workers"	Good

YEAR	REGION	OFFICE	LANGUAGE	EVALUATION TITLE	REPORT QUALITY RATING
2018	Americas and the Caribbean (AC)	ACRO	Spanish	Regional Evaluation on Norms and Standards for GEWE	Very Good
2018	Americas and the Caribbean (AC)	Colombia	Spanish	Mid Term Evaluation of the Programme: Overcoming Gender-Based Violence to Ensure Women's Full Enjoyment of Rights	Very Good
2018	Americas and the Caribbean (AC)	Colombia	Spanish	Final Evaluation Sweden Project: Women's Citizenship for Peace, Justice, and Development	Good
2018	Americas and the Caribbean (AC)	Ecuador	Spanish	Evaluación Del Proyecto "Mujeres Liderando El Desarrollo Inclusivo Sostenible De La Provincia De Loja"	Good
2018	Americas and the Caribbean (AC)	Mexico	Spanish	Evaluation Of the Safe Cities Campaign #Noesdehombres	Very Good
2018	Americas and the Caribbean (AC)	El Salvador	Spanish	Evaluación Final Del Proyecto: "Ciudad Mujer/ONU Mujeres"	Good
2018	Headquarters	Fund for Gender Equality	English	Independent Evaluation of UN Women's Fund for Gender Equality (2009-2017)	Very Good
2018	East and Southern Africa (ESA)	Burundi	French	Burundi Country Portfolio Evaluation	Very Good
2019	Asia and the Pacific (AP)	Nepal	English	Thematic evaluation of Women's Economic Empowerment (AWEE and FWW) programme	Very Good
2019	East and Southern Africa (ESA)	Malawi	English	Mid term evaluation for the Women Empowerment Programme	Good
2019	East and Southern Africa (ESA)	Malawi	English	End of Project evaluation for the Advancing and Sustaining Gender Based Governance Project in Malawi	Good
2019	Arab States (AS)	Morocco	French	Appui à l'autonomisation économique des femmes à travers la promotion de la chaine de valeur agro écologique pour une meilleure résilience au changement climatique »	Good
2019	West and Central Africa (WCA)	Sierra Leone	English	Improving Women Participation as Peace building Ambassadors	Good
2019	Asia and the Pacific (AP)	Papua New Guinea	English	Impact evaluation of the Safe Cities and Safe Public Transport Programme	Very Good
2019	Arab States (AS)	ASRO	English	Supporting Syrian Women's Engagement in the Syrian Political Process – Building a Homegrown Constituency for Peace Programme	Good
2019	Europe and Central Asia (ECA)	Serbia	English	Evaluation of the NAP on GE 2016-2018	Good
2019	West and Central Africa (WCA)	Liberia	English	Evaluation Inclusive Security Project	Good
2019	Europe and Central Asia (ECA)	Ukraine	English	Mid-term Evaluation of the project 'Gender equality at the centre of reforms, peace and security', funded by the Government of Sweden	Good
2019	Europe and Central Asia (ECA)	Georgia	English	Mid-term evaluation of UN Joint Programme for Gender Equality	Very Good
2019	Europe and Central Asia (ECA)	ECARO	English	Evaluation of the 3rd Phase of the regional GRB programme	Good
2019	East and Southern Africa (ESA)	Ethiopia	English	Evaluation of Joint Programme Rural Women Economic empowerment	Very Good
2019	Arab States (AS)	Jordan	English	Hemayati: Promoting Women and Girls' health and well-being	Very Good
2019	Arab States (AS)	Jordan	English	Evaluation of the National Strategy for Women and A Situational Analysis of Women's Rights and Gender Equality in Jordan (2013 – 2017)	Good
2019	Arab States (AS)	Jordan	English	Final Project evaluation for Eid bi Eid project phase I and II	Good

YEAR	REGION	OFFICE	LANGUAGE	EVALUATION TITLE	REPORT QUALITY RATING
2019	Arab States (AS)	ASRO	English	Formative Evaluation of Community and National Level Actions for Promoting Gender Equality and Engaging Men and Boys	Very Good
2019	Arab States (AS)	Palestine	English	Final Evaluation of the "Advancing the Implementation of UNSCR 1325 in the oPt"	Good
2019	Americas and the Caribean (AC)	Bolivia	Spanish	Evaluación descentralizada sobre alianzas estratégicas para la igualdad de género y el empoderamiento de las mujeres en Bolivia 2014-2017	Good
2019	Asia and the Pacific (AP)	APRO	English	Regional Office Programme Presence Portfolio evaluation	Very Good
2019	Asia and the Pacific (AP)	Papua New Guinea	English	Country Portfolio Evaluation	Good
2019	Corporate/IES	IES	English	Corporate Thematic Evaluation: UN Women's Contribution to Humanitarian Action	Very Good
2019	Americas and the Caribean (AC)	Mexico	Spanish	Final evaluation of the Mexico Strategic Note 2014-2019	Good
2019	West and Central Africa (WCA)	Mali	French	Country Portfolio Evaluation	Good
2019	Corporate/IES	IES	English	Corporate Evaluation of UN Women's Contribution to Governance and National Planning	Very Good
2019	Americas and the Caribean (AC)	Guatemala	Spanish	Country Portfolio Evaluation	Very Good
2019	Asia and the Pacific (AP)	Bangladesh	English	Country Portfolio Evaluation	Very Good
2020	Asia and the Pacific (AP)	Viet Nam	English	Country Portfolio Evaluation and Audit	Very Good
2020	East and Southern Africa (ESA)	Uganda	English	Country Portfolio Evaluation	Very Good
2020	Americas and the Caribean (AC)	Guatemala	Spanish	Project final evaluation: Realizing the transformational effect of the Sepur Zarco reparation sentence to break the continuum of conflict and post-conflict related sexual and other forms of violence against women	Good
2020	Americas and the Caribean (AC)	Chile	Spanish	Programa Originarias: "Empoderamiento de las mujeres indigenas del norte de chile para el desarrollo sostenible" 2016-2018	Good
2020	Cross-Regional	ECARO and ASRO	English	Strengthening the Resilience of Syrian Women and Girls and Host Communities programme: EU MADAD Programme	Very Good
2020	East and Southern Africa (ESA)	Malawi	English	End of project evaluation for the IBSA project: Eliminating Child Marriages in Malawi and Zambia and offering scholarships to child marriage survivors (Pilot)	Good
2020	Asia and the Pacific (AP)	Sri Lanka	English	Final evaluation of "Addressing Sexual Bribery Experienced by Female Heads of Households, including Military Widows and War Widows in Sri Lanka to Enable Resilience and Sustained Peace"	Very Good
2020	Europe and Central Asia (ECA)	Kyrgyzstan	English	Final evaluation: Across Generation and Gender Borders-Communities Combatting Gender-Based Violence in Kyrgyzstan	Very Good
2020	Corporate/IES	IES	English	Corporate Evaluation of UN Women's Support to National Action Plans on Women, Peace and Security	Very Good
2020	Europe and Central Asia (ECA)	Georgia	English	Final evaluation of the project "A Joint Action for Women's Economic Empowerment in Georgia"	Very Good
2020	Americas and the Caribean (AC)	Mexico	English	Final evaluation: Global Centre of Excellence on Gender Statistics	Very Good
2020	Americas and the Caribean (AC)	Paraguay	Spanish	Country Portfolio Evaluation	Good

YEAR	REGION	OFFICE	LANGUAGE	EVALUATION TITLE	REPORT QUALITY RATING
2020	Americas and the Caribean (AC)	El Salvador	Spanish	Mujeres y Políticas Municipales a favor de la igualdad y erradicación de la violencia	Good
2020	Americas and the Caribean (AC)	Brazil	English	Regional Programme Win Win: Gender Equality Means Good Business	Very Good
2020	Americas and the Caribean (AC)	ACRO	English	Regional Evaluation on Women's Economic Empowerment	Good
2020	Corporate/IES	IES	English	Effectiveness and efficiency assessment of UN Women flagship programme initiatives and thematic priorities of the Strategic Plan 2018-2021	Very Good
2020	Asia and the Pacific (AP)	Pakistan	English	Economic Empowerment of Women Home-Based Workers and Excluded Groups in Pakistan (April 2017-August 2020)	Very Good
2020	Asia and the Pacific (AP)	India	English	"From Opportunities to Capacities: A Multi-Sectoral Approach to Enhancing Gender Responsive Governance"	Very Good
2020	East and Southern Africa (ESA)	Kenya	English	Project Evaluation - Women's Leadership, Empowerment, Access & Protection in Crisis Response (LEAP)	Very Good
2020	West and Central Africa (WCA)	Central African Republic	French	Promotion de la participation politique et leadership dans la consolidation de la paix	Good
2020	Americas and the Caribean (AC)	Multi-Country Office for the Caribbean (Barbados)	English	Social Mobilization Programme to end Gender-Based Violence in the Caribbean (2014-2017 and 2018)	Good
2020	West and Central Africa (WCA)	Nigeria	English	Country Portfolio Evaluation	Very Good
2020	East and Southern Africa (ESA)	Ethiopia	English	Mid-term evaluation of Enhancing equal participation and representation of women in leadership in Ethiopia Program	Very Good
2020	Europe and Central Asia (ECA)	ECARO	English	Final evaluation of the programme "Ending violence against women in Western Balkans and Turkey: Implementing norms, changing minds"	Very Good
2020	Asia and the Pacific (AP)	Japan	English	Final Evaluation of the UN Women Project "Raising awareness of gender equality among young people"	Good
2020	Americas and the Caribean (AC)	El Salvador	Spanish	Country Portfolio Evaluation	Very Good
2020	Americas and the Caribean (AC)	Colombia	Spanish	Country Portfolio Evaluation	Good
2020	Europe and Central Asia (ECA)	Bosnia and	English	Country Portfolio Evaluation	Very Good
2021	Corporate/IES	IES	English	Corporate Formative Evaluation of UN Women's Approach to Innovation	Very Good
2021	Corporate/IES	IES	English	Corporate Evaluation of UN Women's UN System Coordination and Broader Convening Role in Ending Violence Against Women	Very Good
2021	Asia and the Pacific (AP)	Pakistan	English	Country Portfolio Evaluation + Audit	Very Good
2021	East and Southern Africa (ESA)	Uganda	English	Evaluation of Advancing Women's Leadership Empowerment and Resilience in Uganda's Refugee Response (LEAP)	Good
2021	Europe and Central Asia (ECA)	Turkey	English	Final evaluation of the programme "Gender Equality in Political Leadership and Participation in Turkey"	Very Good
2021	Europe and Central Asia (ECA)	Georgia	English	Systematization of Final Results of the UN Joint Programme "For Gender Equality"	Very Good

YEAR	REGION	OFFICE	LANGUAGE	EVALUATION TITLE	REPORT QUALITY RATING
2021	Asia and the Pacific (AP)	Pakistan	English	End-Term Evaluation Report "Prevention and Protection of Women from Violence Through Access to Justice, Services and Safe Spaces"	Very Good
2021	East and Southern Africa (ESA)		English	WPS Midterm Evaluation	Very Good
2021	Asia and the Pacific (AP)	China	English	Strengthening Qinghai women farmer's income security and resilience in a changing climate	Very Good
2021	East and Southern Africa (ESA)		English	Country Portfolio Evaluation	Very Good
2021	East and Southern Africa (ESA)	Malawi	English	End of Project Evaluation for the KOIKA Project	Good
2021	East and Southern Africa (ESA)	Malawi	English	End of project evaluation for the Women Empowerment Programme	Very Good
2021	West and Central Africa (WCA)	Central African Republic	French	Femmes, Arbres de Paix : Pionnières de la gouvernance locale inclusive en République Centrafricaines	Good
2021	Asia and the Pacific (AP)	APRO	English	Stepping Up Solutions to Eliminate Violence Against Women and Girls in Asia and the Pacific	Very Good
2021	Europe and Central Asia (ECA)	Georgia	English	Final Evaluation of Women's Economic Empowerment in the South Caucasus Project (WEESC)	Very Good
2021	Arab States (AS)	Palestine	English	End-term Joint Evaluation of UN Women and OCHA Joint Action Plan "Strengthened Gender Focus in Humanitarian Action"	Very Good
2021	Americas and the Caribbean (AC)	Ecuador	Spanish	Evaluation of Joint Program financed by the PBF: "Peacebuilding and protection of girls, boys, adolescents and young people in the Colombia-Ecuador cross-border area, affected by violence and armed conflict "	Good
2021	Americas and the Caribbean (AC)	Colombia	Spanish	Informe de Evaluación Cualitativa Final del Proyecto	Very Good
2021	Americas and the Caribbean (AC)	ACRO	Spanish	Reporte de Evaluacion Final Mujeres, Economia Local Y Territorios (MELyT) Programme	Good
2021	Americas and the Caribbean (AC)	Brazil	English	Regional Programme Win Win: Gender Equality Means Good Business	Good
2021	East and Southern Africa (ESA)	Ethiopia	English	Final Evaluation Transformative Financing for Gender Equality and Women's Empowerment in Ethiopia Programme	Very Good
2021	East and Southern Africa (ESA)	Ethiopia	English	Mid Term Evaluation Making Every Woman and Girl Count in Ethiopia: Supporting the Monitoring and Implementation of the SDGs through better Production and Use of Gender Statistics	Very Good
2021	Europe and Central Asia (ECA)	Kosovo	English	Final Evaluation of the Joint Project "Empowering Youth for a Peaceful, Prosperous and Sustainable Future in Kosovo 2019-2021"	Very Good
2021	Asia and the Pacific (AP)	APRO	English	Evaluation of Regional Office for Asia and the Pacific Contributions to Women, Peace, and Security	Very Good
2021	Asia and the Pacific (AP)	APRO	English	Mid-term Evaluation of the Safe and Fair - Joint Regional Spotlight on EVAW programme	Very Good
2021	West and Central Africa (WCA)	Mali	French	Appui à la mise en oeuvre de la Résolution 1325 à travers le relèvement économique des femmes affectées par le conflit et la protection de leur droit	Very Good
2021	Europe and Central Asia (ECA)	Ukraine	English	Gender-Responsive Cluster Evaluation: Final external evaluation of the project 'Building democratic, peaceful and gender equal society in Ukraine,' funded by the Government of Norway AND Mid-term external evaluation of 'Decentralisation and Law Enforcement Reforms: Transformative Approaches to Gender Equality and Women's Empowerment in Ukraine,' funded by the Government of Denmark	Very Good

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2021	Europe and Central Asia (ECA)	Georgia	English	Final external evaluation of Joint Action for Women's Economic Empowerment (JAWE)	Very Good
2021	Europe and Central Asia (ECA)	Serbia	English	Final Evaluation of the Project Support to Priority Actions for Gender Equality in Serbia	Very Good
2021	Asia and the Pacific (AP)	China	English	Final Evaluation Report: Women's Access to Equal Employment and Leadership in China Programme (August 2017 - December 2020)	Very Good
2021	Americas and the Caribean (AC)	México	Spanish	Final Evaluation Moving Forward for Equality	Good
2021	West and Central Africa (WCA)	Mali	French	Finale du Projet de Renforcement de Resilience Sécuritaire, la Paix et la Cohésion Sociale dans les Régions de Mopti et Segou	Very Good
2021	Asia and the Pacific (AP)	Fiji	English	Midterm Evaluation of the Pacific Partnership to End Violence Against Women and Girls Programme (Pacific Partnership)	Good
2021	West and Central Africa (WCA)	Liberia	English	End-term evaluation of UN Women/UNDP/UNICEF/UNFPA and UNHCR Joint Programme Against Sexual and Gender Based Violence and Harmful Traditional Practices in Liberia (SGBV JP)	Good
2021	Europe and Central Asia (ECA)	Kazakhstan	English	Country Portfolio Evaluation	Very Good
2021	Americas and the Caribean (AC)	Haiti	French	Country Portfolio Evaluation	Very Good
2021	West and Central Africa (WCA)	Cameroon	French	Evaluation du Portefeuille Pays	Good
2021	Asia and the Pacific (AP)	Cambodia	English	Country Portfolio Evaluation	Very Good
2021	Europe and Central Asia (ECA)	Albania	English	Country Portfolio Evaluation	Very Good
2021	West and Central Africa (WCA)	Mali	French	Women's Access to Means of Production for Climate Change Resilient Agriculture/Rapport d'Evaluation mi-Parcours du Project Accès des femmes aux moyens de production pour une Agriculture Resiliente aux Chagements Climatiques Agrifed Regions de Kayes, Koulikoro, Segou, Mopti, Sikasso	Very Good
2021	Europe and Central Asia (ECA)	Ukraine	English	Final External Evaluation of the project 'Gender equality at the centre of reforms, peace and security,' funded by the Government of Sweden	Very Good
2022	West and Central Africa (WCA)	Guinea Bissau	English	Final Evaluation PBF Supporting Women's and Youth Political Participation for Peace and Development	Very Good
2022	West and Central Africa (WCA)	Nigeria	English	End of project evaluation of the programme on Women, Peace, and Security in Nigeria	Very Good
2022	West and Central Africa (WCA)	Nigeria	English	Enhancing gender-responsive security operations and community dialogue	Good
2022	West and Central Africa (WCA)	Nigeria	English	Prevention of forced migration and trafficking - resilience, unstainable development	Very Good
2022	IES/Headquarters	IES	English	Corporate evaluation on policy advocacy work	Very Good
2022	Europe and Central Asia (ECA)	Albania	English	Joint Programme End Violence Against Women in Albania	Very Good
2022	Europe and Central Asia (ECA)	Kyrgyzstan	English	Evaluation of the Joint UN Programme Empowering Women and Girls affected by migration for inclusive development and peace building	Good
2022	Eastern and Southern Africa (ESA)	Uganda	English	Final Evaluation of SCR 1325 WPS project – "Women Lead and Benefit from Sustainable and Inclusive Peace and Security in Uganda"	Very Good

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2022	Asia and Pacific (AP)	ROAP	English	Regional evaluation on crisis response	Very Good
2022	Asia and Pacific (AP)	ROAP	English	Joint Evaluation of the Regional Joint Programme on EmPower - Gender equality, climate change and disaster risk reduction	Good
2022	Asia and Pacific (AP)	MCO Fiji	English	Final Evaluation of the Gender Inequality of Risk (GIR) and Promoting Community Resilience Project in Solomon Islands	Good
2022	Americas and the Caribbean (AC)	Brazil	English	Country Portfolio Evaluation	Very Good
2022	Asia and Pacific (AP)	Nepal	English	Country Portfolio Evaluation	Very Good
2022	Asia and Pacific (AP)	APRO	English	IES-led Evaluation of UN Women's contributions to women's economic empowerment through private sector engagement	Very Good
2022	West and Central Africa (WCA)	Liberia	English	Advancing implementation of UNSCRs on Women Peace and Security	Good
2022	Europe and Central Asia (ECA)	North Macedonia	English	Final Evaluation of the Project "Promoting Gender Responsive Policy Making and Budgeting: Towards Transparent, Inclusive and Accountable Governance in North Macedonia"	Very Good
2022	Eastern and Southern Africa (ESA)	Somalia	English	End of Program Evaluation: Women's Leadership, Empowerment, Access, and Protection (LEAP) in Somalia	Good
2022	Eastern and Southern Africa (ESA)	Tanzania	English	Country Portfolio Evaluation	Very Good
2022	Eastern and Southern Africa (ESA)	Zimbabwe	English	Mid-Term Evaluation of the Engendering Governance to Promote Peace and Security in Zimbabwe	Good
2022	Arab States (AS)	Lebanon	English	End-term Evaluation of the Protection Component of "Women's Economic Empowerment" (WEE) Interventions	Good
2022	Arab States (AS)	ROAS	English	Final Evaluation of MWGE-Phase II programme	Very Good
2022	Europe and Central Asia (ECA)	Moldova	English	Country Portfolio Evaluation	Very Good
2022	IES/Headquarters	IES	English	Corporate evaluation of UN Women's support for capacity development of partners to respond to the needs of women and girls at national level	Very Good
2022	Eastern and Southern Africa (ESA)	Zimbabwe	English	Country Portfolio Evaluation	Very Good
2022	Arab States (AS)	Egypt	English	Country Portfolio Evaluation	Very Good
2022	Arab States (AS)	Egypt	English	End-term evaluation Safe Cities programme	Very Good
2022	Europe and Central Asia (ECA)	Georgia	English	Systematization of Final Results of the UN Joint Programe "For Gender Equality"	Good
2022	Eastern and Southern Africa (ESA)	Malawi	English	Country Portfolio Evaluation	Good

UN WOMEN IS THE UN ORGANIZATION DEDICATED TO GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN. A GLOBAL CHAMPION FOR WOMEN AND GIRLS, UN WOMEN WAS ESTABLISHED TO ACCELERATE PROGRESS ON MEETING THEIR NEEDS WORLDWIDE.

UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to implement these standards. It stands behind women's equal participation in all aspects of life, focusing on five priority areas: increasing women's leadership and participation; ending violence against women; engaging women in all aspects of peace and security processes; enhancing women's economic empowerment; and making gender equality central to national development planning and budgeting. UN Women also coordinates and promotes the UN system's work in advancing gender equality.