PROVISION FOR POST-PROJECT EVALUATIONS FOR THE UNITED NATIONS DEMOCRACY FUND
Contract NO.PD:C0110/10

UDF-

Acknowledgements

Table of Contents

I. Executive Summary

i. Project Data

The African Woman and Child Feature Service (AWC), an NGO whose staff are primarily

ƒ Although training was given to journalists on taking, saving and sending images to accompany stories, several women mentioned that they were unable to provide images to illustrate the issues they wanted to highlight because either they did not have cameras or they had not been trained to use them. The evaluators believe that covering simple photojournalism in the various workshops would add to the outcomes for the women who participated.

ƒ The evaluators were convinced that the media encounters and NGO work shops were well received but need to be followed up with more training and support. A number of interviewees floated the idea of creating a network of focal points whose role would be to support women and NGOs as they developed story ideas or looked for exposure, and link them with journalists looking for stories.

iv. Recommendations

For ACW

ƒ There remains considerable potential for action using the model that has been tried and tested in this project, particularly in the context of implementation of the new Constitution and the increased opportunities for women to take up leadership positions. In addition to replicating the model in other regions, consider follow -up in the regions already covered .

ƒ Develop a support network for the NGOs, women and media who have been (and will be) involved in the project , potentially reflecting the new 47-counties structure. The network might include focal points who will provide guidance and ensure links between media and those with a story to tell.

ƒ Kenyan Woman is definitely worth continuing, ideally not only as an on-line publication but in limited print runs in vernacular languages for remote communities. If funding support cannot be found for the whole newspaper, consider approaching relevant donors to support just part of the paper .

ƒ Radio is an important medium in Kenya, so try to include more radio journalists in the media encounters and provide guid373.more ng (en-e(co)4(u2(repl)8(i4(4(s)13(,)-4(

I.   Introduction and development context

i.   The project and evaluation objectives

From 30 November 2009 to 31 October 2011, the African Woman and Child Feature Service (AWC) coordinated the project: 6 W U H Q J W K H Q L Q J   D Q G   S U R P .RTWHelpRojeQct,R I   Z R P H Q which was implemented in Nairobi and regional centres in Kenya, received USD250,000 in support from UNDEF, out of which $US25,

T 1 0 0 1 166.84 669.1 8047.14E:U P L U5   À R QÓ P%SQ ` 0 e•U

Kenya ratified

II.   Project strategy

i.   Project approach and strategy

The project strategy was to:

- ✗ Monitor media coverage (including language use) relating to women and their roles, and use the monitoring results as a baseline and tool for media encounters, and to build the capacity of marginalized groups and community gatekeepers;
- ✗ Organize community dialogues with women through weekly radio programmes and media literacy training, D Q G   S U R P R W H   G L V F X V V L R Q   R I   Z R P H Q ¶ V   L \ level;
- ✗ Hold ³ P H G L D   H Q F R X Q W H U V ´   W R   H Q K D Q F H sensitive reporting L V W V ¶   V and governance issues, supported by monthly meetings with media gatekeepers;
- ✗ Develop and deliver training of civil society organizations (non-governmental organizations or NGOs) on working with the media to achieve visibility for issues related to women;
- ✗ Build the capacity of (parliamentary) women to deal with the media;
- ✗ Undertake   suppo1kU9 BT 1 0 6s.679 68r 1 0 0 Uhe pri-ertakm [( )]16/Lang (en-GB)>> BDC BT /F

Banner with UNDEF emblem

ii. Logical framework

Capacity building of marginalized communities of women and men, including community leaders

Increased number of women par

Helping women to understand

A perhaps surprising component of the community-level actions was based on the understanding that women themselves do not always realize that they are being discriminated against nor that their rights are being denied to them.

The ACW media trainer, who is also a working freelance journalist, explained that the
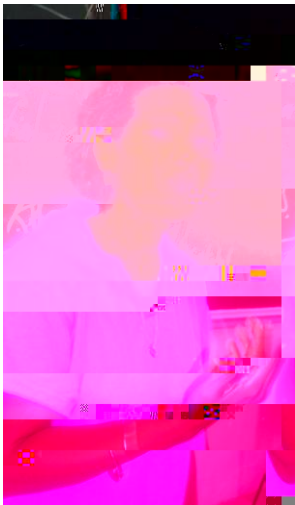

Media encounter in Mombasa

: K L O H   P D L Q V W U H D P   P H G L D   Z H U H   E H L Q J   F K D O O H Q J H G   W R   F R Y activists were given an outlet for their writing that, it was hoped, would illustrate the richness of stories available and also take the issues to a wider audience. The monthly newsletter Kenyan Woman, which was born as part of the UNDEF-supported project (first issue December 2009), was primarily seen as a dedicated platform to give prominence to Z R P H Q ¶ V issues and to profile women and provide an outlet for their stories. It is an on-line newspaper but for the purposes of the project meetings, printed copies were also produced in English and Swahili. Kenyan Woman has become a source of stories for mainstream media and above all a source of commentators and interviewees. Some 160 correspondents (both men and women) are now contributing regularly to Kenyan Woman.

Kenyan Woman was also a concrete follow-up to the media encounters and NGO training, featuring stories generated by the participants and others. A number of interviewees said that this was extremely important because it gave participants an immediate outlet and so met their raised expectations.

The newspaper targets policy makers but also aims to inform women (and men) at grassroots level so that a J U R X Q G V Z H O O   R I   D G Y R F D W H V   I R U   Z R P H Q ¶ V   L V V X H V   L V equipped with reliable information. During the project, the commissioned radio programmes supplemented Kenyan Woman for those who cannot read.
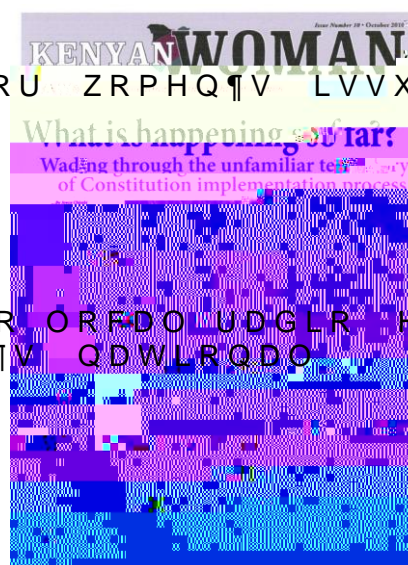
Like many other interviewees, UNICEF stressed the importance of bringing the same level and breadth of F R Y H U D J H   R I   Z R P H Q ¶ V   L V V X H V   W R   O R F D O   U D G L R   H V S H F L D O those broadcasting in . L V Z D K L O L   . H Q \ D ¶ V   Q D W L R Q D O language) and vernacular languages. So important is local radio as a source of information for women, in fact, that one journalist interviewed said she had done a story on reports that in conservative communities the men take the batteries out of the radios and take them to work so that their wives cannot listen when they are not there! Radio listenership is high across the country:

Kenyan Woman issue 10

some 8 million people listen regularly to English radio programming and 10 million to Swahili broadcasts; local vernacular radio stations cover approximately 80% of rural communities.

ƒ   A Gender Policy for the media

The intended Gender Policy that ACW had hoped to see all media houses introduce as a result of the dynamics of the project was not achieved. However a working draft was developed and shared with media houses, ready for them to negotiate and customize for their individual use. This is consistent with the experience of such initiatives in other countries (for example the Media Guidelines R Q   5 H S R U W L Q J   & K L O G U H Q ¶ V   , V V X H

repeated and a number of requests for DVD copies (not supplied directly as a matter of KBC policy). The broadcaster also advised that there are frequent requests for more programming of this nature and that the expert commentators provided through AWC continue to be used by the station.

Workshop in Mombasa

iii.   Efficiency

ƒ   Budget

The budget was fully spent. It was genera
USD 6,000 spent on the production of br

Almost all the NGO representatives interviewed reported that the training had significantly improved their access to the media, that they had no problem approaching journalists they had met, and that coverage of issues had improved. A participant from Thika, for example,

LPSRUWDQW QRZ HVSHFLDOO\ LQ UH CAD MGLORnter we we make XSFRPL

relation to the constitutional and legal review and TJRC, UND

V.

Annex 1: Evaluation questions

General evaluation question categories

DAC criterion	Evaluation Question	Related sub-questions
Relevance	To what extent was the project, as designed and implemented, suited to context and needs at the beneficiary, local, and national levels?	ƒ Were the objectives of the project in line with the needs and priorities for democratic development, given the context? ƒ Should another project strategy have been preferred rather than the one implemented to better reflect those needs, priorities, and context? Why? ƒ Were risks appropriately identified by the projects? How appropriate are/were the strategies developed to deal with identified risks? Was the project overly risk-averse?
Effectiveness	To what extent was the project, as implemented, able to achieve objectives and goals?	ƒ 7R ZKDW H[WHQW KDYH WKH SURMHF ƒ To what extent was the project implemented as envisaged by the project document? If not, why not? ƒ Were the project activities adequate to make progress towards the project objectives? ƒ What has the project achieved? Where it failed to meet the outputs identified in the project document, why was this?
Efficiency	To what extent was there a reasonable relationship between resources expended and project impacts?	ƒ Was there a reasonable relationship between project inputs and project outputs? ƒ Did institutional arrangements promote cost-effectiveness and accountability? ƒ Was the budget designed, and then implemented, in a way that enabled the project to meet its objectives?
Impact	To what extent has the project put in place processes and procedures supporting the role of civil society in contributing to democratization, or to direct promotion of democracy?	ƒ To what extent has/have the realization of the project objective(s) and project outcomes had an impact on the specific problem the project aimed to address? ƒ Have the targeted beneficiaries experienced tangible impacts? Which were positive; which were negative? ƒ To what extent has the project caused changes and effects, positive and negative, foreseen and unforeseen, on democratization? ƒ Is the project likely to have a catalytic effect? How? Why? Examples?
Sustainability	To what extent has the project, as designed and implemented, created what is likely to be a continuing impetus towards democratic development?	ƒ To what extent has the project established processes and systems that are likely to support continued impact? ƒ Are the involved parties willing and able to continue the project activities on their own (where applicable)?
UNDEF value added	To what extent was UNDEF able to take advantage of its unique position and comparative advantage to achieve results that could not have been achieved had support come from other donors?	ƒ What was UNDEF able to accomplish, through the project, that could not as well have been achieved by alternative projects, other donors, or other stakeholders (Government, NGOs, etc). ƒ Did project design and implementing modalities exploit 81'()¶V FRPSDUDWLYH DGYDQWDJH LQ WKH IRUP of an explicit mandate to focus on democratization issues?

Annex 3: People Interviewed

Activity	Dates

Annex 4: Acronyms

AWC	African Woman and Child Feature Service
AWMIK	Association of Media Women in Kenya
CEDAW	UN Convention on the Elimination of Discrimination against Women
CWL	Caucus for Women's Leadership
DAC	Development Assistance Committee
EQ	Evaluation Questions
GDP	Gross Domestic Product
HDI	Human Development Index
KBC	Kenya Broadcasting Corporation
K24	Kenyan commercial television station
NGO	Non-governmental organization
OECD	Organization for Economic Cooperation and Development
PAJAN	Pastoralists Association of Kenya Journalists'
PPP	Purchasing power parity
TJRC	Truth, Justice and Reconciliation Commission
UN	United Nations
UNDEF	United Nations Democracy Fund
UNDP	United Nations Development Programme
UNICEF	United Nations Children's Fund
UNWOMEN	United Nations Entity for Gender Equality and the Empowerment of Women
USD	United States dollar