

# 10 useful tips for developing gender sensitive/transformational project proposals

1. **Target groups(s)** - who specifically will the intervention benefit (directly and indirectly)? Language like children, youth, people, OVCs etc doesn't provide clarity on who we're actually talking about. Refer specifically to girls, boys, young women, young men etc. when describing participants, parents, decision-makers, service providers, authorities etc.
2. **Situation analysis** – Have you got a clear picture of the specific problems facing girls and young women and some of the underlying causes? COs should use participatory techniques to consult with different groups: girls, boys, women and men to map the issues they face and get an understanding of how unequal power relations shape the issues for different groups. Disaggregate data and analysis by sex, age, socio-economic status and ethnic groups as far as possible.
3. **Identify risks** in consultation with girls/boys women/men in the community including environmental (eg floods), social (eg resistance from communities to gender equality), economic (eg rise in food prices), and political (eg upcoming elections); plan how they will **mitigate these**; and develop mechanisms to **monitor** risks on an on-going basis.
4. **Participation** - ensure that girls and women have been consulted and they will be involved in the project design, implementation, monitoring and evaluation. Bear in mind their disproportionate time burdens and subordinate positions. Does the project support girls to develop as young citizens and participate in decision-making? Do they need particular support (ie. assertiveness and communication training) for involvement in activities? Do you need to do work with parents/teachers/religious & community leaders to enable them to take part? Are the most vulnerable girls also being included: girls with disability, HIV, from ethnic minority groups, girls out of school?
5. **M&E** needs to be invested in from the start. Gender sensitive indicators that are both quantitative and qualitative must be developed (eg. number of girls completing primary education and community members more likely to value girls' education). Also girls' own *perceptions* of change in attitudes, relationships and behaviours regarding gender equality should be measured through the baseline and final evaluations.
6. Link up with **local partners**. Find out who else is working on this issue locally that could enhance the project. If work on gender is new to the CO enlist the support of specialist (such as women's rights organisations or gender consultants). Develop clear partnership agreements with them – they can support your analysis, implementation (including any training and advocacy) and at the same time build the capacity of Plan PU and CO staff. Ensure that any other partners are committed to promote girls' human rights and gender equality.

7. **Gender sensitisation work** must be part of any project. This involves awareness raising activities with community members, service providers, decision-makers, especially with power brokers (e.g. traditional rulers, religious leaders etc, particularly targeting men and boys) to support an enabling environment for women and girls to realise their rights. It is vital that all community members (including girls) have the opportunity to discuss how girls are viewed and valued. This work should go beyond light touch posters etc and support the role of girls in awareness raising through child-led activities (eg. theatre, radio, video). This work is challenging and continuous but is vital to changing attitudes and behaviours towards girls and women.
8. **Advocacy work** should strengthen governments to enable girls to realise their rights. There may be a need to lobby for changes to legislation, better implementation of existing policies and provision of girl friendly services etc. The project should support girls to conduct advocacy, have a voice and to participate in decision making. Is there currently a coalition working on girls' rights you could join or if not start one? Does the project align with the aims of other related CO advocacy work (Eg. LWF campaign, Safer School Campaign)?
9. Ensure Plan's **gender focal points/gender advisors** in the COs are involved in the design and implementation of the project. It's also important to ensure the project aligns with the CO's other programming. Advisors from other thematic areas should be involved in the project design and implementation where appropriate.
10. Overall, does the **intervention logic** challenge and/or address the problems facing girls and young women? How does it grade on the gender criteria (ie. Gender blind, neutral, sensitive, or transformative)?