



ZIGLA Consultores
INVERSIÓN SOCIAL ESTRATÉGICA

APPENDIX

Final External Evaluation
Project: **“Organizing Women Against Corruption”**

Argentina, May 20, 2010

LIST OF STAKEHOLDERS SURVEYED, INTERVIEWED AND ASSISTING TO FOCUS GROUPS

People who was interviewed

Name	Organization
Guadalupe Tagliaferri	Directora: "Mujer de la Ciudad", gobierno de Bs. As.
María Julia Giorgelli	ADC
Griselda Lassaga	Docente UBA
Susana Perez Gallart	APDH
Jazmín Steuer o Amalia Clark	Panelistas del Foro
Elisabeth Rapela	MEI
Monique Thiteux-Altschul	Directora de MEI

People who assisted to Focus Groups

Name	Organization
Fabiana Túñez	La casa del Encuentro
María Ines Rodríguez Aguilar	MEI
Susana Gamba	Presidenta Portal Agenda de las Mujeres
Coca Trillini	Comentarista del Foro
Nelly Minyersky	UBA
Cris Raunich	Prensa
Marta Antunez	Deportóloga



People who answered online survey.

Person / Organization	Organization
Barbagelata María Elena	Lawyer. National Congress Woman
Caminos Viviana	GENERAR y RATT
Daphne Plou	Programa de Apoyo a las Redes de Mujeres para América Latina
Lisa Barrios	Mujeres Mercosureñas
Ana M. Fernandez Troxler Lisandro Vargas	Asoc. Juana Manso
Lorena Villafañe	Journalist
Ma. Soledad Ceballos	Nosotras en el Mundo
Karina Lucero	CEPROFA -La Falda
Lisandro Vargas Gómez	Medios de comunicación
Asociación para la Vida y la Paz "Juana Manso"	Asociación sin fines de lucro con personería jurídica
Cristina	ONG Juanita Moro
Daniela Defranco	Proyecto CEDAW - Argentina, Instituto Interamericano de Derechos Humanos y Área de Género y DDHH de las Mujeres del Instituto de DDHH Facultad de Ciencias Jurídicas y Sociales UNLP



Information on people surveyed

- Of the total respondents, 92% were female while the remaining 8% were men.
- 9 respondents from the provinces (Chaco, Mendoza, Cordoba, Misiones and Jujuy), while the rest of the respondents are from Buenos Aires Province and Buenos Aires.
- Respondents are working in nonprofit organizations, foundations, media, civic associations and universities.
- They joined the Network of Women on the Verge of information between March and October 2007 and played roles insteering committee, broadcast and print, coordination and focal points.
- Some of the actions performed by participants are: dissemination and call and Project activities, coordination of interviews and activities, dissemination of results of the International Forum in the press, training, debates in the provincial Quota Act, promotion of the Commission Multisectoral Women in the Legislature, the Law on Access to Information, proposals for legislative changes, among other actions.

Data Analysis

- The 69.23% of the respondents feel that the request for information to guarantors of law contributes to a high degree to achieve the objectives.
- As the number of beneficiaries of the Project, the responses were varied, but all agreed that the impact is significant, at local and provincial levels.
- All respondents felt that the project meets the real needs of women and gender issues most relevant to our country. 46.15% believe that this is closely while 53.85% think that answers a lot.
- Key learning by participation within the network and installation were the incorporation of new knowledge and concepts around gender and corruption, information management to captivate the media and improve public policy, how it affects Women corruption, the benefits and opportunities of networking, the network of local contacts and groups, access to information, use of resources, communication and dissemination methods.
- To continue the project, respondents believe that they should generate activities involving all provinces and generate the commitment of governments, strengthen institutions, increase the dissemination of studies, access to information and statistics, maintain and continue to work with Network and expand its field of action, continue to train men and women to raise awareness on the rights of each, increasing the coverage and media publicity.
- Most respondents felt that the project makes a strong impact in the community.



- Within the areas or strategies that contribute to achieving the objectives of the project, most respondents considered higher the contribution of the following actions:
 - ▶ Training on gender issues
 - ▶ Presence of gender issues in media
 - ▶ Creation of database of gender cases
 - ▶ Alliances between sectors involved in gender issues
 - ▶ Impact on the political agenda
 - ▶ Presentation of cases of gender and corruption to the Justice
 - ▶ Networks
 - ▶ Campaigns and Festivals
 - ▶ International Forums

- Respondents from the Project worked with the following political actors, social and trade union:

At medium to low level:

- ▶ National government
- ▶ Provincial Government
- ▶ Municipal Government
- ▶ Universities and Academic Centers
- ▶ Chambers of commerce and business

At a high level:

- ▶ Legislative branch
 - ▶ Media
 - ▶ Social organizations
- Most respondents felt that the actors mentioned above are key to the project. In turn, they all agreed to work in partnership with other institutions or organizations.

 - The main weaknesses found during the development of the program were the lack of tools for a more widespread dissemination, lack of response from the media and lack of



knowledge about gender issues and corruption, lack of time, monetary difficulties, distances

- Most respondents incorporated the following concepts for participating in the Program: Women's Rights, Gender, Corruption, Lobbying, access to public information, among others.
- The minority of respondents considered that the resources to implement their work in the Network were sufficient but needed to develop alternative sources. But most felt that resources arrived on time.
- With respect to activities undertaken to achieve the objectives of the Network, most respondents agreed that planned activities were conducted and that new ones were added. In turn, all but one respondent felt that there was less activity than planned.
- As to whether the results of the project will remain on access to information:
 - Access to database on gender and corruption cases: 75% think it will stand.
 - Local Newspapers motivated or gender: 42% think it will stand.
 - Installation of the gender issue and corruption in the public agenda: 36% think it will stand.
 - New regulations or access to information: 55% think it will stand.
 - Level of awareness of the general population on gender ratio and corruption: 55% think it will stand.
 - Women mobilized by their problems: 83% think it will stand.
 - Social organizations actively working on gender issues: 83% think it will stand.
 - Local governments informed and providing information: 82% think that it is difficult to maintain.
 - Local partnerships between various public and private institutions working on gender and women's rights: 58% think it will stand.
 - Greater control of the public on government action: 63% think that will be maintained.
- With regard to the impact that leaves the project in the community, respondents considered that the impact was high in social organizations and new laws, an average impact on the public, journalists and media, academic institutions, provinces and localities, while considered that the impact will be lower at the community level in general, political actors in the country and Latin America.



PARTICIPATORY WORKSHOP

Here are women who attended the final participatory workshop for external evaluation.

Name	Organization
Aumedes Noemi	Asoc. Mujeres en Acción
Balard Ma. Del Carmen	Union Steward
Grazia Civinini	Comisión Carta Abierta (creo es especialista en RR.HH.)
Graciela Di Marco	Profesor Maestría en Gestión Educativa y Maestría en Ciencias de la Familia, Universidad Nacional de San Martín (UNSAM)
Susana B. Gamba	Presidenta Portal Agenda de las Mujeres
Maria Gabriela Hoch	Founder & Managing Director at MGH Communication Management
Raunich Cris	Fundación Baccigalupo
Elena Tchalidy	Presidencia de la Fundación Alicia Moreau de Justo
Trillini Coca	Católicas por el Derecho a Decidir
Yelicic Clori	Former national Congress Woman
Mariana Ballestero	Asociación Vientos del Sur
Marta Freire	Centro de Estudios "Carolina Muzzilli"
Maria Rackier	Lugar de Mujer
Diana Mongue	UNIFEM
Luz Aquilante	UNIFEM
Monique Thiteaux Altschul	MEI



a) Evaluation team

Maximiliano Luft

After working as a facilitator and trainer in several social organizations, and monitoring social policies in the public sector, he started working with the regional private sector as a business consultant in Corporate Social Responsibility and Social Investment. In 2009 he founded Zigla with the idea of integrating different approaches to help businesses, social organizations and public institutions to move towards a regional context for strategic social investment. At Zigla Consulting he currently runs the Social Investment and Knowledge Management Area.

María Carolina Posada

She currently serves as a senior consultant for different organizations from the public and private sector in Argentina. She is also a trainer and facilitator, specializing in planning, implementation and evaluation of public policies and social projects. She has coordinated assessment teams for the Inter-American Development Bank and World Bank. She worked in different political, social and economic contexts (Colombia, England and Argentina) and in different sectors: public, private, academic and non-governmental. She has excellent communication skills, leadership and conduct of groups. She holds a degree in Business Economics with a Masters in Social Policy and Planning in Developing Countries with emphasis on Rural Development and Education.

Cora Bertachini

Currently serves as an evaluator of social projects focusing on the role of women and gender equity. Within the work she has done to date we found gender analysis, the assessment of livelihoods, impact analysis, project management, monitoring and evaluation, advocacy, capacity-building. Education, training and research in women's rights, political participation, gender and development



b) Support team

María Pazo

María is passionate about social innovation models and has channeled that passion into the management of social projects focusing on collaboration, innovation, research and development. After working in social innovation initiatives in Argentina and abroad, she began working with Zigla Consultants to further discover models that lead to social change.

María Agustina Budani

She joined Zigla Consulting after working in several public opinion and economic analysis consulting firms. She has a wealth of experience working on studies and analysis of public opinion in the social and private sectors. Her experience includes the development of indicators systems for measuring the impact and valuable information analysis for the social and economic sectors. In line with the growth of web and social networks, she has supplemented her experience specializing in online content management.



WORKSHOP BRIEFING

At the end of the process of external evaluation of the project "Organizing Women Against Corruption" it was held on Friday May 14, a Participatory Evaluation Workshop coordinated and facilitated by the assessment team of ZIGLA Consultants. Here are the main results of the dynamics that took place in the workshop.

Agenda

Time	Topics	Dynamics
9.30 to 9.45	Presentation of Evaluating Team and Participants	Presentations Round
9.45 to 10	Workshop logic with the Evaluation	Small briefing on the evaluation process and the workshop objective
10 to 10.20	Overview of Project's strategic lines from an integrative approach including positive and negative outcomes	<i>Group Dynamic</i> "Role Play: optimists vs. pessimists"
10.20 to 10.50	Moderating: Cora Bertachini	Plenary on findings and consensus
10.50 to 11	Coffee Break.	
11 to 11.50	Project's impact perspectives Moderating: Maximiliano Luft	"Impact and Outcome Matrix"
11.50 to 12	Evaluation and closing	Round of opinions exchange

Facilitators: Cora Bertachini and Maximiliano Luft from ZIGLA Consultores



Dinámica 1. Optimistas vs. Pesimistas

Consigna de trabajo:

Uds. recibieron una tarjeta que los va a identificar como parte de uno de dos grupos.

OPTIMISTA



- a. El grupo de los/as **optimistas** rescatará todos los aspectos positivos, aspectos facilitadores, posibilidades y fortalezas de los temas propuestos.
- b. El grupo de los/as **pesimistas** considerará todos los aspectos negativos, dificultades, obstáculos, debilidades de los temas propuestos.

PESIMISTA



Temas:

- 1) Las acciones de acceso a la información de la Red de Mujeres al borde de la Información.
- 2) Desayunos y otras acciones con los medios para la incorporación de temas de género y corrupción con distintos públicos.

Consensus Matrix

Activity	Optimists Take	Pesimists Take	Integrated Take
1. Women's Network	<ul style="list-style-type: none"> ▪ Multiplication gender equity actions for the production of content and information of "high quality." ▪ Systematization, communication and transparency ▪ Inclusion in the charters of political parties of the "quota" and recommendations of the Network ▪ Dissemination of tools. ▪ Creativity and innovation ▪ Visibility strategy and media relations. ▪ MEI positioning as a reference by the media. 	<ul style="list-style-type: none"> ▪ Few gender perspective in the media. ▪ Low scope ▪ Limitation to reach women not having Internet access. ▪ Access to information is bounded to a narrower audience. ▪ Too many emails generate saturation. ▪ Duplication of emails. ▪ Red delayed but moderated, the information gets stale or duplicated. ▪ Information is difficult to classify, is mixed, confusing situations are generated. ▪ Ignorance about the network and the place of other organizations. 	<p style="text-align: center;">Consensus</p> <ul style="list-style-type: none"> ▪ No contradictions arise between optimists and pessimists, the pessimists clear that the challenges identified are common to all networks. ▪ Both agreed hampered instrumental in nature: the filtering of information is time consuming. ▪ The network appears as a normal activity of a larger communication strategy. ▪ MEI operates Network in all its activities. ▪ The Network has been very important in the incorporation of the provinces. ▪ The network is more mature and enlarged at the end of the project.
2. Breakfasts and Massive Media Campaigns	<ul style="list-style-type: none"> ▪ Consolidation of an integrated, inclusive, and democratic space with a regional scope. ▪ Give continuity and stability to the initiative. ▪ Agenda items arise and "define actions" and advocacy campaigns. ▪ Are participatory. ▪ Are operational. ▪ Generate exchange of information, tools and experiences. ▪ Adjust their speech to a media language. 	<ul style="list-style-type: none"> ▪ Too many items generate failure to follow up. ▪ It is always the same people and there is no inclusion of new generations. ▪ You don't go home with concrete actions, "How do I continue this?". ▪ Problem frequency and continuity, is irregular (previously once a month). ▪ It's difficult to get economic sustainability. ▪ In general there is little media coverage. ▪ We need to open other spaces than just only the signing of petitions 	<p style="text-align: center;">Consensus</p> <ul style="list-style-type: none"> ▪ The breakfast itself is not a decision making or mandatory instance. ▪ It moved into action whenever necessary. ▪ MEI is not responsible for the actions, individual participants should push concrete actions (dialectic take) ▪ Priority has been the scale (national) over the continuity, so bowed frequency of activities in the City of Buenos Aires.



Dynamic 2. Impact and Outcome Matrix

Assignment:

a. Discuss and agree on Outcomes generated and expected impact in the following lines of action:

- 1) Access to Information actions carried by Network of Women on the Verge of the Information.
- 2) breakfasts and other actions with the means for incorporating gender issues and corruption with different audiences.



Due to time restrictions, the second dynamic could not be completed, thus only the perspective of fewer participants on the impact and projections could be included. The following are the Project's most salient prospects on impact:

Impact Prospects

- Women's empowerment
 - Empowerment of institutions
 - Organizational charts reflecting greater participation
 - Reduction of corruption from the awareness
 - Learning how to acts as women in democracy
 - New knowledge multiplied installed and creates new opportunities
 - New opportunities for participation
 - Space in the Network
 - International impact (dissemination)
 - Draft law on access to information
 - Clothing Sizes Act
 - Opening of new areas (eg Trade Unions)
 - Naturalization and institutionalization of gender equity
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MATRIX OF RESULTS WITH SUGGESTIONS THAT WOULD FACILITATE MONITORING AND EVALUATION

OUTCOME 1		OUTCOME INDICATORS	BASE LINE	Goal
Political parties and especially, women within the parties, support the mainstreaming of gender equity and accountability mechanisms .		Proportion of proposals on gender equality adopted by political parties	Proportion at the beginning of the project	Expected proportion
		Number and Proportion of political parties that present their data publicly on funding of political campaigns	Number and proportion at the beginning of the project	Expected number and proportion
		Number of MP supporting a document to raise awareness of political party reform	Number of MP at beginning of the project	Expected number of MP
		Number of women political activists supporting an awareness document for reform of political parties	Amount at the beginning of the project	Expected amount
		Number of signatures supporting an awareness document for reform of political parties	Amount of signatures at the beginning of the project	Expected amount
		The proportion of campaign funds for women is equivalent to that available to men in political parties	Proportion at the beginning of the project	Expected proportion
Outputs	Activities	Indicators	Base Line	Goal
Monitoring of public and private funds for a minimum of five political parties and their level of identification or approach to gender issues.	Research on campaign funds and monitoring of their legal status	Amount of conducted research Research documents	Amount of researched at the beginning of the project	Amount of expected researches
	Comparative study of gender equity issues in the charters of the main political parties, including draft amendments on that line	Amount of studied political parties Research findings document	Amount of political parties studied at the beginning of the project	Expected amount of political parties studied
	Incidence and negotiations with representatives of major political parties to promote gender equity issues and a better inclusion of women as party members and candidates.	Amount of meetings with political parties representatives Amount of agreements with political parties representatives	Amounts of meeting and agreements at the beginning of the project	Expected amount of meetings and agreements
	Document that includes gender issues in the political reform bill that is sent to the authorities of the political parties represented in Congress.	Document completed and distributed Number officials of political parties receiving the document	Amount of authorities with the document at the beginning of the project	Expected amount of authorities with the document

OUTCOME 2		Outcome Indicators	Base Line	Goal
Access to public information is accepted and used by the public and especially by women, as a tool for exercising their human rights and their fight against corruption.		Increase in the response % of requests for information from the network to the Government.	% at the beginning of the project	Expected %
		Level of awareness of the importance of access to public information by sex	Level at the beginning of the project	Expected Level
		Quantity of women's rights organizations to support a national law on access to information	Amount at the beginning of the project	Expected amount
Outputs	Activities	Indicators	Base Line	Goal
The Network of Women on the Verge of Information requesting information on an ongoing basis to units of government	The Women's Network is formed and begins to request information from local governments and writes reports on the responses.	Functioning Network Amount of women member of the network Amount of monthly requests Amount of monthly answers	"0" (without network)	Expected amount of women in the network, requests of public information, and answers
	Workshops for the inclusion of gender issues in the draft law on access to public information in seven regions of Argentina.	Amount of workshops that took place Amount of workshop's attendees	"0" (without workshops)	Expected amount of workshops and attendees
Revision of a preliminary draft law on access to information to ensure its relevance and accessibility for women.	Advocacy campaign to revise the law	Performed Campaign Amount of campaign spots Amount of meetings/forums within the campaign framework / Amount of revised law drafts	"0" (without campaign)	Expected amounts

OUTCOME 3		Outcome indicators	Base Line	Goal
Public information campaign to raise awareness and understanding of the gender dimensions of corruption		Increase in number of articles dealing with gender issues and corruption	Amount of articles at the beginning of the project	Expected amount of articles
		Number of people reached by the media campaigns	"0" without campaign	Expected amount
		Increased level of public awareness of gender issues and corruption, the impact of corruption on women and anti-corruption initiatives.	Level of awareness at the beginning of the project	Expected Level
		Number of anti-corruption cases using the database of gender.	"0" without data base	Expected amount
Outputs	Activities	Indicators	Base Line	Goal
Mass awareness campaigns of the specific impact of corruption on women and the role of women in efforts against corruption	Formulation of a messaging campaign to popularize the understanding of the gender dimensions of corruption and anti-corruption activities of women.	Performed Campaign Amount of messages sent out	"0" without campaign	Expected amount
	Mass media campaigns to publicize the project strategy	Amount of campaigns Amount of published strategies	"0" without campaign	Expected amount
Database of 30 gender-specific anticorruption cases developed and used for reference on corruption.	Baseline Survey on the awareness on gender and corruption and final survey to detect changes in levels of consciousness.	Amount of surveys Final survey report	"0" without survey	Expected amount
	Collection of cases in the Justice, Law Enforcement, Ombudsman and Anti-Corruption Office, business and civil society.	Amount of collected cases	Amount of collected cases at the beginning of the project	Expected amount

OUTCOME 4		Outcome Indicators	Base Line	Goal
Shared substantial knowledge about the rights of women and gender issues and corruption among the referents of these issues in the Latin American region.		Received presentations	"0" without Forum	200
		Specialists participating in Forum	"0" without Forum	600
		Forum Media coverage	"0" without Forum	Expected media coverage
		Documentation and compilation of Forum book	"0" without Forum	Book
		Discussion Paper to compare the experiences of Mexico and Argentina in terms of approaches used to improve the accountability of government and join women in the anti corruption efforts.	"0" without Forum	Paper
Outputs	Activities	Indicators	Base Line	Goal
Implementation of Inter-American Forum of Women against Corruption 2008 with a strong presence of reference from all sectors and generating innovative proposals on gender issues and anti-corruption	Forum campaigns	Amount of media promoting the Forum	"0" without Forum	Expected amount
	Reading and selection of papers and distribution of panels	Amount of selected presentations	"0" without Forum	Expected amount
	Three-day agenda for the Forum	Agenda circulated and agreed Renowned panelists	"0" without Forum	Expected agenda Amount of renown panelists
	A documentary with interviews from the forum	Amount of people interviewed in documentary Edited documentary	"0" without Forum	Expected amount