



GENDEREVALUATION METHODOLOGY

for internet and ICTs

**A Learning Tool for Change and
Empowerment**

Association for Progressive Communications
Women's Networking Support Programme.





The GEM Project

Introducing GEM's context and framework

Introducción al contexto de GEM y a su marco de trabajo

GEM is a guide that integrates a gender analysis in evaluating initiatives that utilize information and communication technologies for social change.



GEM was developed to learn about if and how ICTs are contributing to women's empowerment and gender equality.

The **GEM** methodology is being used in various types of ICT projects in Asia, Africa, Latin America and Central and Eastern Europe.



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The GEM Project



GEM was developed by the Association for Progressive Communicationswomen's Networking Support Programme (**APCWNSP**). **APCWNSP** is a global network that facilitates the strategic use of ICTs in supports of women's actions and agendas.



WE work in research, training, information, and support activities in the field of ICT policy, skills-sharing in the access and use of ICT, and women's network-building.

The GEM Project



The **GEM** tool contains:

- **Theory:** a gender analytical framework as well as basic concepts and principles of evaluation.
- **Practice:** practical 'how-to' approaches and worksheets to help you conduct your own evaluation.

You will find the GEM website on:

<http://www.apcwomen.org/gem>

Potential of ICT for gender equality and women's empowerment

Information and communication technologies hold great potential for the economic, political and social empowerment of women, and the promotion of gender equality. But that potential will only be realised if the gender dimensions of the Information society.

Unless gender issues are fully integrated into technology analyses, policy development and programme design, women and men are not to benefit equally from ICTs and their applications.

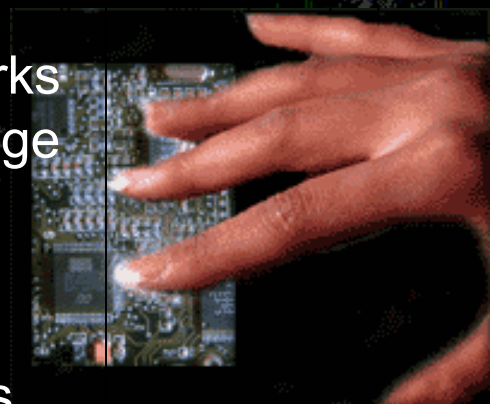




Gender Digital Divide

In the ICT field, gender issues are defined in terms of

- users' needs and conditions of access
- policies and applications, regulatory frameworks
- illiteracy, lack of computer literacy and language barriers
- many other critical issues



At the same time, women and men's access to ICTs is constrained by factors that go beyond questions of technological infra-structure and socio-economic environment. Socially and culturally constructed gender roles and relationships play a cross-cutting role in determining the capacity of women and men to participate on equal terms in the Information Society.



Presenting some applications of GEM

GEM has been applied in:

- Community education and training initiatives for women
- Universal access projects such as telecenters
- Employment and e-commerce projects
- Networking and community building project
- Advancement of women's rights through women's information activities and advocacy campaigns on a range of women's issues

GEM has also been used as a framework in:

- Mainstreaming gender in national ICT policy development
- Integrating a gender perspective in e-governance and political participation programs

Presenting applications of GEM

Presentación de experiencias en el uso de GEM



Applications of GEM



192 participants (157 women and 35 men) from 30 countries were trained in the use of the GEM through regional and local workshops



Applications of GEM

Multi-purpose Community Telecenters

The MCTs were initially set up by the Department of Science and technology to provide rural communities access to information, resources and expertise through ICTs. The initiative brought seven personal computers and Internet access to 4 rural and remote areas in Southern Philippines. The facilities has been handed over to the local government units (LGU) in the communities. Both MCTs are now being run by a group of volunteers from the villages. Volunteers are trained in basic computer use, maintenance and support. The evaluation focused mainly on how community members are using and benefiting from the telecenters. The evaluation team gathered both quantitative and qualitative data. The main methodology used by the evaluation team was story-telling. Volunteers and users were asked to write in journals and also interviewed using video equipment.



Presenting
applications of GEM

Presentación de
experiencias en el
uso de GEM

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Applications of GEM

Fundacion ERPE Popular Radio Schools in Ecuador



Fundación ERPE has two radio stations, one AM and one FM, that broadcast in two languages, Spanish and Kichwa. Their AM services reach almost the whole Andean region in the country. The Fundación also leads preventive health programmes, popular education programmes and an agriculture development project, with emphasis in organic production of cereals, fruit and vegetables, paying special attention to the rescue of ancient and traditional cereal production that had been left aside because of market influence in local food consumption. In this way, people have gone back to produce and consume local cereals with rich nutrients that help them to prevent sicknesses and build a healthier community. Radio programmes and campaigns have been key tools for this development.

Applications of GEM

Women'sNet: Pilot Training Project in Limpopo Province

The Women'sNet training pilot project was an initial attempt at community-targeted ICT-training with a focus on gender awareness and the empowerment of women through development.

It was also aimed at fostering collaboration between community radio stations, telecentres and women's and gender organisations in the community through training for community members – specifically women from small rural villages – on computer basics and email and internet basics; useful, self-identified skills such as how to write a CV and how to create a pamphlet; training in starting a small business and training for telecentre staff and teachers in Mohodi on more advanced computer skills.





GEM

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**GENDER EVALUATION
METHODOLOGY**
for Internet and ICT Initiatives

<http://www.apcwomen.org/gem>

